

MEMORANDUM

TO: Plan Commission

FROM: Department of Community Development

DATE: June 29, 2015

SUBJECT: Public Participation Summary – South Moorland Road Corridor Neighborhood Plan and Comprehensive Plan Update

The Department of Community Development has recently completed an extensive public participation effort regarding the future planning and Comprehensive Plan amendments for the South Moorland Road Corridor located within Sections 34 and 35. The purpose of the public outreach efforts was to gather input on proposed Future Land Use map changes within the South Moorland Road Neighborhood planning area.

The public participation included a variety of methods to gather feedback and engage the community in the planning project. The following community involvement techniques were used:

- City of New Berlin website (<http://www.newberlin.org/index.aspx?nid=699>) which was updated regularly with meeting dates, open office hour dates and maps.
- Dedicated project Facebook page: (<https://www.facebook.com/MoorlandRoadBusinessCorridorSouthDevelopment>)
- Targeted Focus Group meetings – Invitations for these meetings were hand delivered by Alderman Harenda and Alderman Stribl. Four targeted focus group meetings were held with residents that live closest to the project area. These are the small landowners along Grange between Moorland Road and Sunny Slope Road, small landowners along College Avenue between Moorland Road and Sunny Slope Road, representatives from the subdivisions to the east of Sunny Slope (Karrington Woods, The Conservancy and High Grove) and the large landowners within Section 35.
- Open Office Hours – Staff held 29 Open Office Hour sessions held at various times to accommodate differing schedules. These sessions were held during workday (early morning/early evening), evening and weekend hours.
- Staff was also available any time during the day to talk with interested individuals. We received many phone calls and counter visits.
- *New Berlin Now* article.
- In addition to the methods listed above and based upon the positive feedback of this one-on-one format, the City also sent a post card to every property owner in the city to notify them of the staff Open Office Hours. Approximately 12,000 post cards were mailed out.

Background – How did we get to the proposed Future Land Use Map?

In 2012, the City undertook the task of preparing a Comprehensive Plan Amendment for the Section 35 – South Moorland Road Corridor area. As part of that process a series of four Focus Group meetings were held to gather input from residents within the neighboring areas. This amendment included the expansion of the Business Park/Industrial area by about 200 acres. During the focus group meetings, Staff and the elected officials received significant community opposition to the proposed changes. The Common Council made the decision to end discussions on any amendments to Sections 35 prior to the project being presented to the Plan Commission.

In January of 2014, the City organized a meeting with concerned residents from the neighborhoods to the east of Section 35 regarding the future planning of this area. There was an interest in renewing the 2012 project in order for the City and residents to have more control in the ultimate build-out of the South Moorland Road neighbored by setting up the land uses, development policies and Zoning Code regulations for the area prior to development occurring. After that meeting the Department of Community Development began the process to re-evaluate the land uses and Comprehensive Plan for this area.

Staff worked to create concept plans for future development that were based upon feasibility of construction according to City codes and engineering design standards. The land uses that are being proposed and the placement of those land uses are dictated by the actual feasibility to serve those areas with sewer, water and roads considering the slope requirements for constructability and the engineering design standards while also preserving environmental features such as floodplain, woodlands, wetlands and environmental corridors. A number of design perspectives were taken into consideration while drafting the Future Land Use map. Maintaining land use continuity and avoiding areas where conflicting land uses were in close proximity to each other was an important element in the creation of the plan. The preservation of existing environmental resources and constrained areas (i.e. steep slopes, floodplain, wetlands, environmental corridors, trees lines, etc.) also played a crucial role in dictating the proposed land use plan.

The vision for Section 35 includes the following elements that have been incorporated into the development of the plan:

- High quality business community that focuses on sustainable site and building design.
- Emphasis on preservation of significant environmental features such as: wetlands, high quality woodlands, tree rows, floodplain and environmental corridors.
- Focus on green infrastructure and creative stormwater management elements.
- A system of meaningful pedestrian connections to create a walkable and connected community.
- Focus on high quality architecture.
- Layout that includes a mix of retail, commercial, office and light manufacturing within the Business Park/Industrial area.
- Provide high quality residential subdivisions utilizing conservation style design to preserve the environmental features.
- Allow for flexible site design for both residential and non-residential development by creating Zoning Code standards that promote creativity and sustainability.
- Require significant buffers between contrasting uses and main thoroughfares.
- Provide a high quality, regional park complex.

In addition to Residential and Business Park/Industrial future land uses within the South Moorland Road Neighborhood, the plan also includes an approximately 97 acre Park complex. The programming of this park is still in

the very early stages, but both active and passive uses within the Park Complex could eventually include, but are not limited to: high quality softball, baseball and soccer fields, neighborhood park amenities such as playground equipment and basketball courts along with trails, open spaces and other passive recreational uses. The Park Complex is situated to take advantage of the location of the Utility easement that will transition to a public trail at the time of future development and also provides a buffer between the Business Park/Industrial and Residential land uses. The location of the park also provides a definitive eastern-most boundary to the Business Park/Industrial land use. The concept plans shown during the Open Office Hours included approximately 57 acres of Park Land Use area; however, due to the positive response received towards the park complex, the land area for the Park Complex was increased to 97 acres to incorporate additional areas for passive recreational opportunities and open space preservation. The park area also encompasses and preserves areas of wetland, floodplain and an Isolated Natural Resource Area. This park has the potential to provide an exceptional local and regional amenity for the community.

After taking all of the above into consideration, an amended Future Land Use Plan has been proposed for the South Moorland Road Corridor Neighborhood. The proposed land use maps are attached to this report. The charts below summarize the total net and gross acreages within the proposed plan.

Gross Acres		
	Current Adopted Future Land Use	Proposed Future Land Use
Business Park/Industrial	412.9	433.4
Residential	412	294.6
Park Complex	0	96.7

Net Acres*		
	Current Adopted Future Land Use	Proposed Future Land Use
Business Park/Industrial	264.6	284.1
Residential	277	199.1
Park Complex	0	51.2

**Numbers are net acres after undevelopable areas (floodplain, wetlands, environmental corridors, conservancy districts) are subtracted out.*

Common Themes/Comments Heard through Open Office Hours, Phone Calls, Social Media and Counter Visits:

Residential:

- Liked that the proposed density would mirror existing subdivisions to the east.
- Want to see residential development with high quality homes.
- Many people stopped into office hours because they are hoping to build a house in Section 35 and wanted to know when development was going to occur.
 - *STAFF RESPONSE: The following steps for a new subdivision within the South Moorland Road Corridor include the following:*

- *Plan Commission and Common Council adoption of the updates to the Comprehensive Plan and Future Land Use map.*
- *Plan Commission and Common Council adoption of the updates to the Zoning Code to implement the residential development in this area.*
- *Applicant files Rezoning petitions for the subdivision area.*
- *Applicant files an application for a Preliminary Plat – approval is needed by the Plan Commission and Common Council (this can be done simultaneously with the rezoning).*
- *Applicant files an application for a Development Agreement for the public infrastructure – approval is needed by the Board of Public Works and Common Council.*
- *Construction of the subdivision infrastructure – roads, sewer, water, stormwater management, trails, grading, etc.*
- *All improvements are accepted by the City.*
- *Applicant files and application for a Final Plat – approval is needed by the Plan Commission and Common Council.*
- *Subdivision Plat is recorded and lots are ready to sell.*
- *Concerns about potential cut-through traffic at Nicolet Drive through to Grange Avenue with future subdivision development and the existing subdivision through to Sunny Slope Road.*
 - *STAFF RESPONSE: The safest place to provide an access point into any future residential development at the northwest corner of Sunny Slope Road and Grange Avenue, is to align the new road with the existing Nicolet Drive. A TIA may be able to provide suggestions to address this concern.*

Business Park/Industrial:

- *Expressed concerns over lighting of the Business Park/Industrial area.*
 - *STAFF RESPONSE: Lighting will need to meet Zoning Code standards and cut-off fixtures are required. Lighting can be turned down/off when not needed and used during off hours for security purposes only. New lighting technology better directs the lights downward and also reduces the “glow” effect.*
- *Still some opposition/questions regarding the Business Park/Industrial expansion.*
 - *STAFF RESPONSE: Staff worked to create concept plans for future development that were based upon feasibility of construction according to City codes and design standards. The land uses that are being proposed and the placement of those land uses are dictated by the actual feasibility to serve those areas with sewer, water and roads considering the slope requirements for constructability and the engineering design standards while also preserving environmental features such as floodplain, woodlands, wetlands and environmental corridors. A number of design perspectives were taken into consideration while drafting the Future Land Use map. Maintaining land use continuity and avoiding areas where conflicting land uses were in close proximity to each other was an important element in the creation of the plan. The preservation of existing environmental resources and constrained areas (i.e. steep slopes, floodplain, wetlands, environmental corridors, trees lines, etc.) also played a crucial role in dictating the proposed land use plan.*

In addition to Residential and Business Park/Industrial future land uses within the South Moorland Road Neighborhood, the plan also includes an approximately 97 acre Park complex. The Park Complex is situated to take advantage of the location of the Utility easement that will transition to a public trail at the time of future development and also provides a buffer between the Business Park/Industrial and Residential land uses. The location of the park also provides a definitive eastern-most boundary to the

Business Park/Industrial land use. The concept plans shown during the Open Office Hours included approximately 57 acres of the Park Land Use area; however, due to the positive response received towards the park complex, the land area for the Park Complex was increased to 97 acres to incorporate additional areas for passive recreational opportunities and open space preservation.

- Questions regarding residential abutting the business park and the conflicting uses.
 - *STAFF RESPONSE: Due to the large amount of environmental areas that will be preserved, there actually very few places where the business park and residential will be directly adjacent to each other. Staff is creating new Zoning Districts for this area and will require landscape buffers between conflicting land uses.*
- Very happy to see no access to Sunny Slope Road from the business park and park complex.

Park/Open Space/Trails:

- Would like to see a trail/path along Sunny Slope Road to provide a safe way to get from existing neighborhoods to Elmwood School, the proposed park complex and the future trail (utility easement).
 - This comment was heard from many residents that live in the surrounding subdivisions and the school district superintendent.
 - *STAFF RESPONSE: The feasibility of an off-road or on-road trail/path along the west side of Sunny Slope Road will be looked into. Placing a trail on the east side will be difficult because of existing development and the drainage ditches. Perhaps an on-road bike lane could be incorporated into any future reconstruction of Sunny Slope Road – similar to Coffee Road.*
- Expressed concerns over lighting of ball diamonds and/or soccer fields at the park complex.
 - *STAFF RESPONSE: Lighting will be required to be turned off after a certain time. Any games would need to end at that point. New lighting technology better directs the lights downward and also reduces the “glow” effect. On site signage can also be posted to notify users of the “lights off” and park closing times.*
- Would like to see lots of parking at the park complex to eliminate any future potential parking problems.
 - *STAFF RESPONSE: Staff is very sensitive to the complications that can arise from the lack of parking at community facilities. The parking lot will provide parking as estimated in the ITE Manual. Because of the entrance through the business park, any overflow parking can be easily accommodated on street within the wide right-of-way.*
- Very happy to see the large amount of open space and environmental areas being preserved.
 - *STAFF RESPONSE: As a result of hearing this comment from many residents and the positive response regarding the trail, the Future Land Use map included in this packet was amended to include an additional 39 acres of park land. This is in addition to the 57.7 acres of Park land that was presented on the maps shown at the open office hours. This also resulted in a decrease of the Business Park/Industrial land use. The land area for the Park Complex now encompasses 97 acres and incorporates additional areas for passive recreational opportunities and open space preservation. The Future Land Use plan has placed open space and environmental preservation as a high priority. The proposed plan provides a total of **290.3** undeveloped acres of woodlands, wetlands, floodplain and isolated natural resource areas.*
- Residents were very happy with the trail (utility easement).
 - *STAFF RESPONSE: While reviewing future development proposals, Staff will continue to ensure the trail is an amenity that is accessible from the subdivisions and business park that provides a meaningful pedestrian connection throughout the South Moorland Road Neighborhood.*
- Overall very positive feedback regarding the sports/park complex.
- Very happy to see no access to Sunny Slope Road from the business park and park complex.

General:

- Overall very pleased with the design and conceptual layout – we heard this many time during our conversations with the public.
- Many acknowledged their appreciation of staff being available to answer their questions one-on-one.
 - *STAFF RESPONSE: This is the reason we extended the office hours 2 additional months and mailed post cards to every household in New Berlin.*
- Concerns about the already busy Sunny Slope Road and Grange Avenue intersection and the long queuing that is currently happening.
 - *STAFF RESPONSE: A full TIA (Traffic Impact Analysis) is being completed to study the impact new development will have on the traffic and levels of service in this area and to determine the necessary traffic/intersection improvements that will be needed to alleviate any traffic issues.*

MEETINGS AND OPEN OFFICE HOURS

Meetings:

- January 2014 – Meeting with neighbors east of Sunny Slope.
- May 29, 2014 – Loomis Land Owner Interview
- May 23, 2014 – Ray Saltzman – Land Owner Interview
- May 23, 2014 – Thompson Corporation – Land Owner Interview
- April 10, 2014 - Residents from Subdivisions East of Sunny Slope Road
- June 3, 2014 – Grange Avenue Residents
- June 5, 2014 – College Avenue Residents
- June 12, 2014 – Large Land Owners within Section 35
- October 29, 2014 – DCD site walk of Section 35
- November 19, 2014 – Meet with Thompson Corp. regarding Section 35
- November 25, 2014 – New Berlin Pastor Leadership Meeting
- December 1, 2014 – Plan Commission – Presentation of a summary memo, dated November 10, 2014, on Section 35 Master Planning Updates.
- December 9, 2014 - Residents from Subdivisions East of Sunny Slope Road
- December 11, 2014 – Update with Police Chief Joe Rieder & Fire Chief Lloyd Bertram
- December 19, 2014 – Update with Superintendent Joe Garza
- January 8, 2015 – Conference Call with Shelly Strasser with WA-WM School District. She serves as the Recreation & Community Services Program Director for the WA-WM School District. We discussed with her their success using crowd-funding for fitness stations at McKinley Park.
- January 13, 2015 – Staff meeting with Mark Schroeder to discuss needs for the sports complex area. Discussed what types of soccer and baseball needs the City has.
- January 15, 2015 – Residents from Subdivisions East of Sunny Slope Road
- January 19, 2015 – Staff meeting with Thompson Corporation to update them on our work to date.
- February 4, 2015 – Conference Call with Eileen Kelley, Planning Director for the City of Middleton. Discussed some of the projects going on there. Some of which included a multi-modal trail with recreational equipment, large preservation areas, a lifestyle center.

- February 5, 2015 – Staff meeting with Mike Zimmerman and Tom Johns with MKE Sports Entertainment, to discuss their ideas on Sports Complexes in the region. They have been involved with the Rock in Franklin, the WAVE and many other sports related ventures. We wanted to learn from them about what has worked and what hasn't.
- February 18, 2015 – Zoning Code Committee meeting #1 held at City Hall.
- February 19, 2015 – Staff attended the New Berlin Chamber of Commerce Legislative Update Breakfast - 1st Quarter General Membership meeting held at the New Berlin Banquet Center. Staff discussed the area with a few people at the event. Mayor also mentioned it as part of his presentation.
- March 18, 2015 – Update with Superintendent Joe Garza.
- March 18, 2015 – Staff meeting with a developer interested in this area of the City.
- March 19, 2015 – Update with Mayor, Alderman Harenda and DCD Staff. Provided update on Storm Water Management Plan, TIA, Zoning Code Committee work to date, and sports complex alternatives.
- March 19 – 20, 2015 – Staff attended the Chamber's Discover New Berlin event held at Eisenhower High School. Information was available about Section 35 at this event and staff discussed the area with several residents.
- March 30, 2015 – June, 2015 – DCD Staff will held open staff office hours and was available to discuss the South Moorland Road Corridor. Staff held officer hours in the Council Chambers and Conference Room A/B at City Hall.
 - Staff held 15 offices hours during the day on Monday, Wednesday and Friday's from 8:00 to 9:00 and 3:30 to 4:30.
 - Staff held 8 evening offices hours prior to the Council meetings and in conjunction with Alderman Harenda's Tuesday Office Hours.
 - Staff held 6 Saturday office hours.
- April 10, 2014 – Staff meeting with the Mayor and Alderman Harenda to discuss next steps – discussed preparing access agreements for individual property owners to sign in order to allow the City to access their properties in order to survey a potential road location and park boundary. After this meeting, meetings with each property owner were held to go over the agreement.
- April 15, 2015 – Zoning Code Committee Meeting #2 held at City Hall.
- April 24, 2015 – Staff meeting with the Mayor and Alderman Harenda to discuss next steps – Addition park acreage to accommodate a larger sports complex footprint to provide more parking, additional public space and buffer areas.
- April 29, 2015 – Staff meeting with Greg Johnson with Ehler's to request he prepare a cost-study and TIF feasibility analysis / Return On Investment Study for Section 35.
- Large Land Owners – Access Agreement Meetings for potential road right-of-way and park land purchase:
 - April 20, 2015 - Jim Rausch, Gajewski & Mike DeMichele & Attorney Brian Randall
 - April 21, 2015 & May 6, 2015 – Thompson – Dean Frederick
 - April 30, 2015 – Loomis
 - April 23, 2015 & May, 1 2015- Ray Saltzmann
 - May 11, 2015 – Mr. and Mrs. Bosch
 - June 12, 2015 – All large landowners
- May 4, 2015 – Plan Commission Meeting – PC requested the Common Council set a Public Hearing Date for June 29, 2015 (Note: item tabled at the May 12, 2015 Common Council meeting in order to provide more time for discussions with the property owners).
- May 12, 2015 – Staff meeting with John Biebreitz to review the draft TIA.
- May 13, 2015 – Staff meeting to review Comprehensive Plan Draft Plan amendments for Chapters 10, 17, and 18.

- May 21, 2015 – Staff met with Herbert Gross and Peter Gross with The Continental Divide Company, Ltd. Discussed Section 35 development options.
- May 27, 2015 – Meeting with Josh Gimble discussed Section 35 development options.
- June 3, 2015 – Staff meeting to discuss Section 34/35 Draft Public Improvement Plan. Greg Johnson, with Ehlers attended.
- June 3, 2015 – DCD staff attended the Westridge Business Association Meeting and discussed Section 35 development options.
- June 8, 2015 – Staff meeting to discuss Section 34-35 Draft Public Improvement Plan. Greg Johnson, Ehlers, presented his Section 35 ROI analysis to staff.
- June 11, 2015 – Staff meeting with Brian Riordan, Chuck Stadler, and Jack Price to review sports complex ideas.
- June 12, 2015 – Staff meeting with Section 35 large landowners. Discussed road layout.
- June 26, 2015 – Staff met with Ehler’s to review Return on Investment study.

Open Office Hours:

1. Saturday, March 28, 10:00 AM - 12:00 PM
2. Wednesday, April 1, 8:00 AM - 9:00 AM
3. Wednesday, April 1, 3:30 PM - 4:30 PM
4. Friday, April 3, 8:00 AM - 9:00 AM
5. Wednesday, April 8, 8:00 AM - 9:00 AM
6. Wednesday, April 8, 3:30 PM - 4:30 PM
7. Friday, April 10, 8:00 AM - 9:00 AM
8. Tuesday, April 14, 6:00 PM - 7:00 PM
9. Wednesday, April 15, 8:00 AM - 9:00 AM
10. Wednesday, April 15, 3:30 PM - 4:30 PM
11. Friday, April 17, 8:00 AM - 9:00 AM
12. Tuesday, April 21, 6:00 PM - 7:00 PM
13. Wednesday, April 22, 8:00 AM - 9:00 AM
14. Wednesday, April 22, 3:30 PM - 4:30 PM
15. Friday, April 24, 8:00 AM - 9:00 AM
16. Saturday, April 25, 10:00 AM - 12:00 PM
17. Tuesday, April 28, 6:00 PM - 7:00 PM
18. Wednesday, April 29, 8:00 AM - 9:00 AM
19. Wednesday, April 29, 3:30 PM - 4:30 PM
20. Friday, May 1, 8:00 AM - 9:00 AM
21. Saturday, May 2, 10:00 PM - 12:00
22. Tuesday, May 12, 5:00 PM - 7:00 PM
23. Tuesday, May 19, 5:00 PM - 7:00 PM
24. Tuesday, May 26, 5:00 PM - 7:00 PM
25. Saturday, May 30, 10:00 AM - 12:00 PM
26. Saturday, June 6, 8:00 AM - 10:00 AM
27. Tuesday, June 9, 5:00 PM - 7:00 PM
28. Tuesday, June 16, 5:00 PM - 7:00 PM
29. Saturday, June 27, 8:00 AM - 10:00 AM

WRITTEN COMMENTS

Summary of all Written Comments (emails and comments forms - please see attached for copies of the full text of the written comments):

- Liked the design and density.
- Not too thrilled with the Grange Avenue access/road.
- TIF would be an acceptable form of financing if closed out in less than 10 years.
- Residential layout does not seem well suited for high-end residential home development because of the noise, traffic, lights and other concerns from the sports complex. Sports complex could generate a lot of noise throughout the summer. Would like to build a new home where owners could enjoy the peace and quiet of New Berlin
- Consider developing the sports complex west of Moorland Road and Calhoun Road where there is not sewer/water.
- Would like to see residential developments west of Moorland Road and Calhoun Road that have sewer/water. The 5 acre density is too big. Would like smaller lots with less maintenance.
- Walking paths are desirable.
- Not pleased with the further expansion of the park complex to the west – affects ability to use the balance of the acreage.
- Would be interested in existing business building a community center catering/event facility within South Moorland Road Neighborhood. Would be a good fit with the residential and business park uses.
- Would like to see a trail/path along Sunny Slope Road to provide a safe way to get from existing neighborhoods to Elmwood School, the proposed park complex and the future trail (utility easement) - three separate written comments regarding this request and many verbal comments were made supporting this idea.
- Bike paths along entirety of Sunny Slope Road – similar to Cold Spring and Coffee Roads.
- Considered pedestrian and bike connections within the project area during planning stages so they can be installed with the initial development rather than trying to get them installed after development. Would like a safe and easily accessible connection of trail/bike paths to get from High Grove to Moorland Road.
- Is there enough capacity at Elmwood to accommodate residential growth?
- How were the conservancy areas determined? Is the federal government involved in requiring conservation areas?
- No concerns about the project and thought it was a good plan – We heard this statement many times and was included in a number of the written comments.
- Supportive of ball diamonds/sports fields.
- New Berlin Magic is in need of more girls softball fields – home fields. They are traveling to other communities to play “home” games.
- Like the change of the density to 0.5 acre lot size. Looking forward to possible new subdivision development
- Suggested the city look into Plamann Park in Appleton as an example for the park complex.
- Supportive of the sports complex and trail.
- Supportive of the residential.
- Will bussing be provided to Holy Apostles School? Who would be the contact for this question?
- Supportive of housing density increase.
- Happy to see no access to Sunny Slope Road from the park complex.
- Support the idea of building the sports complex before much of the residential areas are built.

- Concerns about connecting Nicolet Drive across Sunny Slope Road to new residential development – short cut and dangerous to cross the road.
- Appreciative of efforts to preserve existing woodlands.
- Considered pedestrian and bike connections during planning stages so they can be installed with the initial development rather than trying to get them installed after development. Would like a safe and easily accessible connection of trail/bike paths to get from High Grove to Moorland Road.
- Consider pointing out the following when educating residents about the need for the park/sports complex: tax payer money will not be used for the majority (or any) of the purchase price of the land – impact fees have been collected for this purpose, show there is a real need for ball diamonds in New Berlin and the fact that New Berlin teams are playing “home” games in other communities. Also explain the economic impact tournaments will have on local businesses – people will be coming to New Berlin for the tournaments and will stay in New Berlin hotels and eat at New Berlin restaurants.
- Focus on an indoor sports arena for the sports complex rather than the outdoor balls fields. Outdoor amenities should include community park amenities. Consider asking businesses to contribute to the costs of an indoor facility – used Recplex in Pleasant Prairie as an example.
- Leave as much open space as possible within the park complex. The land area for the sports complex should be dedicated to an indoor facility, parking and community park amenities. The rest of the land should be open space with no outdoor sports fields. Utilize the sports fields and Malone Park and Valley View.
- There should be a pedestrian connection from Elmwood School to the park complex so people are able to park at Elmwood and get to the complex/park.
- Request that their entire parcel have a residential future land use consistent with the other residential in Section 35 (Stark property).
- Would like the density to remain at 1 home per two acres.
- No further expansion of the Business Park/Industrial land use.
- Many questions about when the residential development will be available for building – we hears this questions many times and was probably the most common discussion.
- Question regarding timeline for the widening of the two-lane portion of Moorland Road.
- Inquiries looking for a short description of the project and what it entails.

NEXT STEPS:

Below is a list of the next steps required for adoption of the proposed amendments to the Comprehensive Plan:

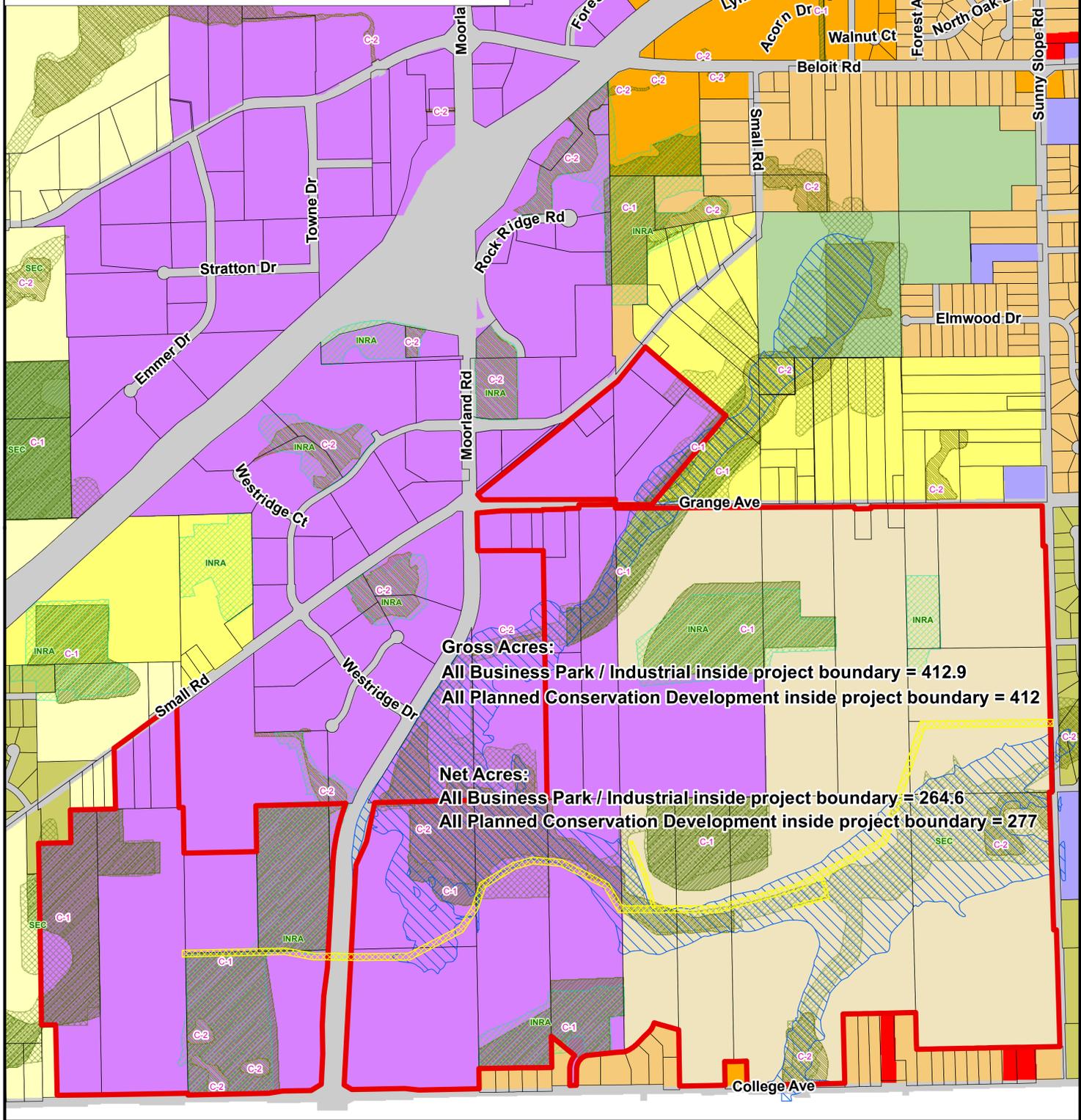
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|-------------|--|
| 7/28/2015 | Common Council take action to set public hearing date for 9/9/15 |
| Late August | Special Plan Commission meeting to discuss Comp Plan changes. |
| 9/9/2015 | Plan Commission Public Hearing regarding Comprehensive Plan Amendment. |
| 10/5/2015 | <ol style="list-style-type: none"> 1. Plan Commission Action on Comprehensive Plan Amendment & forward to Common Council. 2. Plan Commission Forward a recommendation to the Common Council to set a public hearing date of November 2, 2016 for the Zoning Code amendments. |
| 10/13/2015 | <ol style="list-style-type: none"> 1. Common Council Action on Comprehensive Plan Amendment 2. Common Council Action to set Zoning Code amendments public hearing date for November 2, 2015. |

- 11/2/2015 Plan Commission Public Hearing regarding Zoning Code changes.
- 12/7/2015 Plan Commission Action regarding Zoning Code changes and forward recommendation to the Common Council.
- 12/22/2015 Common Council Action on Zoning Code changes.

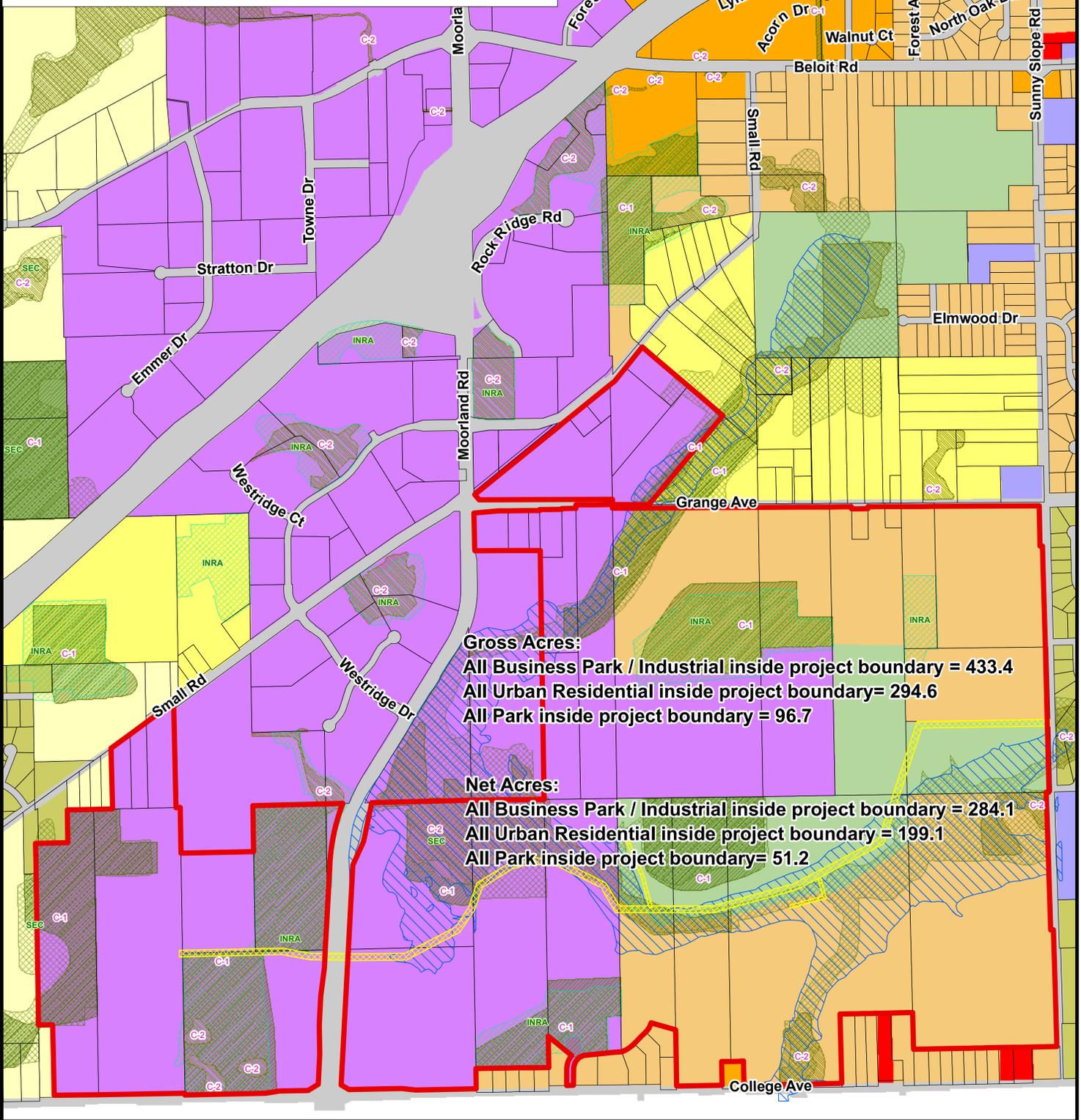
ATTACHMENTS:

Maps – Proposed Future Land Use Plans
City-Wide post card
Open Office Hours Flyers
Website (screen shot)
Facebook (screen shot)
All public comments and sign-in sheets

Current Future Land Use Plan



Proposed Future Land Use Plan



South Moorland Road Corridor Neighborhood Plan

Legend

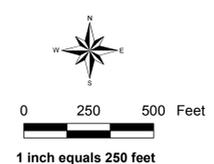
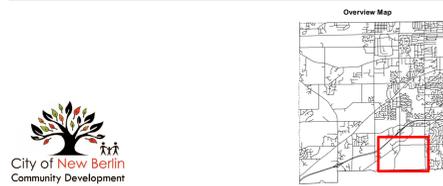
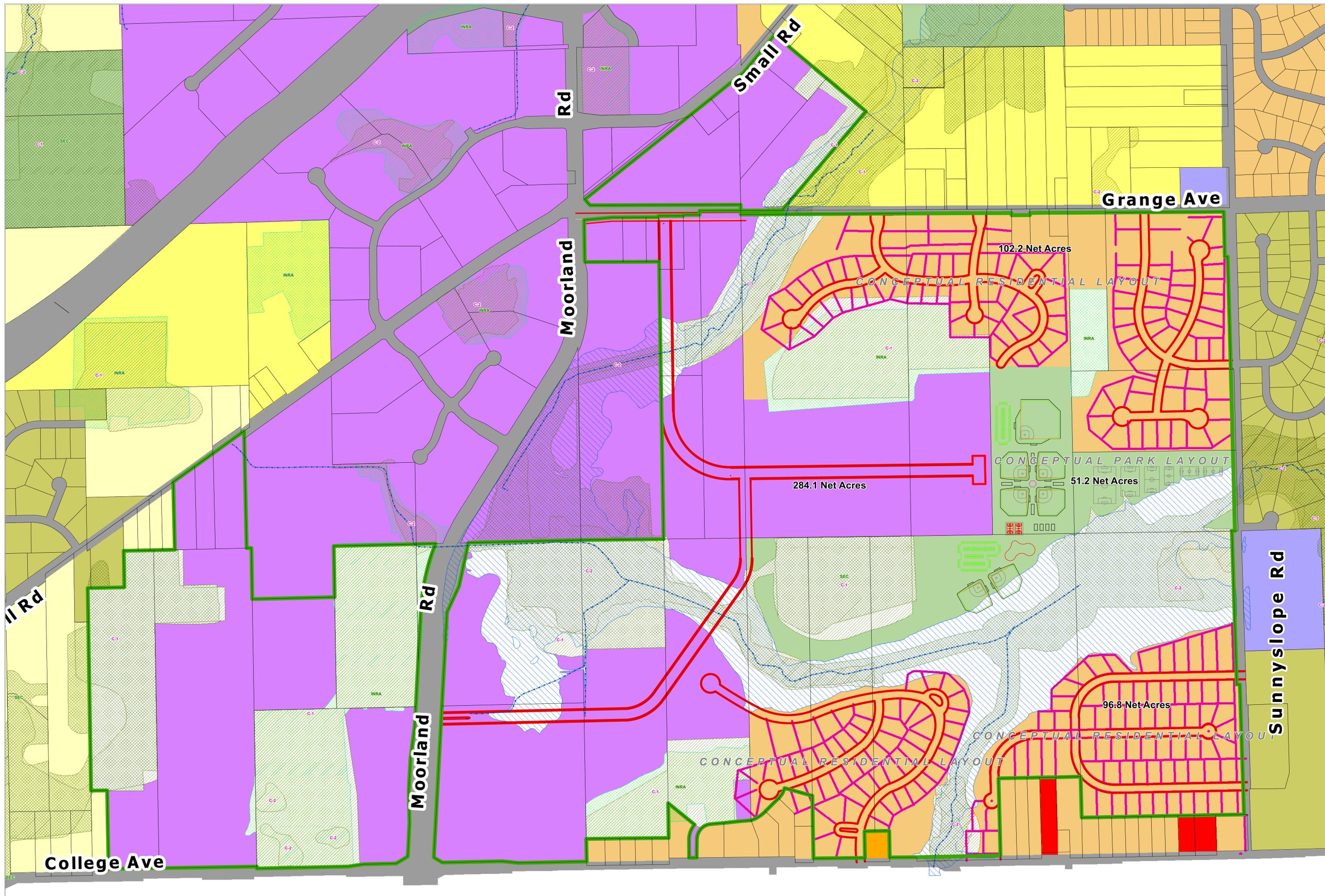
Project Boundary	Suburban Commercial	Residential Estate	Isolated Natural Resource Area	C-1 Upland Resource
Floodplain	Mixed Use Residential	Planned Conservation Development	Primary Environmental Corridor	C-2 Shoreland Wetland
Trail/Easement	Urban Residential	Park	Secondary Environmental Corridor	C-3 Permanent Open Space
Land Use Districts	Suburban Residential	Institutional		
Business Park / Industrial	Country Residential	Transportation		

CONCEPTUAL PLAN
 ** Final road layout, subdivision lot configuration, and sports complex layout/programming are subject to change.**

0 400 800 1,200 Feet



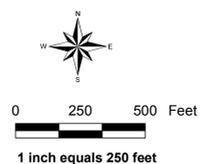
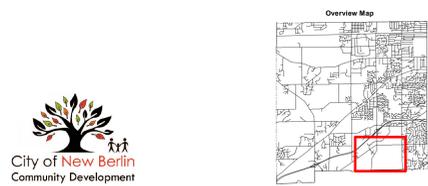
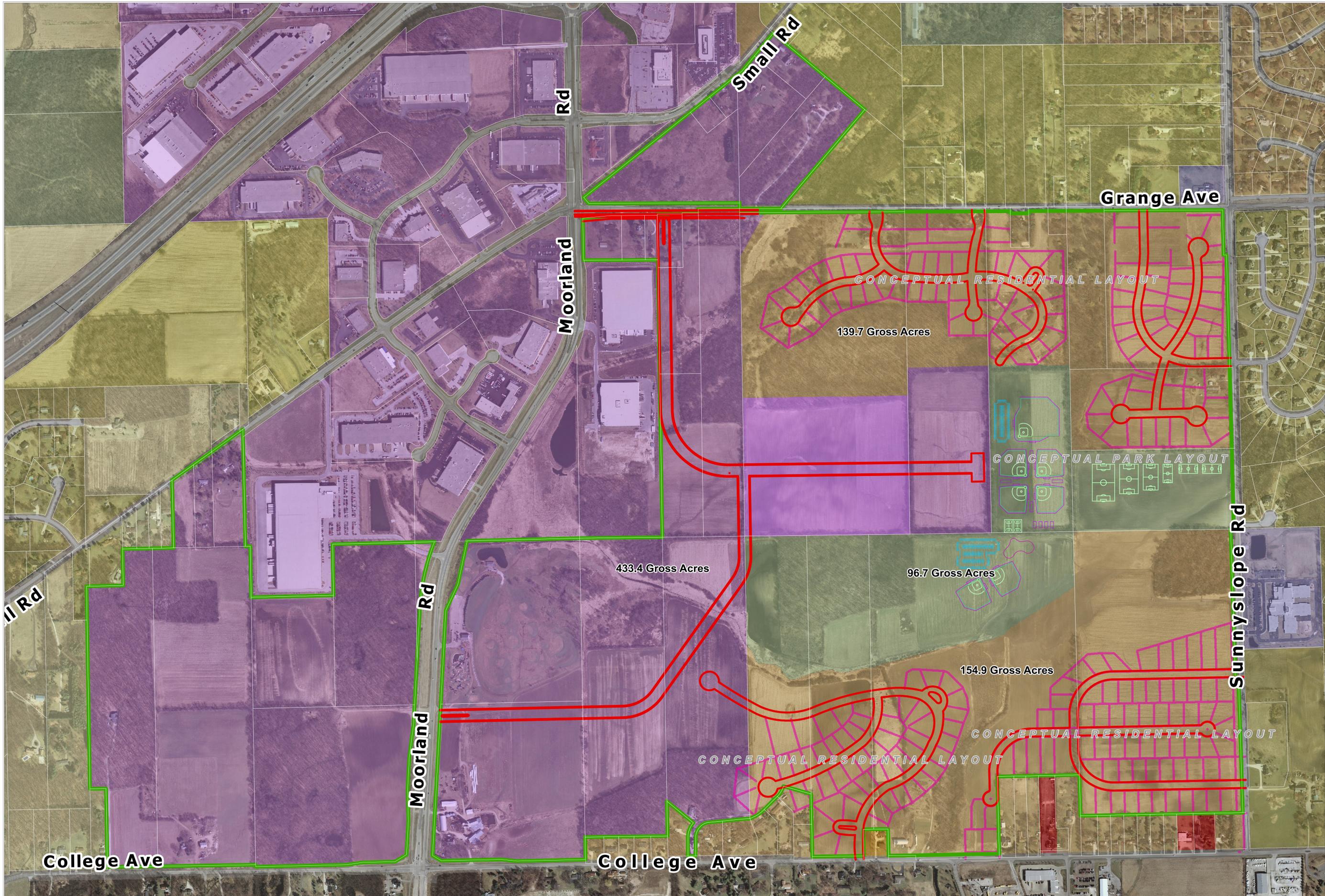
South Moorland Road Corridor Neighborhood Plan (Developable Acres)



Legend		
 Business Park / Industrial	 Country Residential	 Proposed Parcel
 Suburban Commercial	 Residential Estate	 Proposed Road
 Mixed Use Residential	 Institutional	 Stream Centerline
 Urban Residential	 Transportation	 Floodplain
 Suburban Residential	 Park	

CONCEPTUAL PLAN
 ** Final road layout, subdivision lot configuration, and sports complex layout/programming are subject to change.**

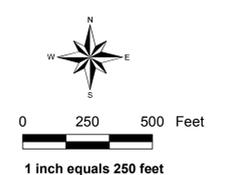
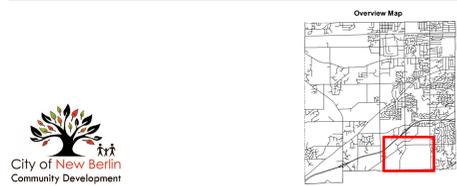
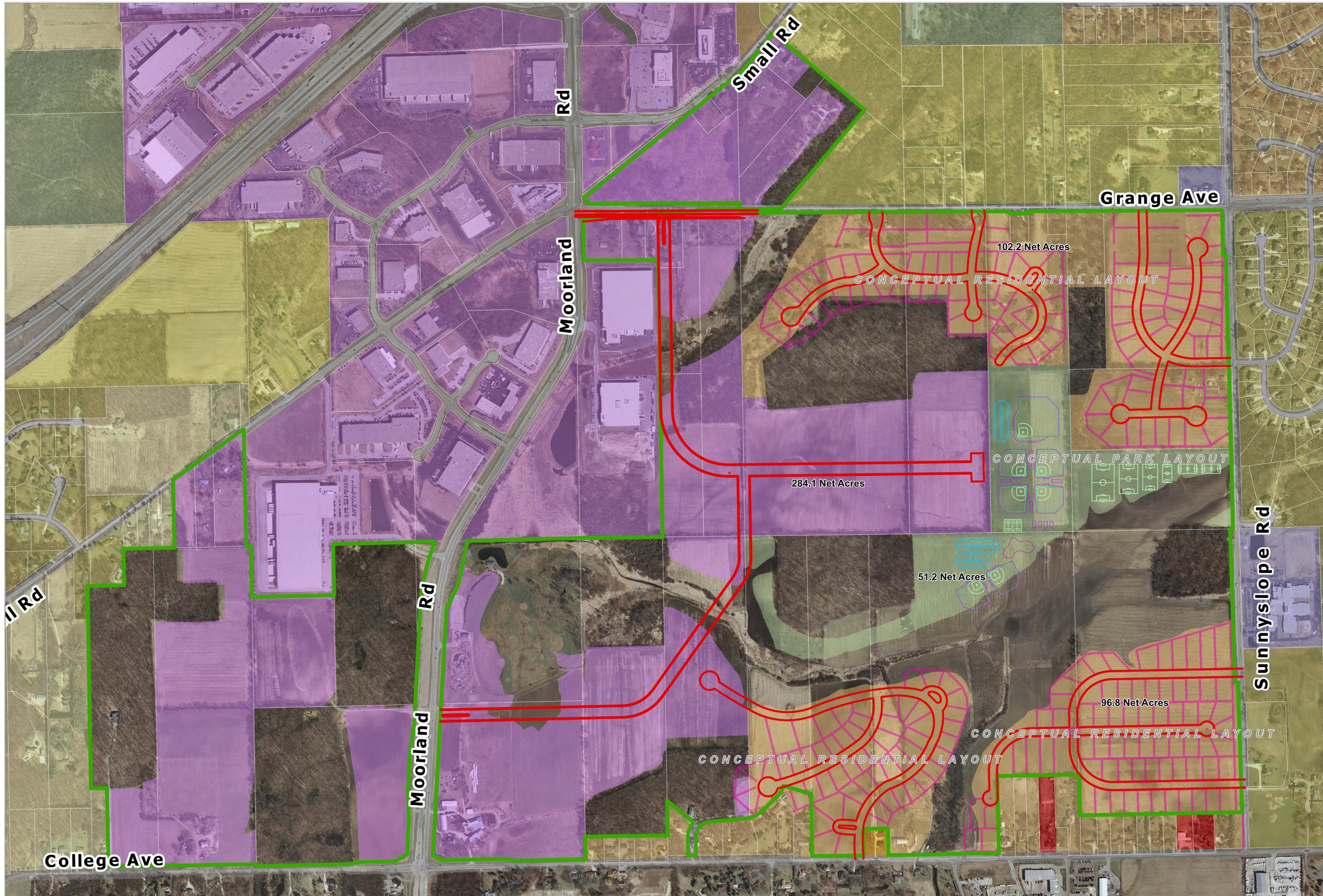
South Moorland Road Corridor Neighborhood Plan (Gross Acres with Aerial Image)



Legend		
■ Business Park / Industrial	■ Country Residential	— Proposed Parcel
■ Suburban Commercial	■ Residential Estate	— Proposed Road
■ Mixed Use Residential	■ Institutional	
■ Urban Residential	■ Park	
■ Suburban Residential	□ Project Area	

CONCEPTUAL PLAN
 ** Final road layout, subdivision lot configuration, and sports complex layout/programming are subject to change.**

South Moorland Road Corridor Neighborhood Plan (Developable Acres with Aerial Image)



Legend		
■ Business Park / Industrial	■ Country Residential	— Proposed Parcel
■ Suburban Commercial	■ Residential Estate	— Proposed Road
■ Mixed Use Residential	■ Institutional	
■ Urban Residential	■ Park	
■ Suburban Residential	■ Project Area	

CONCEPTUAL PLAN
 ** Final road layout, subdivision lot configuration, and sports complex layout/programming are subject to change.**



SOUTH MOORLAND ROAD CORRIDOR – NEIGHBORHOOD PLAN

“STAFF OPEN OFFICE HOURS”

NEW BERLIN CITY HALL

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). Office hours began in April and due to the positive feedback on the format of the open office hours, staff hours will continue. Stop by and see us to learn more!





Office hours will be held in the Council Chambers at City Hall located at 3805 S. Casper Drive.

Dates and Hours:

Saturday, June 6: 8:00 a.m. to 10:00 a.m.

Tuesday, June 9: 5:00 p.m. to 7:00 p.m.

Tuesday, June 16: 5:00 p.m. to 7:00 p.m.

Saturday, June 27: 8:00 a.m. to 10:00 a.m.

For the most up to date information on Office Hours, and any changes, please visit the City's website at

www.newberlin.org or

[www.facebook.comMoorlandRoadBusinessCorridorSouthDevelopment](https://www.facebook.com/MoorlandRoadBusinessCorridorSouthDevelopment).

PRST-STD
U.S. POSTAGE
PAID
CITY, ST
PERMIT NO. XXX

New Berlin City Hall
Dept of Community Development
3805 S. Casper Dr.
New Berlin, WI 53151



SOUTH MOORLAND ROAD CORRIDOR – NEIGHBORHOOD PLAN “STAFF OPEN OFFICE HOURS”

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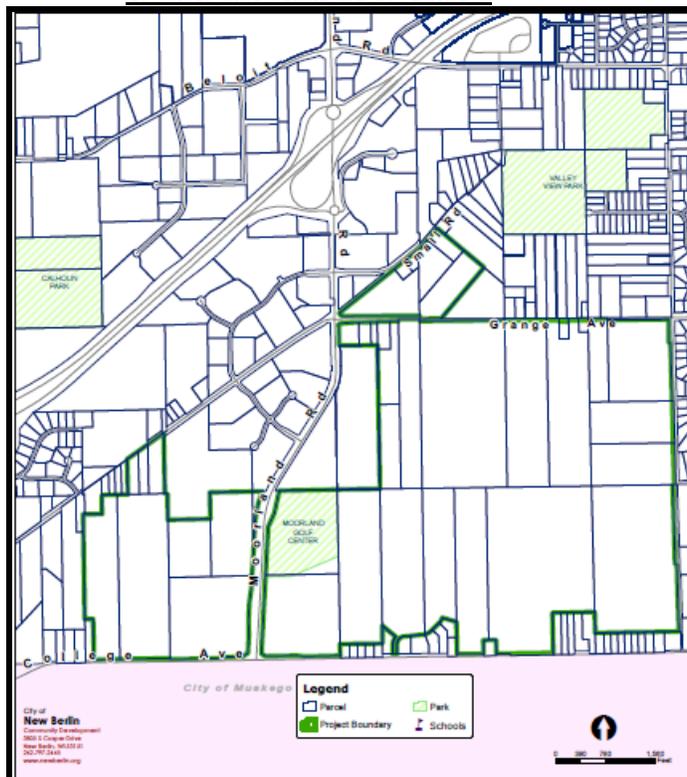
LOCATION: New Berlin City Hall in Conference Room A/B & the Common Council Chambers

HOURS:

- Wednesdays in April: 8:00 a.m. to 9:00 a.m. and 3:30 p.m. to 4:30 p.m.
- Fridays 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 Harenda’s Open Office Hours
- Tuesday, April 14 & April 28: 6:00 p.m. to 7:00 p.m. prior to the Common Council Meetings

For scheduling updates or for more project information please contact City Hall at 262.797.2445, visit the City’s website at www.newberlin.org or visit the Facebook page set up for this project <https://www.facebook.com/pages/City-of-New-Berlin-Moorland-Road-Business-Corridor-South-Development/1095122243847719>.

NEIGHBORHOOD AREA MAP





SOUTH MOORLAND ROAD CORRIDOR – NEIGHBORHOOD PLAN “STAFF OPEN OFFICE HOURS”

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LOCATION: New Berlin City Hall in Conference Room A/B & the Common Council Chambers

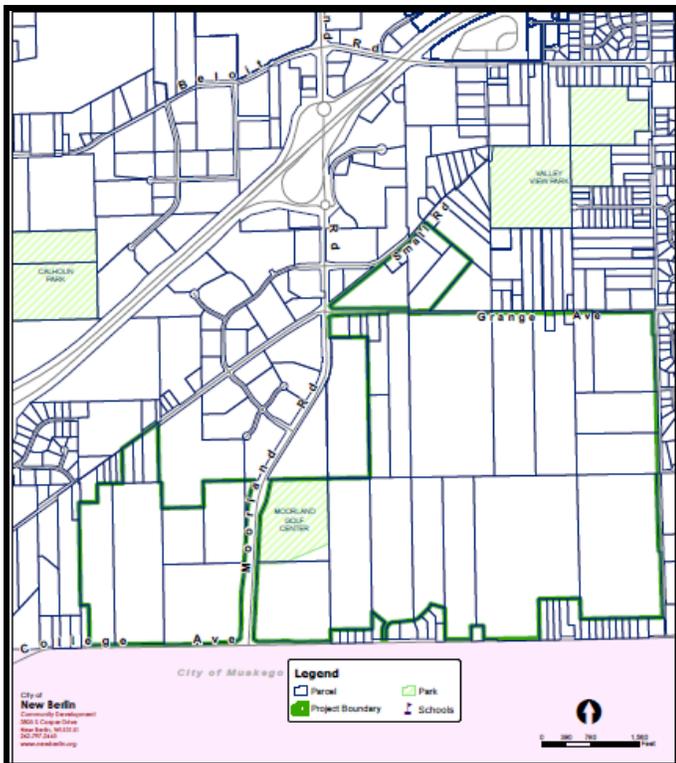
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**** NEW DATES ADDED FOR MAY: ****

- Saturday, May 2 10:00 a.m. to 11:00 a.m. in conjunction with Alderman Harenda’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: 5:00 p.m. to 7:00 p.m. in conjunction with Alderman Harenda’s Open Office Hours
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NEIGHBORHOOD AREA MAP



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SOUTH MOORLAND ROAD CORRIDOR – NEIGHBORHOOD PLAN “STAFF OPEN OFFICE HOURS”

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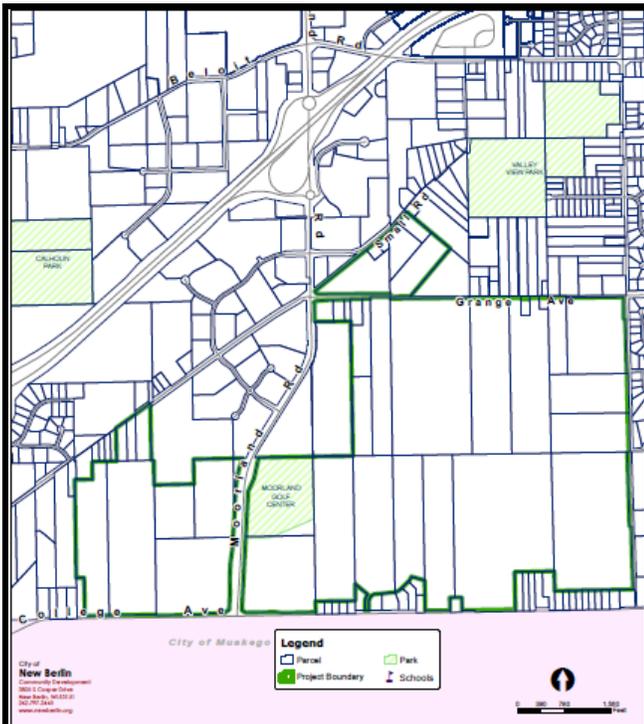
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-

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South Moorland Road Business Corridor City Website Page:

The screenshot shows a web browser window displaying the City of New Berlin website. The browser's address bar shows the URL: <https://wi-newberlin.civicplus.com/index.aspx?nid=699>. The page features a green and white color scheme with a tree logo and the text "City of New Berlin" and "city living with a touch of country". A navigation menu includes links for Home, Our Community, Government, Departments, Businesses, and How Do I? A search bar is located in the top right corner. The main content area is titled "South Moorland Rd. Corridor-Neighborhood Plan" and includes a "STAFF OPEN OFFICE HOURS" section. A sidebar on the left lists "Popular Pages" such as "Goose Car Wash", "M.D. LLC (Former Bob's Site)", and "South Moorland Rd. Corridor-Neighborhood Plan".

City of New Berlin
city living with a touch of country

Home Our Community Government Departments Businesses How Do I?

Popular Pages

- Goose Car Wash
- M.D. LLC (Former Bob's Site)
- South Moorland Rd. Corridor-Neighborhood Plan
- Bois Ventures LLC / CrossFit - Funity
- Matty's Bar & Grill
- American Manufacturing Co., Inc.
- Heritage Christian School
- Costco Wholesale
- Retail Building - Excel Engineering
- City Center at Deer Creek Phase II
- City Center at Deer Creek Development
- City Center - Heritage of New Berlin
- Deer Creek Inn & Conference Center
- Elizabeth Residence
- Friedrich Health Building Addition
- Honeyager - Farrell Condominiums
- Kotler Ridge Subdivision - Conceptual Plan
- National Retail Bldg. Rezona & Comp Plan Amend
- Palera, LLC
- Palera Bread - Prospect Creek Shopping Center
- Zoning Code Updates
- Sign Code Updates
- Chapter 235 - Subdivision of Land, Updates
- Online Payment

Home > Departments > Community Development > Development Projects > South Moorland Rd. Corridor-Neighborhood Plan

South Moorland Rd. Corridor-Neighborhood Plan

"STAFF OPEN OFFICE HOURS"
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[DEVELOPABLE AREAS - FUTURE LAND USE WITH AERIAL IMAGE](#)

[GROSS ACRES - FUTURE LAND USE WITH AERIAL IMAGE](#)

South Moorland Road Business Corridor Facebook Page:

The screenshot shows the top portion of a Facebook page. The browser address bar displays the URL: <https://www.facebook.com/MoorlandRoadBusinessCorridorSouthDevelopment>. The page name is "City of New Berlin Moorland Road Business Corridor South Development", categorized as a "Government Organization". The profile picture is a circular logo with the text "MOVING NEW BERLIN FORWARD". The cover photo features a large sign for "WESTRIDGE BUSINESS PARK" with the text "City of New Berlin Moorland Road Business Corridor South Development" overlaid. Navigation tabs include "Timeline", "About", "Photos", "Reviews", and "More". On the left sidebar, it shows "94 people like this" (including Tamara Simonson and 7 others), "Open · 8:00AM - 4:30PM", and an "Invite friends to like this Page" button. The "ABOUT" section lists development updates and a website link: <http://www.newberlin.org/index.aspx>. A blue banner at the bottom of the page reads "Less Humid Air Moving in Today!".

This screenshot shows the main content area of the Facebook page. A post by Dan Bucholtz, dated June 4 at 4:33pm, asks, "Hello, is this the page to follow for section 35 residential develop... See More". Below it are "REVIEWS" (5 stars) and "LIKED BY THIS PAGE" (Local First Milwaukee, CBRE, WIRED Properties). A post by the "City of New Berlin Moorland Road Business Corridor South Development" from July 14 at 9:07am features an aerial view of a construction site and the text: "Aerial views of the Costco development taken July 21" with a link to a Flickr photo. The page footer includes "English (US) · Privacy · Terms · Cookies · Advertising · Ad Choices · More" and "Facebook © 2015".



"STAFF OPEN OFFICE HOURS"

South Moorland Road Corridor – Neighborhood Plan (also referred to as Sections 34 & 35).

Date 3-28-15

Name Tom / Amy Narus

Address 5145 S. Balboa Dr.

Questions / Concerns:

Nice Presentation / Discussion From Greg
We are FOR the project, like the Design & Density,
Not Thrilled with N.W. Grange Access from the section.
would like to also see Woodmans, I Kica &
Can't wait for Cosco! TIF is OK for ≤ 10 yrs.
old maps of New Berlin late 1800's for
Weber Farm around Lounsedale & Racine & Mark,
will contact you with email address
(Greg)



Titel, Jessica

From: ann.breckenfelder@usbank.com
Sent: Tuesday, June 16, 2015 9:55 PM
To: Titel, Jessica
Cc: gregsze@msn.com; rebeccaann999@gmail.com; krislyn@holadaylaw.com
Subject: South Moorland Road Corridor Plans

Jessica,

Thank you very much for taking some time this morning to review the Section 34 and 35 plans with me at City Hall. As a homeowner in neighboring High Grove and a Board Member for the Elmwood Home and School, my family has great interest in this development.

First, let me thank you for sharing these positive points:

- I am very pleased that the housing density was increased to be consistent with the adjacent High Grove properties.
- I'm thrilled that the plan calls for accessing the sports fields and parking from Moorland Road and Grange rather than from Sunnyslope. (This may make the park harder to find for visitors, especially those who see it on Sunnyslope, so consider whether park signage could be located at the Grange and Moorland access points, and even additional wayfinding help for those who see the park from Sunnyslope?)
- Excellent idea to "overbuild" the parking for the proposed park. Let's do it right from the beginning, and not upset nearby property owners in the industrial park by overflow parking all over lots and grass.
- I fully support the idea of securing the land and developing the sports facilities BEFORE much of the residential areas are built. Admittedly, I hope they are built in time for us to enjoy them, but it will also be a draw for new home builders and will avoid becoming a point of contention if they are built after homes are there.
- While we worry about the cars that may speed across Nicolet when it connects across Sunnyslope, I understand why it is the safest option to connect the roads rather than stagger them.
- **Thank you** for the effort to preserve the existing woodlands!
- •

Next, here are my chief concerns and requests:

- PLEASE find a way to develop a path along Sunnyslope. I recognize it will likely need to be on the west side rather than the east side, but this is our chance to make that road passable for residents, and safe for children who want to travel to Elmwood, the new sports complex, and eventually to visit our new neighbors on the west side of Sunnyslope. And (a mom can hope) even a path to get walkers and bikers safely to Eisenhower one day?
- I also relish the idea of a path that can take us through the park and west out to Moorland Road, where our children can reach the golf range and mini golf by bike, and we can then hook into the Muskego trails south down Moorland and north into New Berlin. Although there is no sidewalk along Moorland until you reach National, we know how to get to City Center by off road and side road paths . . . but ONLY once we get ourselves to Small Road or Rock Ridge. There is no safe passage out of High Grove by bicycle - we are trapped by Sunnyslope and Grange. This is the only thing we really miss about our old neighborhood (Regal Manor North)!
- Connecting neighborhoods by safe pedestrian and bicycle paths seems exceedingly difficult once private residences and businesses are built and there are no easements. I watched the battle in Muskego. And I've studied the bike paths in Brookfield, and they are short and fragmented. Brookfield's long range plan calls for connecting them so that residents and visitors can travel between Brookfield parks but there is much work to be done there. We don't want to be Brookfield. Please connect us while it's still possible. We want to ride our bikes to the parade again, and to the Library, and City Center and the theater and the golf range (and to the new Panera :).
-

Finally, allow me to reiterate my suggestions for educating the taxpayers:

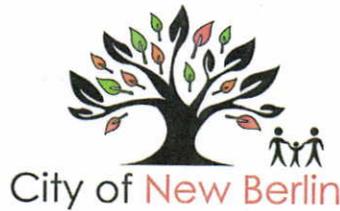
- A common reaction so far has been (and will be) "who is going to pay for that sports complex"? In your interviews, statements and publications please explain how the land acquisition (and some of the park improvements) will be largely funded without additional taxpayer money. That will help calm the objections.
- Another question I've already heard is "why do we need to build more ball fields? There are parks all over the place!" Every opportunity you get, please explain how desperate NBAA, the Heat, the Magic, the Pumas are for playing space. Help the public understand that the City IS INDEED underserved by the current facilities, and how much demand there is for them. It is sad that some of the ball teams have to play their "home" games as far away as Pleasant Prairie! Many residents are as proud of this City as I am, and will find this unacceptable. New Berlin has fine recreational programs and we're proud of the athletes we're developing and recreational opportunities for families. The shortage of ball diamonds has been well publicized in Muskego, but I don't think many people in New Berlin understand it is a problem here, too.
- It may also help residents to understand how valuable it is to be able to draw people from surrounding areas for tournaments. I've seen tournaments bring hundreds of people into a city. A few weeks ago, I watched a Senior Softball Tournament at Wirth Park in Brookfield. I happened to know some of the players from a Chicago area team, and they competed against teams from all over the Midwest all weekend. These teams stayed in Brookfield hotels, and ate at Brookfield restaurants (Flemings, Chammps, Original Pancake House). It struck me that this is great economic activity for Brookfield, just because they had the ball fields and were organized enough to run a tournament. New Berlin is blessed with two interstates and exits in and near the City. Let's take advantage of the opportunities.

I'll continue to watch the Moorland Road Business Corridor Facebook page and follow the progress. Thank you for your considering the residents concerns and suggestions and communicating the plans as they progress.

Ann M Szefflinski, PHR
 5860 Foxhaven Ct
 (414)232-7523

U.S. BANCORP made the following annotations

 Electronic Privacy Notice. This e-mail, and any attachments, contains information that is, or may be, covered by electronic communications privacy laws, and is also confidential and proprietary in nature. If you are not the intended recipient, please be advised that you are legally prohibited from retaining, using, copying, distributing, or otherwise disclosing this information in any manner. Instead, please reply to the sender that you have received this communication in error, and then immediately delete it. Thank you in advance for your cooperation.



"STAFF OPEN OFFICE HOURS"

South Moorland Road Corridor – Neighborhood Plan (also referred to as Sections 34 & 35).

Date 4/11/15 AM

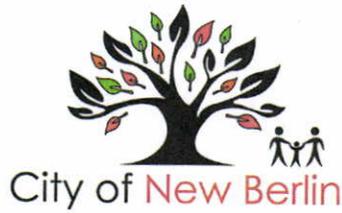
Name Bill Adams

Address 12740 W. Weatherstone

Questions / Concerns:

- ① Ped. crossing at Elmwood. other subdivisions too.
- ② School #1s. - Perm at Elmwood.
- ③ NB lacks = a public lake.
 - Nicole - can you create a pond in areas that flood?
 - Fishing along creek.
- ④ NB lacks - Nice hiking trails.
- ⑤ sunny slope - bike paths.
- ⑥ other park comparison. - Acres - Valley View.
- ⑦ Elmwood parking concerns.
- ⑧ public access to flood plain area.
 - Boardwalks.
- ⑨





"STAFF OPEN OFFICE HOURS"

South Moorland Road Corridor – Neighborhood Plan (also referred to as Sections 34 & 35).

Date 4/3

Name Mark Musselman - phone call

Address 262-782-0668

Questions / Concerns:

comments regarding conservancy
- how were areas chosen to be cons.
- is the Federal govt involved in requiring
cons
- are additional areas being conserved





“STAFF OPEN OFFICE HOURS”

South Moorland Road Corridor – Neighborhood Plan (also referred to as Sections 34 & 35).

Date 4-8-15

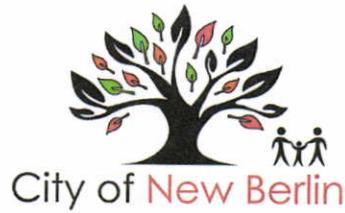
Name FRANK & SHIRLEY G. DANIEC

Address 12975 W. HAWTHORNE LN.

Questions / Concerns: WOODFIELD PARK

THANK'S VERY MUCH FOR YOUR
TIME "GREG"





“STAFF OPEN OFFICE HOURS”

South Moorland Road Corridor – Neighborhood Plan (also referred to as Sections 34 & 35).

Date 4/8/15

Name Jeff & Bonnie Martin

Address 1940 Sunny Slope

Questions / Concerns:

Stopped to learn about project
• Commented that it seemed like a
good idea for them
• no concerns expressed





“STAFF OPEN OFFICE HOURS”

South Moorland Road Corridor – Neighborhood Plan (also referred to as Sections 34 & 35).

Date 4/22/2015 pm session.

Name ED DEFRANCE

Address 4015 S. WILSHIRE DR.

Questions / Concerns:

• baseball fields.

NB Magic - need more fields for girls - home fields.

• supports fields -



76 Teams.

Malene - 5 (main) (2 small ones by city)

UFW - 3

Calhoun - 3

* 10 Diamonds w/ lights.

- VFW could use some help.

- Hall use.





"STAFF OPEN OFFICE HOURS"

South Moorland Road Corridor – Neighborhood Plan (also referred to as Sections 34 & 35).

Date 4-25-2015

Name MATTHEW BRUECK

Address 13840 W. THOMAS DR, NEW BERLIN

Questions / Concerns:

LIKE CHANGE TO 1/2 ACRE LOT SIZE FOR

RESIDENTIAL DEVELOPMENT. LOOKING FORWARD

TO POSSIBLE NEW SUBDIVISION DEVELOPMENT.





"STAFF OPEN OFFICE HOURS"

South Moorland Road Corridor – Neighborhood Plan (also referred to as Sections 34 & 35).

Date 4/28/15

Name David Strelitz

Address 13125 W NORTH LN, NEW BERLIN
53151

Questions / Concerns:

We're looking to build a new home - have
been for 25 yrs. Not much new in terms of
subdivision development w/ water & sewer.

Proposed new plat does not seem well suited
for higher end residential home construction.

Sports complex brings noise, lighting, traffic
concerns into what would be a desirable
area. Seems like a lot of noise would be
generated through out the summer.

Consider developing a sports complex west of



Moorland / Calham where no sewer exists

Would prefer to build a nice home where owners could enjoy the New Berlin peace & quiet on weekends.

Would like to see some consideration for new residential development w/ municipal water & sewer west of Moorland to Calham etc.

With all of the business here, would be good to have the opportunity to live & work here.

5 acre density too big - would prefer smaller lots of upkeep & less need for grass mowing & maintenance. Walking paths desirable.



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"STAFF OPEN OFFICE HOURS"

South Moorland Road Corridor – Neighborhood Plan (also referred to as Sections 34 & 35).

Date 4/29 1PM

Name Peter Mancuso

Address property owner for corner of
sunny Slope + Grange.

Questions / Concerns:

- Plannan Park - City of Appleton.
John Bergstrom = (meter comp.)
- Supportive of sports complex + trail.
- Supportive of residential.



PMANCOSO @ LMC-CORP.COM





“STAFF OPEN OFFICE HOURS”

South Moorland Road Corridor – Neighborhood Plan (also referred to as Sections 34 & 35).

Date: Tuesday, June 16, 2015 – 5:00 p.m. to 7:00 p.m.

Please Print

<u>NAME</u>	<u>ADDRESS</u>
Richard Engelhardt	16430 W. SMALL ROAD
David Fehrmace	17060 Mary Ross Dr.
Judy Zepplin	} 1445 S. River Rd.
Bob WERNICKE	
Ruth Engelhardt	16430 W Small Rd
Ellie Danielewski	3865 S. Moorland Rd
Rebecca Enye	13995 W. Deer Park Drive
Bill Adams	12740 W Weathershire Bl. NB
MARK NUNAL	4136 S. Victoria Ct. NB
Paul Schinsky	3432 S Moorland Rd
Michelle A. Ehme	12505 W Ohw Drive
James Fradd	19930 Phensahd Penn Drive
Debra Olson	18230 W Beloit Rd.





"STAFF OPEN OFFICE HOURS"

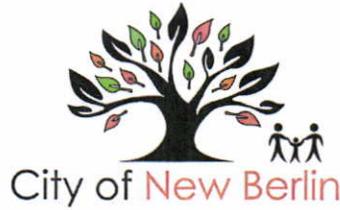
South Moorland Road Corridor – Neighborhood Plan (also referred to as Sections 34 & 35).

Date: Saturday, June 27, 2015 – 8:00 a.m. to 10:00 a.m.

Please Print

<u>NAME</u>	<u>ADDRESS</u>
Amy Lara	12400 W Weatherstone Blvd
CHRIS SCHAMPER S	4405 So. MOORLAND RD.
MIKE & RETH JATZNOWSKI	5660 S. BALBOA DRIVE
MARK HAAS	13705 W. Grange
MARY AJACK	13300 W. EAGLE TRACE
J. MICHAEL HASENSTAD	13300 W EAGLE TRACE.
Russ Knapik	4* 4550 Raven Lake.
Cathy Piotrowicz	7 6155 Harrington La.
Mark Piotrowicz	
RAY SALTZMAN	15920 W. College Ave
Roy Braeggemann	6200 So Sunnyslope Rd.
ROBERT BARNES	15830 W. SAINT FRANCIS DR.
Tonia Misko	12855 W. North Lane





“STAFF OPEN OFFICE HOURS”

South Moorland Road Corridor – Neighborhood Plan (also referred to as Sections 34 & 35).

Date 6/27/15

Name Amy Lara

Address 12400 W Weatherstone Blvd

262-785-2673

lara2335@sbcglobal.net

Questions / Concerns:

Will busing be provided to Holy
Apostles School? Do we talk to
the City, School District, bus
company, Archdiocese on this?



PRIVATE OWNER CONCERNS:

Rausch: = GRADING AGREEMENT NEXT TO
GARAGE

- POSITION OF FUTURE ROAD
- LOSS OF LOT UNDER WOODCO AREA
OUTSIDE OF WETLAND DELINEATION. LOT HAS
AG ZONING NOT C1

BOUSCH - POSITION OF RD

LOOMIS - POSITION OF RD

SALTZMANN - FURTHER ENCROACHMENTS TO THE
WEST OF PARK IT REALLY AFFECTS ABILITY
TO UTILIZE THE BALANCE OF ACREAGE

ALL - WOULD LIKE YOUR APPRAISAL FIRST
NOBODY HAS TALKED ABOUT FAIR COMPENSATION
MOSTLY IN RELATION TO THE PARK.

- YOU ALREADY HAVE PRECEDENT WITH
YOUR OWN APPRAISERS FROM YOUR
TAKING OF THE INTERCEPTOR RIGHTS
OF WAY
- IF YOU REMEMBER OWNERS ACCEPTED PARK
CONCEPT PROVIDING THEY WOULD RECEIVE THE SAME
VALUES FOR RAW LAND CONVERTED TO RESIDENTIAL
OR BUSINESS

Titel, Jessica

From: ann.breckenfelder@usbank.com
Sent: Tuesday, June 16, 2015 9:55 PM
To: Titel, Jessica
Cc: gregsze@msn.com; rebeccaann999@gmail.com; krislyn@holadaylaw.com
Subject: South Moorland Road Corridor Plans

Jessica,

Thank you very much for taking some time this morning to review the Section 34 and 35 plans with me at City Hall. As a homeowner in neighboring High Grove and a Board Member for the Elmwood Home and School, my family has great interest in this development.

First, let me thank you for sharing these positive points:

- I am very pleased that the housing density was increased to be consistent with the adjacent High Grove properties.
- I'm thrilled that the plan calls for accessing the sports fields and parking from Moorland Road and Grange rather than from Sunnyslope. (This may make the park harder to find for visitors, especially those who see it on Sunnyslope, so consider whether park signage could be located at the Grange and Moorland access points, and even additional wayfinding help for those who see the park from Sunnyslope?)
- Excellent idea to "overbuild" the parking for the proposed park. Let's do it right from the beginning, and not upset nearby property owners in the industrial park by overflow parking all over lots and grass.
- I fully support the idea of securing the land and developing the sports facilities BEFORE much of the residential areas are built. Admittedly, I hope they are built in time for us to enjoy them, but it will also be a draw for new home builders and will avoid becoming a point of contention if they are built after homes are there.
- While we worry about the cars that may speed across Nicolet when it connects across Sunnyslope, I understand why it is the safest option to connect the roads rather than stagger them.
- **Thank you** for the effort to preserve the existing woodlands!
- •

Next, here are my chief concerns and requests:

- PLEASE find a way to develop a path along Sunnyslope. I recognize it will likely need to be on the west side rather than the east side, but this is our chance to make that road passable for residents, and safe for children who want to travel to Elmwood, the new sports complex, and eventually to visit our new neighbors on the west side of Sunnyslope. And (a mom can hope) even a path to get walkers and bikers safely to Eisenhower one day?
- I also relish the idea of a path that can take us through the park and west out to Moorland Road, where our children can reach the golf range and mini golf by bike, and we can then hook into the Muskego trails south down Moorland and north into New Berlin. Although there is no sidewalk along Moorland until you reach National, we know how to get to City Center by off road and side road paths . . . but ONLY once we get ourselves to Small Road or Rock Ridge. There is no safe passage out of High Grove by bicycle - we are trapped by Sunnyslope and Grange. This is the only thing we really miss about our old neighborhood (Regal Manor North)!
- Connecting neighborhoods by safe pedestrian and bicycle paths seems exceedingly difficult once private residences and businesses are built and there are no easements. I watched the battle in Muskego. And I've studied the bike paths in Brookfield, and they are short and fragmented. Brookfield's long range plan calls for connecting them so that residents and visitors can travel between Brookfield parks but there is much work to be done there. We don't want to be Brookfield. Please connect us while it's still possible. We want to ride our bikes to the parade again, and to the Library, and City Center and the theater and the golf range (and to the new Panera :).
-

Finally, allow me to reiterate my suggestions for educating the taxpayers:

- A common reaction so far has been (and will be) "who is going to pay for that sports complex"? In your interviews, statements and publications please explain how the land acquisition (and some of the park improvements) will be largely funded without additional taxpayer money. That will help calm the objections.
- Another question I've already heard is "why do we need to build more ball fields? There are parks all over the place!" Every opportunity you get, please explain how desperate NBAA, the Heat, the Magic, the Pumas are for playing space. Help the public understand that the City IS INDEED underserved by the current facilities, and how much demand there is for them. It is sad that some of the ball teams have to play their "home" games as far away as Pleasant Prairie! Many residents are as proud of this City as I am, and will find this unacceptable. New Berlin has fine recreational programs and we're proud of the athletes we're developing and recreational opportunities for families. The shortage of ball diamonds has been well publicized in Muskego, but I don't think many people in New Berlin understand it is a problem here, too.
- It may also help residents to understand how valuable it is to be able to draw people from surrounding areas for tournaments. I've seen tournaments bring hundreds of people into a city. A few weeks ago, I watched a Senior Softball Tournament at Wirth Park in Brookfield. I happened to know some of the players from a Chicago area team, and they competed against teams from all over the Midwest all weekend. These teams stayed in Brookfield hotels, and ate at Brookfield restaurants (Flemings, Chammps, Original Pancake House). It struck me that this is great economic activity for Brookfield, just because they had the ball fields and were organized enough to run a tournament. New Berlin is blessed with two interstates and exits in and near the City. Let's take advantage of the opportunities.

I'll continue to watch the Moorland Road Business Corridor Facebook page and follow the progress. Thank you for your considering the residents concerns and suggestions and communicating the plans as they progress.

Ann M Szefflinski, PHR
 5860 Foxhaven Ct
 (414)232-7523

U.S. BANCORP made the following annotations

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Titel, Jessica

From: Kessler, Greg
Sent: Friday, June 19, 2015 9:55 AM
To: Jones, Nikki; Titel, Jessica; Bennett, Amy; Bodurtha, Kristen
Subject: Fwd: Sections 34 & 35 PLAN

Begin forwarded message:

From: William Adams <wdadams@wi.rr.com>
Date: June 19, 2015 at 8:55:38 AM CDT
To: <gkessler@newberlin.org>, <tsimonson@newberlin.org>, <njones@nerberlin.org>, <abennett@newberlin.org>
Subject: Sections 34 & 35 PLAN

Greg,

I had the good fortune in attending a recent Open Office Hours meeting regarding the Sections 34 & 35 Plan. There I met with Nikki Jones, Tamara Simonson and Amy Bennett to discuss various aspects of the plan. They were all very well informed and helpful in enabling me to understand the options under consideration and the vast potential of these parcels. Because my views diverged somewhat from many they heard, Amy suggested that I send you an email to flesh out my thoughts. So here they are:

1. My primary concern is with safety along the section of Sunnyslope Road adjacent to Elmwood School. This is already a hazardous stretch of road where speeding is rampant and where parents visiting the school often need to park on the road to attend high interest events. Also the road is very narrow. As Section 35 develops, the situation is only going to get worse. Consequently it is imperative that the road be widened to include at least bike paths, if not sidewalks, and a safe way be provided to allow pedestrians and bicyclist to cross from Elmwood School to the public trails and common use areas of the new development. In other words, you need to do for the south end of Sunnyslope what you did for Cold Spring and Coffee Roads and make the entirety of Sunnyslope amenable to cycling.
2. Regarding the common use areas within Section 35 my thought is that the focus should be on providing a small arena or enclosed area for activities such as indoor soccer, ice skating, etc. rather than baseball diamonds, soccer fields, tennis courts and the like as is currently shown in the plan. I believe that with the outdoor facilities at Valley View and Malone Park, among others, this base is adequately covered. And demographics shows no material growth of children coming into the district even with the new developments contemplated in this area. In addition participation in these sports is slowly declining among both children and adults. Crunch times related to these fields generally only occur when the Rec Programs get in gear, and as you know participation in many of these programs is declining and probably will continue to decline over the years. Indoor space, however, will always be in high demand since there are so few alternatives in the area for these activities. Such a facility could also be a good revenue generator if properly configured and promoted. In other words, the focus of outdoor facilities in Sections 34-35 area should be comparable to what one would expect at a Community Park, like Weatherstone, and not a regional park, like Valley View.
3. Regarding the interior space noted above I would try to induce industries coming into the Sections to contribute to building it. The paradigm for this kind of partnership occurred with

the building of the Recplex in Pleasant Prairie which was materially enhanced by U-Line's contribution when they moved into the community. While the scale of the Recplex is well beyond what the New Berlin community would be able and willing to support, something on a much smaller scale should be workable.

4. Regarding the common area in the Sections I would leave as much open space as is feasible with the rest being devoted to the indoor facility, mentioned above, a small community park, and parking. What New Berlin lacks, particularly in the Eisenhower Attendance Area, that surrounding communities have, are natural areas that are devoted to hiking, biking and wildlife observation, which can be enjoyed by citizens of all ages. Section 35 is the last chance to have such an amenity in the eastern half of the City. I do not count Valley View in that equation since the hiking areas have been taken over by the Frisbee golfers making it no longer safe or suitable for casual hikers (Note: I do not object to Frisbee golf in that location; it's just that I don't count it as open space as an alternative for what I recommend for Section 35.
5. As for the aforementioned parking, it should be connected, at least by way of a walking path, to Elmwood to allow it to serve as a back-up for parking at the school. Since school activities occur at different times from when there would be high use for parking for park related purposes, there should be no conflict on that score. While it would be nice to have a road enter the common use area from Sunnyslope, I realize that this is not practical. But the lack of a road entrance there to the common use from the East would not diminish the park's value as a secondary parking area for the school since many students who attend the school approach it from the west anyway.

Thank you for getting this far in my write-up. If you need any further input, let me know! You have a great staff and it is a pleasure interacting with them. Also, the vote on the Eisenhower Pool upgrade is pending before the School Board, please do what you can to assure an affirmative vote as this is a Community Asset in which DCD and the Rec Department have a vital stake.

Bill Adams

From: [matty](#)
To: [Jones, Nikki](#)
Subject: Re: Matty"s List of events
Date: Saturday, April 18, 2015 2:36:06 PM
Attachments: [image001.png](#)
[image001.png](#)

Also below I will attempt to describe one of our company goals(dreams) in regards to the Community Center Catering/Event facility.

This facility would a multi event / multi use facility. Ideally it would be large enough to handle trade shows and conventions and weddings up to 350 to 400 people. Smaller break outs rooms for breakfast, lunch and dinner meetings for corporate clients, civic and chamber groups as well as for showers, rehearsal dinners, and other private party events. Speaker series, comedy shows, and theater style events would round off the facility as a Community Center. Our event and catering experiences as well as networking within the Waukesha area really shows a need for this style of facility. The Moorland corridor certainly seems like a great spot... Just off 43 and close to our current operations. In learning more about Sec. 35's future uses it appears to be a great fit and attractive neighbor to the future industrial business as well as a asset to the sports complex.

I'd love any feedback, thoughts and ideas of feasibility and how to accomplish.

Thanks,

Matt

www.mattyscatering.com
www.mattysbar.com

Sent from my iPad

On Apr 17, 2015, at 5:18 PM, Jones, Nikki <njones@newberlin.org> wrote:

FYI – Here is the list. Please review it this weekend and let me know if you have any further changes. I will be meeting with the Mayor on Monday at 9:30 to go over the agenda and would like to discuss this with him. I did email him the this same draft.

Thanks,
Nikki

Nikki Jones
Planning Services Manager
Department of Community Development
City of New Berlin

Phone: 262-797-2445 Ext. 2503
Email: njones@newberlin.org



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<dates list.xlsx>

Peggy Starck
Pamela Fujita-Starck
14355 W Grange Ave.
New Berlin WI 53151
920-421-1058

November 24, 2014

Gregory Kessler, Director
Community Development
City of New Berlin
3805 South Casper Drive
New Berlin WI 53151

Nikki Jones
Planning Services Manager
City of New Berlin
3805 South Casper Drive
New Berlin WI 53151

Dear Mr. Kessler and Ms. Jones:

We are writing to express our wishes regarding our property on Grange Avenue (Tax Key Parcel #1289-998). We recently purchased it from our family and are now the sole owners.

We request that for planning and zoning purposes, the entire parcel of 9.15 acres be designated residential, with the possibility for future development. We feel that the entire parcel, and not just the northern half, should be consistent with the proposed residential development of the land bordering it. We believe that our property should be compatible with surrounding residential neighborhoods, and that such potential development of our land would integrate best with residential subdivisions, while preserving desired environmental features.

We would also like to ask that the proposed residential density for Parcel 35 be kept at the 1 home per 2 acres specified in the city's 2020 Comprehensive Plan. Additionally, we ask that business park/industrial land area be limited to the acreage specified in that same document. We do not feel that expanding commercial use will benefit residents in any way, and will erode the quality and value of the neighborhood.

Please contact us if you need additional information. Thank you for your consideration and response.

Sincerely,



Peggy Starck



Pamela Fujita-Starck

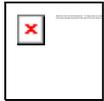
Bennett, Amy

From: Facebook [update+zrdopfr6e61z@facebookmail.com]
Sent: Wednesday, March 25, 2015 9:31 PM
To: Bennett, Amy
Subject: Bryan Kubel commented on City of New Berlin Moorland Road Business Corridor South Development's photo.



Facebook

Bryan Kubel commented on [City of New Berlin Moorland Road Business Corridor South Development's photo](#).



Bryan Kubel

March 25 at 9:31pm

Is there any timeline to widen Moorland from Grange to the Muskego/New Berlin border? It's real annoying to go down to one lane for that one mile in that section.



Like



Comment

See comment

Reply to this email to comment on this photo.

This message was sent to abennett@newberlin.org. If you don't want to receive these emails from Facebook in the future, please [unsubscribe](#).

Facebook, Inc., Attention: Department 415, PO Box 10005, Palo Alto, CA 94303



Bennett, Amy

From: Facebook [notification+zrdopfr6e61z@facebookmail.com]
Sent: Wednesday, June 10, 2015 4:48 PM
To: Bennett, Amy
Subject: [City of New Berlin Moorland Road Business Corridor South Development] New message from Phil Barnhart

Conversation between City of New Berlin Moorland Road Business Corridor South Development and Phil Barnhart



Phil Barnhart

4:17pm Jun 10

Hello,
Can you tell me what the different shapes are at the sports complex? I see the baseball diamonds but there is something that looks like a pool and some small courts -- tennis?
Thanks



[View Conversation on Facebook](#)

This message was sent to abennett@newberlin.org. If you don't want to receive these emails from Facebook in the future, please [unsubscribe](#).

Facebook, Inc., Attention: Department 415, PO Box 10005, Palo Alto, CA 94303

Dan Bucholtz

June 4 at 4:33pm

Hello, is this the page to follow for section 35 residential development information? If not, can you point me there? Thank you!

1Like · Comment

City of New Berlin Moorland Road Business Corridor South Development

Write a comment...

City of New Berlin Moorland Road Business Corridor South Development Yes, this page is for development updates in the existing Westridge/Towne Corporate Business Park and Future Moorland East Business Park Area (Section 35). We have open office hours tomorrow morning at City Hall from 8-10am, if you have questions!

Like · Reply · Commented on by Amy Benn · June 5 at 12:44pm

Bennett, Amy

From: Facebook [notification+zrdopfr6e61z@facebookmail.com]
Sent: Tuesday, June 09, 2015 9:01 PM
To: Bennett, Amy
Subject: [City of New Berlin Moorland Road Business Corridor South Development] New message from Laura Kohrs

Conversation between City of New Berlin Moorland Road Business Corridor South Development and Laura Kohrs



Laura Kohrs

8:31pm Jun 9

Could you please explain in a nutshell what the Moorland Rd Business Corridor South Development Plan is?



[View Conversation on Facebook](#)

This message was sent to abennett@newberlin.org. If you don't want to receive these emails from Facebook in the future, please [unsubscribe](#).

Facebook, Inc., Attention: Department 415, PO Box 10005, Palo Alto, CA 94303

Bennett, Amy

From: John Certalic [john@caringforothers.org]
Sent: Wednesday, June 10, 2015 9:44 AM
To: Bennett, Amy
Subject: Re: South Moorland Road Corridor update

Thanks for the info!

John Certalic
262.641.9600

On Jun 10, 2015, at 8:54 AM, Bennett, Amy wrote:

The Department of Community Development has been working on the Master Planning of Sections 34 and 35. The planning area is generally bounded by Sunny Slope Road to the East, Moorland Road to the West, Grange Avenue to the North and College Avenue to the South. A draft of the Future Land Use Map for the area includes Business Park/Industrial, Residential and a sports complex/park.

Please see the City's website for additional information and to view the maps.
<http://www.newberlin.org/index.aspx?NID=699>

Also, a Facebook page has been created for this area:
<https://www.facebook.com/MoorlandRoadBusinessCorridorSouthDevelopment>

Please let me know if you have any questions,
Amy

Amy L. Bennett, AICP
Associate Planner
Department of Community Development
City of New Berlin
262.797.2445
Fax: 262.780.4612
<http://www.newberlin.org/index.aspx?nid=96>

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From: John Certalic [<mailto:john@caringforothers.org>]
Sent: Tuesday, June 09, 2015 5:10 PM
To: Bennett, Amy
Subject: South Moorland Road Corridor update

Got a post card in the mail today about this. Could you please write a few sentences describing exactly what is proposed or what the latest update actually is?

I could not find this on the city web site or Facebook.

Thanks,

John Certalic
262.641.9600

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Bennett, Amy

From: Kevin Redlich [kredlich@tarsus.com]
Sent: Wednesday, April 29, 2015 10:41 AM
To: Bennett, Amy
Subject: RE: South Moorland development

Hi Amy,

Thanks for responding. Are there any plans for new residential development in New Berlin as a whole?

Regards,

KEVIN

From: Bennett, Amy [<mailto:abennett@newberlin.org>]
Sent: Thursday, April 23, 2015 9:09 AM
To: Kevin Redlich
Subject: RE: South Moorland development

Thanks for your email! At this time, we do not have any applications on file for a residential subdivision in Section 35 (Grange and Sunny Slope). We are in the master planning phase of this area, trying to nail down future land uses and zoning code changes. Please follow us on Facebook at for updates and the most current information.

<https://www.facebook.com/MoorlandRoadBusinessCorridorSouthDevelopment>

Our website has information, too. Please follow the link below:

<http://www.newberlin.org/index.aspx?NID=699>

Let me know if you have other questions.

Amy

Amy L. Bennett, AICP
Associate Planner
Department of Community Development
City of New Berlin
262.797.2445
Fax: 262.780.4612
<http://www.newberlin.org/index.aspx?nid=96>

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From: Kevin Redlich [<mailto:kredlich@tarsus.com>]

Sent: Thursday, April 23, 2015 8:17 AM

To: Bennett, Amy

Subject: South Moorland development

Hello,

My name is Kevin Redlich, and I am currently a resident of New Berlin. My family and I were very happy to find out about the new development happening in the south end of New Berlin. In terms of the residential plans, do you have any knowledge of when that area will become available for new home construction?

I appreciate any information.

Thank you!

Kevin Redlich

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