

Appendix C: New Berlin Broker Interviews

BROKER INTERVIEW QUESTIONS

JUNE 18, 2009 INTERVIEWS

1. What were the main reasons tenants located in New Berlin?

- Location –Although some industrial space is available in West Allis and near Highway 100, New Berlin is the place where companies want to locate because other companies are already there and they have great highway access.
- Housing stock – There's a good housing stock for middle and upper management. The city might be a bit light in terms of affordable housing (under \$200,000), but the demand does not seem to be an issue.

2. How important are surrounding amenities to attracting tenants to New Berlin?

- Restaurants – important for industrial property owners. Although New Berlin could use more sit-down restaurants, there are a lot of restaurants in the immediate area. There are not enough weekday buyers for additional restaurants to be profitable.
- Sidepaths or trails – an asset for industrial property owners, since many employees walk during their lunch break, but is not viewed as necessary.
- Retail – available to attract other retail, and serves both employees and residents in the City.
- Street conditions – need to accommodate truck traffic, the majority of trucks are mid-size or smaller.

3. Are there City regulations / policies that impact attracting buyers or negatively impact business?

- Signage regulations – New Berlin has done a good job on signage as a general rule. However, new or additional industrial park signs could contribute to the area.
- Tree cutting regulation – The tree ordinance is too restrictive in the industrial park, but seems to be effective in other areas of the City. Since the industrial park is so diverse in terms of land, there are

undeveloped pieces that are cost prohibitive to develop because of the tree ordinance.

- Stormwater restrictions – stormwater is not specific to New Berlin, so it is a non-issue since the same regulations apply in other communities. Alternative stormwater techniques should be explored.

4. What do tenants want that they cannot currently acquire in New Berlin?

- Existing building space comprises the majority of what is currently available in the New Berlin industrial market. When tenants want to build new, there are few options for the 50,000 to 150,000 sq. ft. facilities. It is cost prohibitive to purchase two parcels in the New Berlin Industrial Park, demolish existing structures, and build a new facility or for some owners to purchase and build in Westridge.
- There is not an excess of large building space (40,000 square feet +) available for lease in New Berlin. At this point, brokers have to bypass New Berlin as a preferred location to find a site that will accommodate this size. Most users in the market will fall in the 40,000 to 150,000 sq. ft. range.
- There has been limited discussion that public transit is needed during peak hours.

OTHER BROKER COMMENTS

1. The fact that Rogers Drive and 162nd Street can now be connected to sewer is a huge benefit to the area. This information should be relayed to the industrial neighbors.
2. Because there is not a demand for unskilled labor, the housing in New Berlin is appropriate at this time. Were that demand to increase, more affordable housing would be necessary.
3. LEED certification is something that should continue to be encouraged. The standards are changing and people are embracing it. Everything is about efficiency these days.
4. Some brokers would like to see New Berlin encourage a New Urbanist approach to zoning in the industrial areas. Doing so would make it easier and more profitable for current owners to demolish and rebuild on smaller lots. Ideally, there should be more coverage / more vertical development on less land.

5. The 50 acres at Coffee and Calhoun should be considered for a New Urbanist industrial zone. Springdale could be appropriate for industrial due to the rail component where new spurs would be possible. However, ingress/egress could be a problem. It would be better to match the zoning with the old industrial park. Springdale would be a more ideal location than the industrial area designated to the east. That site poses an environmental challenge.
6. Zoning, similar to Westridge, would be appropriate in the industrial area at the quarry and I-43. The City could take it one step beyond Westridge and include office space. As practitioners in the marketplace, brokers suggested that the area needs to be held to high standards including sustainable building practices.
7. The assumption for Mill Valley is that it will be hugely successful, because everything to the east is developed. Mill Valley will draw interest from west of New Berlin.

All brokers expressed that they enjoy doing business in New Berlin and that all experiences with New Berlin have been positive.