

CHAPTER 13: NEIGHBORHOOD C

NEW BERLIN INDUSTRIAL PARK

Revisions approved by Council on 6/14/2016 via Ordinance #2568.

PLANNING CONTEXT

The New Berlin Industrial Park (referred to herein as “the Industrial Park”) includes the area between Moorland Road on the east, Calhoun Road on the west, the Union Pacific rail line to the north, and Coffee Road to the south. A section of land south of Lincoln Avenue and west of Calhoun Road is also a part of the Industrial Park. (Figure 13.1) The area is inclusive of three adjoining industrial parks which cover approximately 1,126 acres: New Berlin Industrial Park, Moorland Road Industrial Park, and the MSI/Lincoln Industrial Park. Collectively, these businesses have formed a mature area that serves as a major employment center for the city, and generates a substantial portion of the City’s revenue. There is little opportunity for expansion since most of the surrounding area is also developed.

According to the Milwaukee Business Journal’s 2008 Book of Lists, the Industrial Park is the fourth largest of the Milwaukee area business/industrial parks. In addition, the Industrial Park maintains some of the lowest vacancy rates in the region, and comparatively offers smaller parcels with greater lot coverages. This unique land use pattern allows business owners a more affordable option when purchasing or leasing buildings, by offering smaller parcels not found in other business parks. The size and configuration of existing buildings offer great flexibility.

Planning concerns for the New Berlin Industrial Park include the lack of parcels available for expansion or new development, and the deterioration of older buildings. Many of the uses involve smaller, older business operations. With the area closely surrounded by residential areas, there is also some concern about negative impacts such as noise, air, and water quality issues. Many areas have unscreened outdoor storage, and there are traffic conflicts between passenger vehicles and trucks.

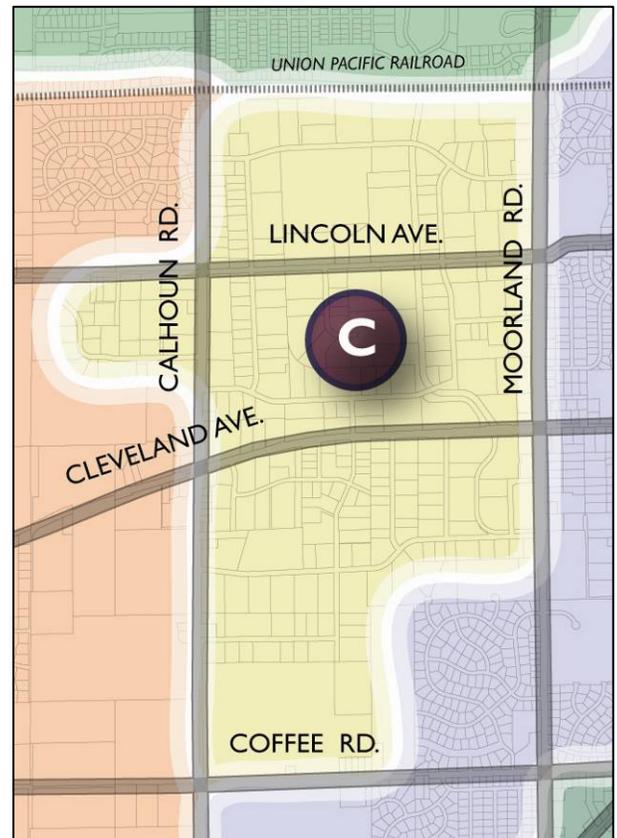


Figure 13.1. Neighborhood C Context Map.

PUBLIC INPUT

Initial Neighborhood Meeting

On April 16, 2008, residents and property owners in Neighborhood C met to learn about the comprehensive planning process and discuss preferences in regards to land use and development character. Because the neighborhood is primarily industrial park land and is expected to remain as such, an image preference survey was not conducted. Appendix K provides the full summary of highest-rated and lowest-rated images as determined by other neighborhood meetings. The highest-rated images for “business office” and “light industrial” should be considered as development and redevelopment occurs within the Industrial Park.

Neighborhood Review Meeting

Neighborhood C reconvened on February 18, 2009 to review future land use recommendations. The review meeting was combined with Neighborhood A to discuss related questions and concerns. Concerns raised during the meeting included the condition of Calhoun Road, which was mentioned as a problem for users of the New Berlin Industrial Park. The existing two-lane structure was cited as too small to accommodate truck traffic and other delivery services. Some mentioned that the lack of water availability in New Berlin should be a primary reason not to consider additional commercial uses anywhere in the area. Attendees supported the concept of additional trails in the Industrial Park, but questioned the appropriateness of side paths. There was also support for limited commercial development on the few remaining infill parcels along the western edge of Moorland Road.

VISION

The New Berlin Industrial Park will continue to be a major economic engine and job center for the City. Public and private reinvestment should focus on upgrading both the infrastructure and building quality to ensure long-term viability. Whenever possible, sustainable development guidelines should be followed for new development and redevelopment as outlined in this Plan. The primary land use should continue to be business, with some limited retail and service businesses located along the eastern edge of the Industrial Park.

DEVELOPMENT POLICIES

1. The Industrial Park should remain oriented to business and light industrial uses, attracting incubator businesses when possible.
2. The City should develop standards that are designed to gradually upgrade the architectural quality and sustainability of the building stock as businesses expand or reconstruct in the future.
3. The City should permit small-scale retail, restaurant, and personal and business service uses that are designed to serve the area.
4. The City should develop a Calhoun Road Corridor Plan to address redevelopment and infill opportunities.
5. The City shall encourage, and where possible require, screening of outdoor storage areas.
6. The City should work with business owners to explore alternatives to truck circulation that avoids conflict with traffic on public streets.
7. The City should continue to monitor the viability of the businesses in the area, and should conduct timely market and economic analyses in order to develop a long-term economic strategy. Continuing to monitor changes in the business market should keep the area competitive.
8. The City shall determine any future needs for Calhoun Road improvements based on transportation projections and decisions by the Board of Public Works and the Common Council. Calhoun Road shall accommodate automobile and truck traffic in a way that minimizes impact on adjacent residential areas.
9. The City should explore improved connections to regional public transportation in order to provide businesses with better access for workers.
10. The City should encourage businesses that utilize the rail service as a transportation source.
11. The City shall work with business owners to implement acceptable alternative stormwater techniques, both along the street right-of-way and within parcels.
12. The City should explore land coverage and density strategies for allowing building expansions in the Industrial Park.

AGRICULTURAL AND CULTURAL RESOURCES

No agricultural or cultural resources are currently identified within the New Berlin Industrial Park. However, the Stigler Nature Preserve is identified as a historic district in the city, which is located directly south of the Industrial Park on the west side of Calhoun Road. The Preserve has been sited by the New Berlin Landmarks Commission as having housed Indian burial grounds. Development in this area of Neighborhood C should be sensitive to the natural features in the adjacent Preserve. Refer to Chapter 4 for the city-wide New Berlin Landmarks map.

NATURAL RESOURCES

Neighborhood C lands are designated almost entirely as Business Park on the future land use map, with limited open space located along its south side. Sensitive features include primary and secondary environmental corridors and flood fringe.

In addition, potential soil limitations exist that should be considered when reviewing plans for redevelopment in the Industrial Park. Hydric soils and poorly drained soils are among the potential soil limitations within the neighborhood.

Refer to Chapter 5 – Agricultural & Natural Resources and the applicable regulating agencies for natural resources maps and additional information.

Due to current land use conditions, there is limited space for implementing large-scale Best Management Practices (BMPs). However, there are opportunities for constructing small-scale BMPs as shown in Figure 13.4.

Recommendations

The recommendations listed below correspond with the numbers and symbols shown on the map in Figure 13.4:

1. Vegetated swales are effective in filtering pollutants and reducing storm water runoff velocity, in direct contrast to piped storm sewer conveyances. They should be implemented in narrow locations typically found between buildings and parking

lots throughout business and industrial complexes. Vegetated swales can be flatter than typical turf grass swales to increase residence time and to promote infiltration and evapotranspiration. This increases the spacing of catch basins or can eliminate the need for piped storm sewer conveyance in new construction.

2. This number is reserved for bio-filter infiltration basins, which are not recommended for specific locations in the Industrial Park. Should property owners in the Industrial Park propose to install bio-filter infiltration basins, the appropriateness of such basins should be determined based on property characteristics.

3. Recessed parking lot islands should be incorporated into parking areas as shown. Parking lots can be pitched toward recessed islands containing native vegetation that filters pollutants from storm water runoff. This also reduces the amount of curb and storm sewer required for drainage. Furthermore, native vegetation withstands pollutants such as hydrocarbons and road salts more effectively than turf grass.



Figure 13.4. Neighborhood C Best Management Practices.
Source: Applied Ecological Services, Inc.

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4. Stream banks along Deer Creek should be inspected for areas that need stabilization to prevent further soil erosion. In conjunction with the above-mentioned BMPs, stream bank stabilization will improve aquatic wildlife, thereby providing opportunities downstream for recreation.
 5. To reduce the velocity and quantity of stormwater runoff from business and industrial building roofs, rain barrels, cisterns, and rain gardens should be installed on properties as shown. Rain barrels collect downspout drainage rather than allowing it to drain across parking lots and into storm sewer systems. Rain collected in rain barrels can be reused to irrigate landscape areas. Rainwater collected in cisterns can be used for irrigation as well as for building lavatory facilities. Rain gardens are localized infiltration basins that provide a means for stormwater runoff to cool, infiltrate and recharge the groundwater.
 6. This number is reserved for prairies, which are not recommended in the neighborhood

EXISTING TRANSPORTATION SYSTEM

Transportation links to and within the New Berlin Industrial Park are key to its success. Access from two major interstates adds value and helps attract both employers and employees to the City. The existing transportation system in the Industrial Park is comprised of a roadway network, bicycle/pedestrian facilities, public transit and rail service.

Roadway Network

New Berlin classifies its roads under the following functional classification: principal arterials, primary arterials, standard arterials, collectors and local streets. The roadways in Neighborhood Care comprised of primary arterials, standard arterials and local streets as listed below:

Primary Arterials accommodate inter-community and intra-community trips and traffic. Design speeds tend to be between 35 and 55 miles per hour. Access is not limited as in principal arterials. The primary arterials in Neighborhood C are summarized below.

- Moorland Road (County Hwy O) – four travel lanes
- Cleveland Avenue (County Hwy D) – two travel lanes

Standard Arterials accommodate inter-community and intra-community traffic. They operate at slightly lower speeds than principal and primary arterials. Standard arterials provide more connections with individual parcels of land comprised of residential and commercial uses. The standard arterials in Neighborhood C are summarized below.

- Lincoln Avenue – two travel lanes
- Calhoun Road – two travel lanes
- Coffee Road – two travel lanes

Collectors provide the connection between arterials and local streets, and serve both local and through traffic in residential neighborhoods, commercial areas and industrial areas. They distribute trips from the primary and standard arterials to the local streets and they collect traffic from the local streets and channel it onto the arterial system. Collectors should be designed to accommodate a balance of through traffic and access to adjacent residences, businesses and industry. Collector roadways in Neighborhood C are listed below.

- Rogers Drive – two travel lanes
- Ryerson Road – two travel lanes

Local Streets comprise all land access streets designed to serve local traffic that is not part of the higher classified street network. In New Berlin, this includes streets serving residential, commercial and industrial areas. Local streets operate at the lowest posted speed limits and provide the most direct access to individual parcels of land.

Bicycle & Pedestrian Facilities

The following facilities are provided in Neighborhood C.

On-Road Facilities:

- Cleveland Avenue
- Calhoun Road (Cleveland Avenue to National Avenue)
- Moorland Road

Off-Road Facilities:

- New Berlin Recreational Trail

Public Transit

MCTS Route 6 New Berlin Industrial Park Express services this area. In general the service begins in the City of Milwaukee, heads to Brookfield Square Mall, then onto the New Berlin Industrial Park with a few stops along Moorland Road and then ending at Buy Seasons just off Small Road. Route 6 is now providing service to bring employees to some specific businesses including FedEx SmartPost, BuySeasons, Inc., as well as other business along the route. There is funding for approximately 4 years. Service started approximately August 2014.

School busing is provided for the public, private and parochial schools in the City.

Rail Service

The **Union Pacific** freight rail line runs through the northern portion of the City of New Berlin between, and parallel to, Lincoln Avenue and Greenfield Avenue. Spurs from this line serve the New Berlin Industrial Park.

FUTURE TRANSPORTATION SYSTEM

Roadway Network

Calhoun Road (Greenfield Avenue to Cleveland Avenue): In 2010, the City rehabilitated the section of Calhoun Road between Greenfield Avenue and Cleveland Avenue. The rehabilitation included intersection improvements as part of the project. The SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies widening Calhoun Road to a four-lane county facility between Greenfield Avenue and National Avenue. The SEWRPC Vision 2050 continues to recommend the widening of Calhoun Road to a four-lane County facility; however, now proposes to widen the road only to Coffee Road and suggests looking at options to reserve right-of-way from Coffee Road south to National Avenue for any future widening projects. It should be noted that the SEWRPC plans are advisory only.

Coffee Road (National Avenue to Racine Avenue): In 2013 and 2014, the City reconstructed Coffee Road from National Avenue to Racine Avenue. The project was completed in two phases. The first phase, Calhoun Road to Racine Avenue, consisted of widening the pavement to a rural cross-section with two 12-foot wide driving lanes, a 5-ft wide paved shoulder and 3-foot wide crushed aggregate shoulder on both sides of the roadway. The second phase, Calhoun Road to National Avenue consisted of a rural cross section that transitioned into an urban cross section at St. Francis Drive. The urban cross section from St. Francis Drive to National Avenue includes curb and gutter, off-road side paths, on-road bike lanes and decorative street lighting. Storm water management improvements were also incorporated into this project.

Internal Street Maintenance: Reconstruct internal streets per the New Berlin Industrial Park Redevelopment Plan. Best management practices for stormwater management should be used within the right-of-way.

Glendale Drive Reconstruction Project (Calhoun Road to 162nd Street): In 2016, the City plans to reconstruct Glendale Drive from Calhoun Road to 162nd Street. The project will consist of widening the pavement to 44 feet with a 12-foot wide drive lane, a 10-foot wide auxiliary lane in each direction and curb and gutter on each side of the road. Storm water management components consist of grass terrace

swales/field inlets connected to storm sewer to convey storm water to Deer Creek.

Rogers Drive Reconstruction Project (Calhoun Road to Moorland Road): In 2017, the City anticipates reconstructing Rogers Drive from Calhoun Road to Moorland Road. The project will consist of widening the pavement to 44 feet, adding a 3-foot wide concrete ribbon on each side.

Calhoun Road Project (Cleveland Avenue to Beloit Road): In 2019, the City plans to repair 200 Feet South of Cleveland Avenue to Beloit Road. Based on pavement condition and storm water management issues, the reconstruction of Calhoun Road between Cleveland Avenue and Beloit Road is warranted. The alignment is proposed to remain as a rural cross-section with two 12-foot wide driving lanes, with a 5-ft wide paved shoulder and 3-foot wide crushed aggregate shoulder on both sides of the roadway. Line of sight improvements and significant storm water management improvements will be needed. The overall Project approach will be similar to the City's approach on Coffee Road and Grange Avenue. It is recommended that a frost barrier be incorporated into the design.

Future IH-94 Interchange at Calhoun Road: The SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies a future interchange on IH-94 at Calhoun Road.

Cleveland Avenue: The SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies widening Cleveland Avenue to a four-lane facility through the City limits. The City of New Berlin does not support this expansion in the vision of the 2020 Comprehensive Plan. Waukesha County's reconstruction project for Cleveland Avenue is currently on hold.

SEWRPC staff is currently preparing a major review and update of the regional land use and transportation plans for Southeastern Wisconsin. This effort, called VISION 2050, is expected to be completed in 2016. Vision 2050 will replace the current year 2035 plans, extending the design year of the plans to 2050. It should be noted that the SEWRPC plans are advisory only. Refer to the SEWRPC VISION 2050 plan for the most updated information related to their regional planning efforts and recommendations.

Bicycle & Pedestrian Facilities

As shown on Figure 6.16 (Chapter 6), the following facilities are currently proposed in Neighborhood C:

Proposed On-Road Facilities:

- Coffee Road

Proposed Off-Road Facilities:

- Connect the New Berlin Recreation Trail to the Deer Creek Sanctuary

Public Transit

The City should work with the local transit systems to maintain the existing routes within New Berlin and look for opportunities to expand and improve the transit system.

Rail Service

The existing freight rail line is an asset to the New Berlin Industrial Park in Neighborhood C. The City should work with Union Pacific to maintain the existing rail line and service to the Industrial Park.

ECONOMIC DEVELOPMENT

Commercial and Industrial development are the prime sources of economic development for the New Berlin Industrial Park. According to 2009 estimated tax levies, the Industrial Park comprises 10.5% of the total tax levy for the City. The Industrial Park has an estimated assessment value of approximately \$499 million, with a tax levy of approximately \$2,636,000. Successful businesses not only contribute to the City's tax base, but also provide jobs for the region.

Economic development policies for the Industrial Park have been guided by a number of adopted plans. These plans include the 1994 Wisconsin Industrial Business Retention and Expansion Study for the City of New Berlin, the 2002 Economic Development and Revitalization Plan, and the 2005 New Berlin Industrial Park Redevelopment Plan. The 1994 Business Retention and Expansion Study provided a number of recommendations for implementing successful business strategies throughout the city. Recommendations from the 1994 plan have been excerpted and included in Chapter 2: Issues and Opportunities.

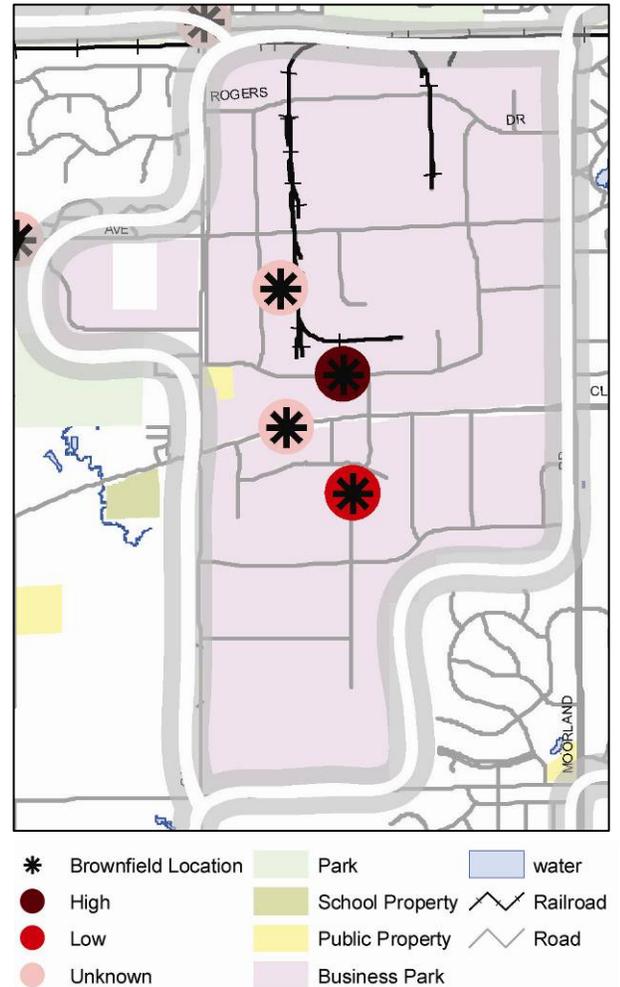


Figure 13.5. Brownfields in Neighborhood C.
Source: WI DNR Bureau for Remediation and Redevelopment

Brownfields

Four brownfields are located in the Industrial Park with a high, low, or unknown petroleum risk (Figure 13.5). Petroleum risk applies only to petroleum discharges from underground and aboveground tank systems, and is used to determine agency jurisdiction. The Wisconsin Department of Natural Resources (DNR) has jurisdiction for review of high-risk sites and sites also contaminated with non-petroleum substances. The Wisconsin Department of Commerce has jurisdiction for all other sites with discharges from petroleum tanks. High risk factors are:

- confirmed contamination in a water supply well above a Chapter NR 140 preventive action limit,
- confirmed free petroleum product with a thickness of .01 feet or more,
- groundwater contamination above an NR 140 enforcement standard within 1,000 feet of a well operated by a public utility,
- groundwater contamination above an NR 140 enforcement standard within 100 feet of any other water supply well, and
- groundwater contamination above an NR 140 enforcement standard in fractured bedrock.

The high risk brownfield is located at 16700 Glendale Drive, and is an Environmental Repair Program (ERP) effort. The DNR classifies ERP sites as sites other than Leaking Underground Storage Tank (LUST) sites that have contaminated soil and/or groundwater. Examples include industrial spills or dumping needing long term investigation, buried containers of hazardous substances, and closed landfills that have caused contamination. ERP sites include petroleum contamination from above-ground (not underground) storage tanks. The low petroleum brownfield marker represents 2855 S. 166th Street, an ERP effort, and 2937 S. 166th Street, a LUST site. Two brownfields are considered to have an unknown petroleum risk level:

- 2400 S. 170th Street; Environmental Repair Program
- 16875 W. Cleveland Avenue; Environmental Repair Program

The City should continue to follow the status of brownfield sites in the Industrial Park as development activities take place on and around each site.

Recommendations

In 2002, the City hosted a series of visioning workshops for the Economic Development and Revitalization Plan with the New Berlin Economic Development Corporation, Focus New Berlin and the New Berlin Plan Commission. The visioning workshops were held to encourage discussion of desired businesses and industries in New Berlin. The following recommendations are based on the results of these visioning workshops, and have been updated to reflect current desires for the Industrial Park.

1. Develop and maintain an inventory of the businesses within the Industrial Park.
2. Concentrate on filling vacant sites, through regulatory incentives and targeted marketing to promote efficient land use.
3. Explore providing funds for façade improvements to promote and support existing businesses.
4. Recognize opportunities for land assemblage in the Industrial Park, and work with property owners and potential tenants to ensure assemblages are completed.
5. Retain, and where feasible, expand traditional manufacturing / light industrial / warehousing base in the Industrial Park. Desired businesses include the following:
 - Manufacturing, including metal finishing, containers, automation, precision tools, publications, plastics, construction equipment;
 - Services, including geo-technical services, building maintenance systems, industrial maintenance systems;
 - Wholesale, including food and beverage, paper products, plastics, electrical equipment, cable;
 - Construction, including offices for residential and non-residential construction firms, building suppliers;
 - Retail, including convenience stores and restaurants, along the perimeter of the Industrial Park;
 - Personal services including dry cleaners, gyms, health/fitness studios and other various personal services;
 - High technology firms, especially those that can capitalize on proximity to the Milwaukee area's traditional industrial base (i.e. precision tool manufacturing, food and beverage preparation and capital goods);
 - Bio-technology firms that can capitalize on the Milwaukee area's large medical complexes and teaching hospitals;

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- Incubating industries, including start-up high technology firms and newly formed traditional light manufacturing and light industrial firms.

The Industrial Park should continue to encourage a mix of light industrial, office and service uses. Property owners in the Industrial Park should also refer to the 2005 New Berlin Industrial Park Redevelopment Plan and Zoning Code Section 275-39F (SPO #1: The NBIP Redevelopment Plan, Ord. No. 2294) for detailed recommendations regarding street lighting, signage, design guidelines, and landscape standards.

New Berlin Industrial Park Preliminary Financing Options

As part of the Comprehensive Plan process, the City asked for guidance regarding the development of financing options for improvements within the Industrial Park. Below are several tools and programs the City can consider for use in the Industrial Park, with more specific recommendations to follow once projects and cost estimates are identified.

Please also refer to Chapter 3 – Economic Development for more details on other financing and economic development programs.

Tax Incremental Financing Districts

Tax Incremental Financing Districts (TIDs) have been one of Wisconsin's only economic development incentive programs available to municipalities since the mid 1970's.

A TID utilizes the tax authority of the City, School District, County and Technical College to pay for improvements that otherwise would not have occurred. In other words, without the use of tax incremental financing, the development would either have not occurred, not occurred in the same timeframe, or would not have occurred with the same value.

When a TID is created, a base value is established that continues to be taxed by the all the taxing jurisdictions. Any increase in value (increment) is taxed at the same rate as the base; however, the TID retains all the tax revenue due to new development or general appreciation to cover the projects undertaken.

On January 12, 2016 the Common Council adopted the “City of New Berlin Tax Incremental Financing Policy.” The purpose of this policy is to outline standards and processes that the City of New Berlin will use in initiating or considering applications for Tax Increment Financing (TIF). A copy of the policy is on file with DCD and available on the City’s website.

Applications for tax incremental financing may be considered in mixed-use districts, industrial/business park districts, and/or commercial districts. Projects proposed in those areas of the City shall be reviewed in light of the goals established through the Comprehensive Plan.

Revolving Loan Fund

Within either a new TID, the City can create a “Revolving Loan Fund” from revenue generated. To encourage private redevelopment consistent with the objectives of the TID, the City can provide loans and/or matching grants to eligible property owners in the TID. Loan and/or matching grant recipients should be required to sign an agreement specifying the nature of the property improvements to be made. Eligible improvements will be those that are likely to improve the value of the property, enhance the visual appearance of the property and surrounding area, correct safety deficiencies, or other objectives as specified by the City in the program guidelines. Any funds returned from the repayment of loans made should not be considered revenues to the TID, and should not be used to offset district project costs. Instead, these funds can be placed back into a revolving loan fund and will continue to be used for the program.

Business Improvement Districts

A Business Improvement District (BID) allows cities to create a special assessment district within their jurisdiction. Properties included in a BID must be commercial or industrial in nature; tax exempt properties cannot be included. These districts represent a grouping of properties where the owners agree to special assess their properties to generate funding for projects within the district. Projects can generally include items that promote, maintain, develop, or manage the district. Methodologies for assessments include levying a dollar amount based on each \$1,000 in assessed value, or based on a property’s lineal or square footage. Other funding sources typically used for BID’s include municipal contributions, grants, or fund raising proceeds. A Board of

Directors oversees the operations and administration of programs and activities within a BID.

Grants

The City has, in the past, unsuccessfully applied for a Community Development Block Grant to fund a program aimed at enhancing façades within the Industrial Park.

Another grant program for possible consideration is Wisconsin Community Development Block Public Facilities for Economic Development (CDBG-PFED). Eligible activities include water systems, sewerage systems, roads, and other related infrastructure that enables a business to create jobs and invest in the community. The amount received through this program cannot exceed \$750,000 per calendar year. General requirements include:

- The business must create or retain, at a minimum, one full-time equivalent job for each \$10,000 in funding. Also considered is the impact of the retained and created jobs on the local and area economy.
- 51% of the jobs must be made available to persons of low and moderate income.
- The business investment must be at least equal to the PFED funding.
- The business must demonstrate the feasibility of the project.
- The government must demonstrate its financial need for the project and that the proposed project is the best alternative.
- The government must provide at least 25% of the project funding.

A development agreement with the business that identifies the number and type of jobs created or retained, the amount of private investment to be made, and a schedule of job creation and investment is also required.

Another grant program to consider is the Transportation Facilities Economic Assistance and Development (TEA) Program administered by the Wisconsin Department of Transportation (WisDOT). This program provides up to 50% grants for eligible projects, or \$5,000 maximum per job to governing bodies to help attract employers, or encourage business retention and expansion. The maximum grant awarded cannot exceed \$1 million. The general goal of the program is to provide transportation facility improvements, such as road, rail,

harbor, and airport projects essential to achieving successful economic development projects. A signed agreement between the WisDOT and the governing body is required. The agreement obligates the governing body to reimburse the WisDOT up to the full amount of the grant if the guaranteed number of jobs is not created within 3 years of the date the agreement is executed, or if the guaranteed number of jobs is not retained 7 years after the date the project agreement is executed.

General Obligation Borrowing

As part of its Capital Improvement Program the City has identified improvements within the Industrial Park. The City could issue General Obligation debt and consider applying other revenue sources to help offset debt service costs if available.

HOUSING

Although no new housing developments are recommended within the Industrial Park, a small portion of the neighborhood is designated as Mixed Use Residential for the Brittany Apartments, which consist of eight multi-family residential buildings (Figure 13.6).

Any efforts to redevelop or renovate these buildings should incorporate various improvements. Unit improvements should include universal design elements to provide greater accessibility. Property improvements should address the current edge condition along Calhoun Road by enhancing landscape treatments along the right-of-way, and exploring the provision of vehicular access between the development and Liberty Lane.

LAND USE

Neighborhood C is designated almost entirely as Business Parks on the future land use map. Exceptions include the Institutional land near Calhoun Road and Glendale Drive, the Institutional land at the southern tip of 166th Street (currently a day care / educational facility), and the section of Mixed Use Residential southwest of Liberty Lane and Calhoun Road. The Business Parks land use seeks to maintain minimal impact on residential uses and the natural environment while providing businesses with access to major transportation corridors that can accommodate truck and automobile traffic.



Figure 13.6. Brittany Apartments at Liberty Ln and Calhoun Rd.
Source: Microsoft Live Maps.

Recommendations

- Commercial retail should be encouraged along the Industrial Park perimeter to support existing businesses and area patrons. This type of retail is permitted throughout the Industrial Park based on the Business Parks land use district policies and current zoning.
- Two properties formerly recommended for Urban Residential and Institutional on the south side of Glendale Drive just east of New Berlin Fire Station #5 should support uses that are compatible with the Business Parks land use designation. These recommendations were incorporated into the initial Future Land Use Map adopted in 2009.
- Environmental corridors should be promoted as recreation areas for employees within the Industrial Park, particularly the area along Deer Creek. Installing signage, established pathways, and connections to existing roadways would encourage more frequent use of the Deer Creek corridor.