
NEW BERLIN 2020 COMPREHENSIVE PLAN EXECUTIVE SUMMARY

INTRODUCTION

This New Berlin Comprehensive Plan updates the 1987 Land Use and Urban Design Plan for the City of New Berlin: 2010 and the Growth and Development Master Plan (GDMP) prepared by the City in 2001 and meets the Wisconsin Comprehensive Planning Law legislation (Wisconsin State Statute 66.1001). The updated comprehensive plan evaluates the City's physical, natural, social, and cultural assets and opportunities to guide future development to ensure that it builds upon and enhances those resources. The final plan is the result of a one and a half year planning process in which consultants, City staff, elected officials, and the general public collaborated to review existing conditions and determine New Berlin's priorities and goals for the next decade.

There are similarities, as well as some key differences, between the new Comprehensive Plan and the previous plans. The GDMP focused almost entirely on land use, including neighborhood plans for each of the 10 distinct New Berlin areas. The Comprehensive Plan also discusses land use extensively, including updated neighborhood chapters, as well as a broader range of information. The Wisconsin Smart Growth law mandates that certain topics must be covered in a comprehensive plan, including transportation, housing, intergovernmental cooperation, and several others. Many of these elements were not covered in the GDMP or the 1987 Land Use and Urban Design Plan for the City of New Berlin: 2010, therefore the GDMP required updating to meet the comprehensive plan requirements under current state law. The new plan contains all of the required elements. This is crucial because as of January 1, 2010 all of a municipality's land use ordinances, regulations, and activities must be consistent with an approved comprehensive plan.

On November 2, 2009, the New Berlin Plan Commission formally adopted the Comprehensive Plan. On December 8, 2009 the New Berlin Common Council adopted the Comprehensive Plan.

THE PLAN

The paragraphs that follow provide a brief overview of each chapter in the New Berlin Comprehensive Plan. A summary of the recommendations from each chapter are included along with the recommendations outlined in Chapter 22, Implementation. The Natural Resources recommendations from the Neighborhood Chapters have not been included. Many of the recommendations are quite lengthy and repeated through the neighborhoods; please see the individual chapters for this information.

Chapter 1: Introduction

Chapter 1 provides an introduction to New Berlin's planning history, while also providing an overview of the City's character and context, as well as the planning process which culminated with the publication of this document.

This chapter notes the numerous assets that the City of New Berlin enjoys, including direct access to the interstate highways and other major transportation corridors, affordable housing, access to employment, and a unique combination of both rural and suburban or urban amenities. This chapter also recognizes the inherent challenges of preserving the City's existing rural character while accommodating the pressure toward growth and development that accompany the City's place at the edge of a major metropolitan area.

Also in this chapter, an overview of the planning process is provided noting the numerous public meetings, open houses, and public hearings that occurred as well as the accompanying website constructed so residents and other interested parties could follow the process as it unfolded.

The process, and the final plan itself, considered social, economic, environmental, and physical factors. The plan is intended to provide a short term and long term guide to development in New Berlin. Four specific goals for the City are highlighted:

- Build upon strengths of individual neighborhoods.
- Provide a predictable regulating process.
- Optimize long term value of public and private investment.
- Generate consensus among residents, businesses, property owners, and associations.

Chapter 2: Issues and Opportunities

Chapter 2 examines the planning issues and opportunities that are present in the City of New Berlin, as well as the processes by which they were determined. First, the chapter briefly reviews previous plans and studies. Existing conditions are reviewed, primarily through a series of maps including Existing Land Use, the Future Land Use Map prepared for the 2001 GDMP, Zoning, and Development by decade. The chapter also examines numerous demographic categories utilizing data primarily from the U.S. Census, Waukesha County and SEWRPC.

The various forms of public participation are summarized, including: the 2006 Community Survey, the 2007 Waukesha County Survey, Steering Sub-Committee meetings, open house sessions, various forms of media including a website, neighborhood listening sessions and surveys, focus groups, a Design Preference Survey, presentations to civic and professional groups, mailings, City Newsletter, and stakeholder interviews. In addition, this Chapter provides an outline for Final Plan adoption.

Chapter 3: Economic Development

The basic principles of Economic Development address the addition of real value to land, property, and community. This chapter addresses the balance between increasing the City's tax base against a subsequent increase in public expenditures. Eight economic development strategies are suggested for potential use in New Berlin, these include:

- Coordinate economic development programs and support services.
- Provide business development activities.
- Offer development incentives and financing.
- Encourage business attraction and retention.
- Coordinate workforce education and training.
- Conduct a land supply analysis for business growth.
- Invest in infrastructure.
- Invest in quality of life factors conducive to business innovation.

Chapter 3 also includes information gathered during stakeholder interviews with community real estate brokers regarding existing development conditions, city-wide strengths, and opportunities for improvement. Potential sites for development and redevelopment are identified. In order to better understand current and future economic impacts, an analysis of spending patterns in New Berlin, information on tax revenues, a preliminary report on impact fees (including information

on Wisconsin laws regarding such fees), a fiscal impact analysis, and a compilation of state, county, and regional economic development programs are included.

Recommendations (Policies & Activities):

- Encourage the marketing and use of vacant sites in existing industrial/business parks as an efficient infill policy and as an alternative to constructing new commercial centers, industrial/business parks. Such infill sites might provide excellent buildings for incubators and high technology start-ups.
- Maintain and attract business in the City of New Berlin.
- Re-evaluate, on an annual basis, the desirability and feasibility of extending public sewer and water to potential commercial and industrial economic development sites.
- Encourage the design of commercial and retail structures along major corridors for multiple tenants combined with shared access to reduce the “big box” effect and improve traffic flow.
- Encourage the use of consistent architecture, landscaping, street trees, buffers and signage along major commercial corridors, within existing and developing industrial parks and at the City's gateways to improve the City's overall visual appeal.
- Improve the governing body's and the public's receptivity toward economic development by establishing and adequately staffing a separate economic development program within the City of New Berlin Department of Community Development. This division should continue to strengthen relationships between the Waukesha County Economic Development Corporation, the New Berlin Chamber of Commerce and Visitor's Bureau, the City Plan Commission, other outside Economic Development agencies, and the other divisions within the City's Department of Community Development for economic purposes.
- Evaluate the feasibility of helping to manage traffic flow by providing more public and privatized transit options for business parks and large employment centers.
- Incorporate preservation of open spaces, environmental corridors and isolated natural features, such as wetlands, flood plains, streams, woodlands and prairies, into the design and development of business and light industrial areas in the

western part of the City. This is particularly important for the West Lincoln Avenue Corridor.

Chapter 4: Cultural and Historic Resources

This chapter provides an overview of the historic structures and districts that are found in the City of New Berlin, as well as the organizations and processes put in place to protect these invaluable places. While New Berlin was incorporated as a city in 1959, European settlement of the area dates back to the late 1830's.

The Landmarks Commission and the New Berlin Historical Society are charged with the task of preserving and protecting the City's built heritage. In 2000, New Berlin passed Municipal Code Chapter 141: Historic Preservation to enhance the City's ability to protect historic buildings and districts. This is a new Chapter and contains a summary from many resources. A new map was created that demonstrates the Historic Areas in the City.

Recommendations:

- Encourage property owners to register archeological sites with the State or National Register of Historic Places.
- Include consideration of culturally important sites in the development review process.
- Continue to maintain and update the list of historic districts and cultural resources.
 - Follow procedures set forth in Chapter 141 of the Municipal Code for any historic designations.
- Increase public awareness of New Berlin's cultural and historic resources.
 - Prepare signage for designated sites.
 - Continue to promote and be involved in the annual Historic Days.
 - Create a driving tour/brochure of New Berlin's cultural resources and historic districts.
- Encourage a proactive Landmarks Commission.
 - Set goals and priorities each year for Landmarks Commission accomplishments.

- Continue on-going projects to educate the community regarding New Berlin's cultural resources and districts.
- Landmarks Commission should continue to work with and support the New Berlin Historical Society.
 - Share resources with one another.

Chapter 5: Agricultural and Natural Resources

Chapter 5 provides an inventory and analysis of the agricultural and natural resources present in the City of New Berlin. Such resources include soils and agricultural land, groundwater resources, surface water resources, natural areas, wetlands, woodlands, critical species habitats, and environmental corridors.

This chapter includes a discussion of the Natural Resources Plan for New Berlin with a focus on a Conservation Framework. Natural resources are a critical factor in assessing development potential within New Berlin over the next decade. These resources provide economic, aesthetic, and recreational benefits, and development should be configured to protect these irreplaceable resources. Best Management Practices are identified for improved stormwater management.

Recommendations:

- Consider the impact of development projects upon the issue of habitat fragmentation, stormwater drainage, and watercourse stability.
- Prepare a study based upon the Land Evaluation and Site Assessment system created by the Natural Resources Conservation Service.
- Should opportunities arise for implementation of greater agricultural resources protection, such opportunities should be considered.
- Review and revise floodplain regulations to address any inconsistencies that may be present.
- Update the Architecture and History Inventory. Consider inclusion of a detailed agricultural related inventory.

Chapter 6: Transportation

The City of New Berlin enjoys a strong network of streets and transportation corridors, including access to the interstate highway system. The transportation network performs a vital role in shaping land use patterns, growth opportunities, and economic development potential. The establishment of sound transportation policy is crucial to maintain existing quality and to provide for future needs.

Transportation planning is conducted at many levels, including the local level and through the SEWRPC 2035 Regional Transportation System Plan. Street and intersection improvements are identified, as well as on-road and off-road bike and pedestrian paths. The Bicycle and Pedestrian Facility Plan has now been integrated into this Chapter and individual neighborhood Chapters. The map was revised to indicate some facilities would now be on-road and evaluated with road reconstruction projects rather than off-road facilities or trails outside of the roadway right-of-way. A handful of facilities were removed / relocated.

Local Recommendations:

- Follow the State's goals and objectives and policies road map.
- Continue to implement the directives related to transportation policies indicated in previous City plans, as referenced in this Plan, and continually seek out local actions to alleviate traffic in the entire street system.
- Continue to review the jurisdictional Highway Plan and Ultimate Width Map, and implement as necessary to adapt to the needs of the City.
- Continue to evaluate bicycle and pedestrian facilities with all roadway improvement projects.
- Continue sufficient and adequate funding levels to maintain streets of local jurisdiction in order to extend those streets useful life expectancies.
- Continue to improve streets of local jurisdiction that are identified in this plan or are identified by further review of traffic volumes, via annual review of a comprehensive capital improvement program.
- Continually seek out alternative sources of funding to assist the City in the maintenance and improvements of local jurisdictional streets and to assist in the funding of local share

of state and or county arterial improvements, such as transportation aids, grants and transportation impact fees.

- Continually search for cost effective measures to improve traffic flow and/or reduce traffic volumes, therefore, reducing the reliance upon the local property tax owner to pay for such improvements.

Chapter 7: Housing

Chapter 7 is intended to act as a guide for housing policy and decision making in New Berlin through the year 2020. By state law, the housing element is required to assess the age, structural condition, value, and occupancy characteristics of the existing housing stock. Furthermore, specific programs or policies are to be identified which will address the following issues:

- Promote the development of new housing and provide a range of housing choices that will meet the needs of persons of all income levels and age groups, as well as those with special needs.
- Promote the availability of land for the development or redevelopment of affordable housing.
- Maintain or rehabilitate existing housing stock.

Chapter 7 addresses several more issues related specifically to:

- Meet increasing demand for housing while protecting the viability of older neighborhoods.
- Provide the housing needed to sustain continued economic growth and development.
- Identify land suitable for housing development, while protecting natural areas and environmental corridors.
- Preserve the rural character of the west side of the City.

Recommendations:

- Principles, goals, objectives and policies be reviewed and updated annually.
- Periodically update and review the median monthly income data to ensure that the City continues to provide adequate affordable housing for its residents.
- Continue utilizing existing single-family residential zoning and zoning districts as the predominant type of residential development within the City.

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- Review multi-family developments on a case-by-case basis, with particular emphasis upon neighborhood compatibility and high-quality development.
 - Review senior housing on a case-by-case basis, with particular emphasis upon neighborhood compatibility and high-quality development.
 - Educate developers and the public about the benefits of Universal Design to encourage its use. Consider the inclusion of Universal Design standards in the City's Zoning Code.
 - Educate developers about the benefits of, and encourage developments to utilize standards of the U.S. Green Building Council and promote Leadership in Energy and Environmental Design (LEED) certified developments.

Chapter 8: Wastewater and Water Distribution Utilities

The New Berlin sanitary sewer system is entirely tributary to the Milwaukee Metropolitan Sewer District (MMSD), and therefore to Lake Michigan following treatment. The MMSD has adopted a 2020 Facilities Plan which identifies facilities, programs, operational improvements, and policies required to be in place by the year 2020. The plan also sets forth a program of ongoing investments and facility improvements to be made to provide a target level of protection against wastewater overflow and conditions. Furthermore, the plan calls for measures to be undertaken by local municipalities served by MMSD to prevent increases in I/I through the year 2020.

The local New Berlin sanitary system currently includes an extensive system of gravity mains, forced mains, and lift stations. The City conducts an annual capital improvement program intended to ensure proper maintenance and upgrades are performed and works with developers to ensure that new infrastructure is properly sized and constructed. Other topics included in Chapter 8 include the New Berlin Urban Service Area boundary, the local water supply system provided by the New Berlin Water Utility, the Great Lakes Compact, and water conservation.

Recommendations:

- Continue long-range planning, maintenance, and funding activities to ensure that the City's public sanitary sewer

collection, municipal water supply, and stormwater management systems remain adequately sized and extended for the anticipated growth and development set forth in this Plan.

- Continue to work with the Southeastern Wisconsin Regional Planning Commission and the Milwaukee Metropolitan Sewerage District to ensure that the City's growth patterns and sanitary sewer extension policies (as set forth in this Plan) are established within their plans and policies.
- Review and revise as necessary the City's schedule of impact fees to ensure that the expansion of City services is adequately addressed.

Chapter 9: Community Facilities

This element identifies the community facilities currently existing in the City, including:

- Sanitary Sewer Service
- Solid Waste Disposal
- On-site Wastewater Treatment
- Recycling
- Telecommunications
- Cemeteries
- Health Care
- Child Care
- Police
- Fire & Rescue
- Libraries
- Schools
- Streets
- Parks
- City Hall

In addition to providing an inventory of existing facilities, Chapter 9 provides information on future timetables for expansion or rehabilitation of existing facilities, and information on the potential addition of new facilities. Future community facilities are limited to cold storage for the police department, and a file storage system for City government.

Recommendations:

- Continue to work closely with the New Berlin School District to review development impacts and school needs.

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- The City's other government buildings be remodeled and expanded as necessary to continue to meet the needs of the City during the timeframe of this Plan. Any major renovations or additional buildings should first be the subject of further review and study, and approval by the Common Council.
 - Develop a centralized document management system. (City Hall)
 - Construct a cold storage facility for the Police Department to accommodate equipment currently stored outdoors.
 - Implement the short-term Park and Open Space Plan recommendations.

Chapter 10: Land Use Plan

Chapter 10 provides the full land use element for the New Berlin Comprehensive Plan. The chapter reviews and analyzes existing land use in the City, including trends over time, and reviews land use policies in New Berlin. These policies were developed during the drafting of the 2001 GDMP, and have been carried forward into this plan. These policies include:

- Policy 1: Managed Growth
- Policy 2: Urban Boundaries
- Policy 3: Compatible Land Uses
- Policy 4: Infrastructure
- Policy 5: Neighborhood Preservation
- Policy 6: Preservation of Rural Character
- Policy 7: Preservation of Urban/Rural Distinction
- Policy 8: Preservation of Open Space
- Policy 9: High-Quality Development

Finally, Chapter 10 provides New Berlin's Future Land Use Plan which is intended to guide development, redevelopment, and preservation for the next ten years. The plan is based on standards which reflect the desires of community residents, committee members, elected officials, and proven principles in community development, environmental preservation, and residential development. Furthermore, the plan considers social, economic, and physical factors. Recommended land use changes are identified in the individual neighborhood chapters.

Recommendations:

- Utilize “The Map of Potential Conservation Lands” maps in coordination with the Future Land Use Map when reviewing and approving changes in zoning, planned unit developments, conditional uses, land divisions, land stewardship plans, road alignments and circulation improvements, and related development matters.
- Identify areas to be targeted for infill development and promote standards to assist in those areas being developed to fit in with the surrounding uses.
- Apply standards of the U.S. Green Building Council and promote Leadership in Energy and Environmental Design (LEED) certified developments. (Apply sustainable practices).
- Revise the City's regulations to address wind energy conversion systems and solar panels.
- Rezone all parks to P-1.
- Use conservancy easements in place of additional C-1 zoning.

Chapter 11: Neighborhood A (Greenfield Avenue Corridor)

Chapter 11 focuses on the Greenfield Avenue Corridor. The corridor was the subject of the Greenfield Avenue Corridor Plan in 1995, and it has undergone major improvements since that plan was published.

After an extensive public participation process, the vision for the future of the Greenfield Avenue Corridor is that the eastern half should feature a more urban mix of commercial and residential uses, while the western half should feature a mix of rural commercial uses, residential and environmental features.

Policies:

- 1) Create development standards for site layout, building character, and landscaping that are suitable for new development along the corridor.
- 2) Tighten nonconforming lot, structure, and use standards, and require compliance with landscaping regulations. Phase out nonconforming commercial uses over time.

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- 3) Recognize the Greenfield Avenue/Moorland Road intersection as a major gateway into the City from the north. Encourage signature buildings that are compatible with surrounding areas. Site development should include prominent signage, increased landscaping, sustainable strategies for stormwater management, and methods to minimize the parking field, such as structured parking.
 - 4) Prepare a detailed development plan for the area around the Greenfield Avenue and Johnson Road intersection.
 - 5) Address flooding and localized drainage issues along the eastern portion of the neighborhood.
 - 6) Encourage land combinations that accommodate future development options.

Recommendations: Transportation

- 1) Calhoun Road (Greenfield Avenue to Cleveland Avenue): In 2010, the City plans to rehabilitate the section of Calhoun Road between Greenfield Avenue and Cleveland Avenue. The planned rehabilitation will include intersection improvements as part of the project. The SEWRPC Year 2035 Recommended Regional Transportation System Plan suggests widening Calhoun Road to a four-lane County facility between Greenfield Avenue and National Avenue.
- 2) No additional bicycle and pedestrian facilities are currently proposed in Neighborhood A.
- 3) The City should work with the local transit systems to maintain the existing routes within the City and look for opportunities to expand and improve the transit system.
- 4) The City should work with Union Pacific to maintain the existing freight rail line and service to the New Berlin Industrial Park.
- 5) Encourage entrance consolidation or side street access for new and redeveloped parcels.
- 6) Install low growing shrubs, perennials, native wildflowers, and/or grasses in the median that are salt and drought tolerant.
- 7) Add small planting areas throughout the length of the corridor in addition to colored concrete pavers or textured concrete at major intersections.
- 8) Signs should be used throughout the corridor to identify the edge of New Berlin. Specifically, gateway signage should be

installed adjacent to the vision triangle limits on the corners at 124th Street.

- 9) Consideration should be given to the burial of existing overhead electric distribution lines along Greenfield Avenue.
- 10) Residential zoning should remain intact where currently existing in the corridor, and any new commercial activity should be compatible with surrounding uses.
- 11) Maintenance and upgrading of commercial areas should be encouraged along the corridor, including façade improvements, shared parking, and small-scale signs.

Recommendations: Economic Development

- 1) Key intersections should be developed or redeveloped to serve as gateways into New Berlin. Intersections can be divided into two types, primary and secondary, based on the intensity of development and the amount of traffic.
- 2) Primary intersections would have taller buildings and an increased intensity of development with buildings reinforcing the street edge. These areas could include institutional, civic, commercial, and residential uses. Small-scale retail could provide an opportunity for ground floor shops with upper-story residences. Site layouts should include landscaping, sustainable features, and signage and/or banners to promote Greenfield Avenue as a major gateway to the City. Primary intersections include the intersection of Greenfield Avenue and Moorland Road.
- 3) Secondary intersections would have buildings reinforcing the street edge; however, the buildings would be a maximum of two to three stories, could be mixed use, and less intense. Site layouts should include landscaping, sustainable features, and signage to promote Greenfield Avenue. Secondary intersections include:
 1. Intersection of Greenfield Avenue and Johnson Road;
 2. Intersection of Greenfield Avenue and Calhoun Road;
 3. Intersection of Greenfield Avenue and Sunny Slope Road.

Recommendations: Housing

- Allow for residences above first-floor retail; the Zoning Code should provide for this type of development in more than the B-2 District such as the B-3 and B-5 Districts.

Recommendations: Land Use



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- Continue the development of housing within established subdivisions.
 - Maintain small-scale commercial and residential areas throughout the corridor. Larger-scale commercial and institutional uses should be located at “primary” intersections: (e.g. where Greenfield Avenue traverses Moorland Road) to serve as prominent gateways into New Berlin.
 - Encourage stronger landscaping on all corners at the intersection of Greenfield Avenue with Sunny Slope Road.
 - Allow lands zoned as A-1 to be transitional agricultural uses.
 - Encourage the preservation of natural resources and allow these areas to serve as linkages throughout the neighborhood.
 - Two parcels along Greenfield Avenue and S. Johnson Road have been changed from Suburban Commercial to Rural Commercial to better fit with the character of the area.

Chapter 12: Neighborhood B (West Lincoln Avenue and Western Area)

Chapter 12 is the neighborhood plan for Neighborhood B, which consists of the West Lincoln Avenue Corridor, several existing quarry sites, and a substantial rural area west of Calhoun Road. Most of this area is currently unsewered, and is planned to remain unsewered at a density of one unit per five acres for residential development. Much of this land is currently comprised of undeveloped and agricultural land, with some conservation subdivisions.

The vision for this neighborhood, derived with public participation, includes a regional model of rural development with environmental preservation forming a key underlying principle. The quarries are intended to remain a productive use until their completion upon which time they will be restored according to approved plans. West Lincoln Avenue is envisioned as a unique business park campus designed around the preservation of environmentally sensitive areas and low intensity uses. Agricultural land can remain in production as long as property owners desire. A few parcels were identified to be converted from a future residential use to future business park based on proximity to the railroad or existing utility structures on the site.

Policies: West Side Open Space:

1. Public sanitary sewer service shall not be extended into this area, with the exception of parcels designated to be within the Urban Service Area Boundary as amended by the City.
2. While agricultural uses are encouraged to remain, it is recognized that the area may develop for residential conservation subdivisions. Residential uses shall be permitted and accommodated pursuant to these policies. As agricultural lands transition to residential developments, the subdivision design should incorporate farming and agriculture uses as viable open space options.
3. Where development may occur, encourage rural open space subdivisions that preserve the rural character and sensitive natural areas. Regulations have been developed that require open spaces to be incorporated into these subdivisions, while allowing smaller lots to be clustered on lands most suited for development. Areas that are environmentally sensitive such as wetlands and recharge areas shall be established as priority areas for open space preservation.
4. The allowable base density, before incentives or bonuses, is one dwelling unit per five acres for new developments, with a requirement that an applicant demonstrate the capability of providing private on-site wastewater treatments systems that satisfy County and State regulations. Applicants should refer to the City Zoning and Development Code for regulations relating to this standard.
5. While it is recognized that State regulations for private on-site sewage treatment systems may evolve over time, it is the policy of the City of New Berlin that these possible changes do not affect this maximum allowable density.
6. Explore and implement amenities that are consistent with a rural theme, such as equestrian facilities, trails, bed and breakfasts, nature preserves, parks, community gardens, agricultural businesses, and others.

Policies: West Lincoln Avenue:

1. Given the substantial barriers to planning and development, a separate plan should be established for the West Lincoln Avenue corridor that recognizes the long-term commitment on the part of the City.

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2. Public sanitary sewer service shall not be extended into this area, with the exception of parcels designated to be within the Urban Service Area Boundary as amended by the City.
 3. Development along Lincoln Avenue shall not occur until the following conditions are met: any proposed development shall dedicate the proper road right of way; shall adhere to the Rural Design Cross sections identified in the Developer's Handbook for any necessary roadway improvements and shall provide field delineations when required to do so by Code. In addition, stormwater drainage and floodplain issues are to be accommodated; a reclamation plan needs to be on file by an Engineer certifying the bearing capacity; utilities are available (adequate plan for sewer and water); and groundwater, floodwater, and stormwater have been adequately accommodated. If sewer and water are not provided, businesses that have a low intensity and do not require sewer should be targeted. Alternative techniques for water will need to be explored to provide for fire safety and building code requirements.
 4. Larger assemblages of properties should be the priority for this corridor. Pull land together in larger components rather than in a piecemeal fashion. Agreements should be sought among landowners to come together when projects arise.
 5. Any future development requiring coordinated access in this area may require the applicants to submit a surety instrument to the City to cover future public improvements and cost contributions.

Policies: The Quarries

1. Continue to monitor the land use related operations and impacts associated with the quarries, including visual impact, noise, truck traffic, off-site dust migration, storm water runoff and others.
2. Encourage the retrofitting of the mining facilities with features that mitigate land use impacts where appropriate, such as landscaping and berms, truck washing facilities, dust reduction measures and others.
3. Expansion and/or changes in land use in the quarry areas should be discouraged unless it can be demonstrated that expansion and/or changes can occur in a compatible way with existing residential uses, and without interference with proposed policies.

4. Work with mine operators and the DNR to accelerate the restoration and final use plans for the quarries.
5. Encourage the reuse of quarry land for uses such as parks with limited other uses as defined in an approved reclamation plan.
6. The quarry located in the northwest corner of Lawnsdale Road and Racine Avenue is a potential site for rural commercial land uses with an emphasis on outdoor recreation.

Recommendations: Transportation

- Calhoun Road (Greenfield Avenue to Cleveland Avenue): In 2010, the City plans to rehabilitate the section of Calhoun Road between Greenfield Avenue and Cleveland Avenue. The planned rehabilitation will include 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.
- 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.
- Proposed On-road bike facilities:
 - Racine Avenue
 - Lawnsdale Road
- On-road bike paths should include striping and signage to identify the lane. Where topography and road width permit, signage should encourage drivers to change lanes when passing bicyclists.

Future Possible Connections:

- Coffee Road
- Observatory Road
- Lawnsdale Road

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- The City should work with the local transit systems to maintain the existing routes within the City and look for opportunities to expand and improve the transit system.
 - The existing freight rail line is an asset to Neighborhood B. The City should work with Union Pacific to maintain rail service through New Berlin.

Recommendations: Economic Development

- Any development outside of the West Lincoln Avenue corridor in Neighborhood B should encourage the following:
 - Small arts and crafts studios and antique shops should be encouraged, including those small enough and adaptable enough to be "housed" in smaller mixed use buildings. For example, some small arts and crafts studios and shops could be located on the first floor of mixed residential/commercial buildings.
 - Rural oriented cottage businesses, antiques, organic farms, and horticultural and landscaping firms with experimental gardens and arboretums.
 - Farming with an emphasis on local food production, local food sale, hobby farming, and artisan farming.
- Desired businesses within the West Lincoln Avenue corridor include the following:
 - Bio technology firms that can capitalize on the Milwaukee area's large medical complexes and teaching hospitals.
 - Incubating industries, including start-up high technology firms and newly formed traditional light manufacturing and light industrial firms.

Recommendations: Housing

- No changes are proposed for housing in Neighborhood B.

Recommendations: Land Use

- Two parcels in the northwest section of Neighborhood B should change from Country Residential to Business Park / Industrial to take advantage of the rail line and be compatible with surrounding conditions, the parcel in the northeast corner

of Johnson Road and Cleveland Avenue is changed from Institutional to Country Residential to be more compatible with site issues, and a parcel along Coffee Road is changed from Suburban Residential to Country Residential.

- A large number of farm operations exist in Neighborhood B, and the protection and preservation of these uses is integral to this land use. Artisan farming, community-supported agriculture, and similar farming techniques are encouraged. On-site sales of products are appropriate in these areas, including small farm markets and similar uses.
- While agricultural uses are encouraged to remain as long as the owners wish to operate farms, the Country Residential designation allows for property owners to transition to development in a way that maintains the rural character.

Chapter 13: Neighborhood C (New Berlin Industrial Park)

Chapter 13 is the neighborhood plan for the New Berlin Industrial Park. The area consists of three adjoining industrial parks (the New Berlin Industrial Park, the Moorland Road Industrial Park, and the MSI/Lincoln Industrial Park) which covers over 1,100 acres. The area is a major employment center that generates a substantial portion of the City's revenue.

The vision for this neighborhood is that it should continue to be a major economic engine within the City. Future public and private reinvestment should focus on upgrading infrastructure and building quality. Sustainable design and stormwater principles should be incorporated in future development and as public infrastructure is improved.

Policies:

- 1) The 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.

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- 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 the need 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 Park.

Recommendations: Transportation

- **Calhoun Road (Greenfield Avenue to Cleveland Avenue):**
In 2010, the City plans to rehabilitate the section of Calhoun Road between Greenfield Avenue and Cleveland Avenue. The planned rehabilitation will include 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.
- **Internal Street Maintenance:** Reconstruct internal streets per the New Berlin Industrial Park Redevelopment Plan. Best

management practices for storm water management should be used within the right-of-way.

- 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.
- On-road bike paths should include striping and signage to identify the lane. Where topography and road width permit, signage should encourage drivers to change lanes when passing bicyclists.
- Proposed On-road facilities:
 - Coffee Road
- Proposed Off-road facilities:
 - Connect the New Berlin Recreation Trail to the Deer Creek Sanctuary
- 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.
- 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.

Recommendations: Economic Development

- 1) Develop and maintain an inventory of the businesses within the 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, and use the City's existing small grant program to promote and support existing businesses.

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- 4) Recognize opportunities for land assemblage in the 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 Park.

Recommendations: Housing

Brittany Apartments on Calhoun Road:

- 1) Unit improvements should include universal design elements to provide greater accessibility.
- 2) 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.

Recommendations: Land Use

- Commercial retail should be encouraged along the Park perimeter to support existing businesses and area patrons. This type of retail is permitted throughout the 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 (see Figure 13.7).
- Environmental corridors should be promoted as recreation areas for employees within the 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.

Chapter 14: Neighborhood D (Urban Neighborhood North)

Neighborhood D is comprised of primarily single-family residential neighborhoods with a small number of multi-family complexes. The area is largely built out, and it contains many of the City's oldest and newest developments.

The public participation process confirmed the current vision for this neighborhood, and it should continue to be a series of well-maintained, quality single-family neighborhoods served by parks, pedestrian connections, and nearby shopping areas. The City should encourage infill development, and new development or redevelopment should compliment the character of existing neighborhoods. One parcel is recommended to be converted from future residential to future park.

Policies:

- 1) Preserve the same basic mix of uses, in order to maintain a Citywide ratio of single-family dwelling units to multi-family dwelling units of no more than 80:20.
- 2) Create flexible but predictable compatibility standards for new construction and redevelopment related to site planning, building design and materials, landscaping, buffering, access, signage, and other land use impacts.
- 3) Maintain public infrastructure in the neighborhood.
- 4) Monitor housing conditions and nonconforming uses, and periodically assess the need for targeted building and zoning code enforcement programs. Explore the use of revolving loans to fund renovations in targeted areas.
- 5) Complete the linear greenway system to connect the City Center with the neighborhood.
- 6) Explore additional pedestrian and bicycle connections between subdivisions as a way to create a sense of “neighborhood” beyond individual subdivisions. Also explore connections between subdivisions and nearby commercial shopping and civic areas, such as parks, schools, and the Civic Center. Use the plan prepared by the Alternative Transportation Plan Committee as a guide to a network of trail facilities.
- 7) Target focused efforts on resolving stormwater problems in certain areas experiencing the worst problems, specifically Underwood Creek and the Root River area, Honey Lane, Elm Grove Road, West Overland Trail, and Sherwood Drive.
- 8) Explore the use of landscaped medians where feasible.
- 9) Remain committed to the Civic Center as the center of local government functions for the long-term future.

Recommendations: Transportation

- Cleveland Avenue: The SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies additional

capacity needed on Cleveland Avenue. The SEWRPC plan recommends widening Cleveland Avenue to a four-lane facility through the City of New Berlin from 124th Street to State Hwy 164 in the City of Waukesha. 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.

- On-road bike paths should include striping and signage to identify the lane. Where topography and road width permit, signage should encourage drivers to change lanes when passing bicyclists.
- Proposed On-road facilities:
 - Coffee Road
- 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.
- The City should work with Union Pacific to maintain the existing rail line and service to the New Berlin Industrial Park.

Recommendations: Economic Development

- Continue to encourage neighborhood amenities that support the needs of residents.
- Encourage pedestrian connections to and from these commercial, retail, and office destinations to enhance neighborhood livability and support the level of economic development desired by the neighborhood.

Recommendations: Housing

- The City should encourage homeowners to incorporate sustainable building strategies and site development techniques. Among the benefits to homeowners would be decreased stormwater fees and substantial energy savings.
- Any efforts to redevelop or renovate multi-family developments in the neighborhood should incorporate universal design elements to provide greater accessibility for current and future residents.

Recommendations: Land Use

- The residential fabric of the Urban Neighborhood North should be maintained.
- Future land uses should remain as originally designated in the 2001 Growth and Development Master Plan.

- There should be no conversion of residential properties to commercial uses along the east side of Moorland Road.
- A mixed-use residential parcel is changed to Park along Sunny Slope Road, north of the railroad.

Chapter 15: Neighborhood E (National Avenue East Corridor)

Neighborhood E includes the parcels adjacent to National Avenue from 124th Street to Calhoun Road. This portion of National Avenue has historically served as the primary transportation route into the City of New Berlin. It is home to much of New Berlin's retail activity as well as the majority of the City's civic functions. Multi-family residences are also prevalent in the neighborhood.

Developed with the assistance of extensive public input, the vision for the National Avenue East Corridor is that it should become an exemplary example of a suburban corridor with vehicular and pedestrian traffic coexisting in a safe and efficient manner, utilities placed underground, public streetscape improvements coordinated with private landscaping and site design, and commercial development focused on 'nodes' as opposed to 'strips'.

Policies:

- 1) Create flexible but predictable compatibility standards for new construction and redevelopment related to site planning, building design and materials, landscaping (including maintenance provisions), access, signage, and other features creating potential land use impacts. Emphasize building and parking orientation, with more uniform setbacks and at least some parking encouraged on the side or to the rear of buildings.
- 2) Continue public investment in streetscape improvements, including landscaping, street lighting, sidepaths and bike trails.
- 3) Focus on completing the "retrofit" of the National Avenue/Moorland Road intersection to provide a mixed use, central point for the City. Retrofitting refers to the gradual upgrading of an area, without wholesale demolition. For example, new sidepaths, crosswalks, lighting and landscaping can be installed to enhance existing sites. Existing buildings can be renovated, and new buildings can be constructed as infill.

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- 4) Remain committed to the Civic Center as the center of local government functions for the long-term future.
 - 5) Maintain the easternmost end of the corridor as a major gateway into the City. Design and implement public improvements involving landscaping, signage, and possible sculptural elements. Create site planning standards designed to establish high-quality development befitting a front door into the community.
 - 6) Prevent the development of strip commercial outside of designated commercial nodes. In those areas where small-scale strip retail has been constructed, encourage gradual conversion to designs that improve accessibility and provide place-specific amenities.
 - 7) Allow compatible multi-family uses, including senior housing. Such residential uses should continue to break up strip commercial areas in the corridor and provide mixed use segments that allow for greater walkability.
 - 8) Develop incentives that encourage the coordinated redevelopment of multiple parcels of property in order to discourage a piecemeal appearance.
 - 9) Create a committee to develop a Corridor Plan for National Avenue that focuses on redevelopment and includes a regulating plan.
 - 10) Develop storm water management guidelines to address the development and/or redevelopment of properties that are served by the Waukesha County storm sewer conveyance system. This is needed due to the fact that Waukesha County has stated that there is no capacity in the existing storm sewer conveyance for additional flows.

Recommendations: Transportation

- Moorland Road & National Avenue Intersection: The City and County should continue to monitor the capacity at this intersection. Future redevelopments along these corridors will increase the traffic at this intersection.
- The SEWRPC 2035 Recommended Regional Transportation System Plan does not identify any capacity improvements for the roadways within Neighborhood E.
- Proposed Off-road facilities:

- A north/south trail is proposed to align with Acredale Drive on National Avenue. The proposed trail would extend south of National Avenue to connect with the trails at Regal Park in Neighborhood F.
- 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.

Recommendations: Economic Development

- Retail, including furniture, gardening, department stores, apparel, grocery stores, convenience stores, computers and electronic goods, sporting goods
- Finance-Insurance-Real Estate (FIRE), including law firms, real estate agencies, insurance agencies, brokers
- Professional specialties including physicians offices, medical clinics, engineering, architectural, planning and surveying firms
- Personal services are those services including dry cleaners, beauty salons, and other various personal services
- Commercial gyms, fitness centers and businesses that cater to recreational and leisure-time activities
- Eating and drinking establishments, including fine quality dining in close proximity to hotels and business parks
- Redevelopment emphasis on the southwest corner of National Avenue and Moorland Road

Recommendations: Housing

- The corridor includes a variety of multi-family developments that provide housing diversity, affordable housing, and customers within walking distance of the commercial uses along National Avenue. The mix of uses should be maintained with additional housing opportunities considered within the City Center development.

Recommendations: Land Use

- No future land use changes are recommended for the neighborhood, with the exception of the Action Garden Center property being changed to Suburban Commercial.

Chapter 16: Neighborhood F (Urban Neighborhood South)

This area is primarily single-family with a blend of condominiums, rental apartments, and senior housing. It is home to a large percentage of New Berlin residents. Most of the area is served by sewer and water. The area is mostly an assemblage of subdivisions from the 1940's, 50's, and 60's with some newer subdivisions, mostly located in the southeastern part of this area. Cul-de-sacs are common in this area and many subdivisions are not well connected to the rest of the City. Most of these neighborhoods are single-family use, and automobiles are typically required to access commercial services.

Following a process of public involvement, the vision for this neighborhood is that it remains a series of well-maintained, quality single-family residential neighborhoods. Incremental changes should be pursued that would increase connectivity and create a better sense of community.

Policies:

- 1) Preserve the same basic mix of uses, in order to maintain a Citywide ratio of single-family dwelling units to multi-family dwelling units of approximately 80:20.
- 2) Create flexible but predictable compatibility standards for new construction and redevelopment related to site planning, building design and materials, landscaping, buffering, access, signage, and other land use impacts.
- 3) Maintain public infrastructure in the neighborhood, including streets and sewer service, to maintain property values.
- 4) Complete the linear greenway system connecting the City Center south to the neighborhood.
- 5) Explore additional pedestrian and bicycle connections between subdivisions as a way to create a sense of "neighborhood" beyond individual subdivisions. Also explore connections between subdivisions and nearby commercial shopping and civic areas, such as parks, schools, and the Civic Center.
- 6) Target focused efforts on resolving stormwater problems in areas experiencing the worst problems.
- 7) Explore the use of landscaped medians where feasible.

Recommendations: Transportation

- In Neighborhood F, the SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies additional capacity needed on IH-43. The plan recommends widening IH-43 to a six-lane facility, within the existing right-of-way, from the Hale Interchange with IH-894 to Racine Avenue (County Hwy Y).
- On-road facilities:
 - Sunny Slope Road (Beloit Road to College Avenue)
 - Grange Avenue (124th Street to Moorland Road)
 - College Avenue (Janesville Road to Racine Avenue)
- On-road bike paths should include striping and signage to identify the bicycle lane.
- Off-road facilities:
 - A north/south trail is proposed to align with Acredale Drive on National Avenue. The proposed trail would extend south of National Avenue to connect with the trails at Regal Park.
- The City should work with the local transit systems to maintain the existing routes within the City, and look for opportunities to expand and improve the transit system.

Recommendations: Economic Development

- Economic development for Neighborhood F should be driven by housing redevelopment and sustaining property values.

Recommendations: Housing

- The City should encourage homeowners to incorporate structural and site elements that are listed in the LEED for Homes and LEED for Existing Buildings rating systems. Among the benefits to homeowners would be decreased stormwater fees and substantial energy savings.
- Any efforts to redevelop or renovate multi-family complexes in the neighborhood should incorporate universal design elements to provide greater accessibility for current and future residents.

Recommendations: Land Use

Three edits: the institutional property on the west side of Sunny Slope Road just north of Sun Valley Drive (formerly designated Urban Residential), the Urban Residential development at Jennifer Court (formerly designated Institutional), and the subdivisions along the east side of Sunny Slope Road are changed to Suburban Residential to reflect what is built. These edits have been made to reflect new development and changes in zoning since the 2001 GDMP.

Chapter 17: Neighborhood G (Sections 35 and 36)

This area presents a unique opportunity to the City of New Berlin. While the land currently has a rural character typical of the western portion of the City, it is located adjacent to newer residential developments to the east and the Moorland Road corridor to the west. The opportunity exists to balance new development and the preservation of natural features.

The vision developed for this area, with the assistance of public participation, is that the City should support landowners wishing to keep their land in agriculture while creating a long range plan for a balance of residential development and a business park. The recommended residential density for Section 35 is one unit per two acres with an emphasis on conservation development with 65% open space, and additional business park use along the western edge of this neighborhood.

Policies:

- 1) Permit new single-family residential through the planned conservation development district and open space lands to support the surrounding residential and business communities.
- 2) Allow additional business office uses east of Moorland Road to respond to the growing interest in New Berlin. Additionally, allowing more office uses will help to offset tax increases and reduce development impacts on the school district. Uses should be separated from residential areas with open space or environmental features.
- 3) Pursue the extension of sewer services into Section 35 to accommodate recommended development.
- 4) Encourage the continuation of agricultural uses as long as the property owners so desire. As agricultural lands transition to residential developments, the subdivision design should incorporate farming and agriculture uses as viable open space options. During development it is critical to incorporate the preservation of high quality soils in this neighborhood.

- 5) Protect the stream valley along the western edge of the area from development through possible incorporation into the City's public park system or adoption of stream protection regulations. Recognize its value as an environmentally sensitive corridor, as a boundary between the Westridge area and proposed housing, and utilize the preserved open space as an amenity for future residential development.
- 6) Permit a density of 1 dwelling unit per 2 acres south of Grange Avenue. The area north of Grange Avenue should develop at a density consistent with the existing zoning. Through good subdivision design, density bonuses may be allowed pursuant to the City Zoning and Development Code requirements.
- 7) Encourage lot clustering to preserve the natural features and character that follows the City Zoning and Development Code requirements. These development standards are designed to further protect the natural character of the area through techniques such as the preservation of open space along road frontages, the preservation of mature vegetation, the use of natural topography to minimize visibility of development, preservation of stream corridors, and the preservation of scenic views. Utilize the City's Map of Potential Conservation Lands to identify these natural areas in addition to on-site inspections and other available resources.
- 8) Encourage the preservation of Class I and Class II soils as common open space, conservancy areas, prairie, or agricultural lands.
- 9) Encourage a three-dimensional approach for storm water best management techniques for improving the quality of groundwater and surface water.
- 10) Require off-road paths throughout open space and park areas.
- 11) Include on-road bike paths for new streets and on existing streets where possible.
- 12) Any development applications shall adhere to the design considerations outlined as part of the Neighborhood "G" Area Site Tour section.
- 13) Encourage green / sustainable / LEED's building and site development techniques for new development as outlined in this Plan.
- 14) Require coordinated, pre-planned concepts/development proposals to ensure a cohesive and coordinated development

pattern. Developments must take into consideration how adjacent parcels would be developed.

- 15) Development proposals shall include appropriate utility easements and/or roadway reservations or dedications to ensure public infrastructure (utility or roadway) extensions/connections and a coordinated development pattern are achieved.
- 16) Any future development requiring coordinated access and/or utility extensions in this area may require the applicant to submit a surety instrument to the City to cover future public improvements and cost contributions.
- 17) All utility extensions shall be at the expense of the developer. The City shall endeavor to collect funds from future developments that connect into the utilities where appropriate and collected funds shall be redistributed back to the developer that installed the infrastructure.

Recommendations: Transportation

- In Neighborhood G, the SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies additional capacity needed on IH-43. The plan recommends widening IH-43 to a six-lane facility, within the existing right-of-way, from the Hale Interchange to Racine Avenue (County Hwy Y).
- The traffic modeling shows that the current traffic requires no roadway improvements at this time.
- The traffic modeling for the 2020 base year without any new development in Neighborhoods G and H showed that the following roadway improvements would be required:
 - Moorland Road (from Grange Avenue to College Avenue) will require four-lanes.
 - Moorland Road and Grange Avenue intersection – Lengthening the turn lane and improve signal timing.
 - Sunny Slope Road and Grange Avenue intersection – Signalize the intersection
 - Moorland Road and College Avenue intersection – No improvements will be needed.
 - Sunny Slope Road and College Avenue –No improvements will be needed.

- The modeling for the 2020 base year with new development in Neighborhoods G and H (based upon adopted future land use) showed that the following roadway improvements would be required.
 - Moorland Road (from Grange Avenue to College Avenue) will require four-lanes. Provide turn lanes and controlled median openings for the limited development access points.
 - Moorland Road and Grange Avenue intersection – Lengthening the turn lane and improve signal timing. Additional turn lanes required.
 - Sunny Slope Road and Grange Avenue intersection – Signalize the intersection with dedicated left and right turn lanes at all approaches.
 - Moorland Road and College Avenue intersection – Modify signal timing.
 - Sunny Slope Road and College Avenue – Construct a dedicated left and right turn lane on Sunny Slope Road.

- Proposed On-road facilities:
 - Sunny Slope Road (Beloit Road to Grange Avenue)
 - Beloit Road
 - Elmwood Drive (Sunny Slope Road to Valley View Park Trail)
 - Grange Avenue (124th Street to Moorland Road)
 - College Avenue (Janesville Road to Racine Avenue)

- On-road bike paths should include striping and signage to identify the lane. Where topography and road width permit, signage should encourage drivers to change lanes when passing bicyclists.

- Future possible connection:
 - An east/west facility connecting Sunny Slope Road to Moorland Road to be located between Grange Avenue and College Avenue.

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

Recommendations: Economic Development

- Economic development in Neighborhood G is anticipated to occur through various changes in land use.
- The western portion of Neighborhood G is designated as Business Parks in the land use plan to allow for an expansion of the Westridge Business Park. Commercial retail is permitted under this designation in order to support area businesses and residents.
- Housing development will contribute to the City's tax base while providing a land use that is compatible with surrounding housing development.

Recommendations: Housing

- Housing should include single-family units at a density of one unit per two acres with 65% required open space.
- Open space shall be maintained by a homeowner's association, and shall include pedestrian pathways, bicycle paths, and best management practices for stormwater management.

Recommendations: Land Use

- Housing is recommended along Grange Avenue and the eastern portion of Neighborhood G.
- Single-family residential is recommended along the eastern portion of the neighborhood and to be developed at a lower density as housing east of Sunny Slope Road. The new residential housing should be of a more rural character of high-quality architecture and construction.
- Area is pre-planned to be served by public utilities. Residential development should include high-quality open spaces through the preservation of existing environmental features.
- Housing in Neighborhood G will have an overall density of one unit per two acres, with 65% required open space. The use of conservation subdivision style design is strongly encouraged.
- Urban Residential and Park uses should remain in the northern portion of the neighborhood.
- Business Parks designation has been expanded in response to a growing Westridge Business Park, the requests of specific property owners, and the long-term financial success of the City. This area should also include commercial retail as it supports the business park.

Chapter 18: Neighborhood H (Westridge and Moorland Road)

This area is a mix of single-family residential, multi-family residential, commercial, and industrial uses, including the Westridge and Towne Corporate Park. As a result of recent planning efforts, the I-43/Moorland Road intersection has become the new regional 'front door' to the City of New Berlin and a major center of employment. Current planning issues include reaching full build-out and creating a transition between the high intensity core and surrounding lower intensity uses.

Following a public participation process, the vision for this neighborhood is that the Westridge and Towne Corporate Park should be expanded as a major employment center in the City. The park should continue to serve as an example of high-quality architecture, site design, and sustainable design. Light industrial and office complexes should continue as the primary uses, supported by a mix of hotels, clinics, entertainment, and retail.

Policies:

- 1) Emphasize mixed use developments with light industrial and office as the dominant land uses. Supporting hospitality related uses (i.e., hotels and table service restaurants) should complement the primary uses.
- 2) Allow mixed use development to extend south of the Westridge / Towne Business Park along Moorland Road to the City limits.
- 3) Use low-intensity office or neighborhood-oriented retail as a buffer between the industrial areas and the residential areas to the north and west.
- 4) Limit the intensity of development in areas of Neighborhood H not within the New Berlin Urban Service Area Boundary.
- 5) Pursue the extension of sewer services into this neighborhood to accommodate recommended development.
- 6) In conjunction with Waukesha County, the City should establish a traffic management plan for the area around the Moorland Road and College Avenue intersection so that as new development occurs, traffic can be efficiently managed.
- 7) Require traffic impact studies to be submitted for new construction as indicated in the City Zoning Code

requirements. The City should ensure that impact studies include consideration of the surrounding area at full build-out.

- 8) Require coordinated, pre-planned concepts/development proposals to ensure a cohesive and coordinated development pattern. Developments must take into consideration how adjacent parcels would be developed.
- 9) Development proposals shall include appropriate utility easements and/or roadway reservations or dedications to ensure public infrastructure (utility or roadway) extensions/connections and a coordinated development pattern are achieved.
- 10) Any future development requiring coordinated access and/or utility extensions in this area may require the applicant to submit a surety instrument to the City to cover future public improvements and cost contributions.
- 11) All utility extensions shall be at the expense of the developer. The City shall endeavor to collect funds from future developments that connect into the utilities where appropriate and collected funds shall be redistributed back to the developer that installed the infrastructure.
- 12) Maintain a transportation system that minimizes cut-through and business-related traffic in adjacent residential areas.
- 13) Ensure that lighting follows Zoning Code requirements so that any impact is minimized on surrounding properties.
- 14) Require alternative stormwater management techniques, both regional and site specific.
- 15) Encourage green / sustainable / LEED's building and site development techniques for new development as outlined in this Plan.
- 16) Continue working with the City of Muskego to ensure compatible uses and traffic circulation.
- 17) Include on-road bike paths for new streets and on existing streets where the right-of-way allows installation to be possible.
- 18) Request that Waukesha County accelerate the widening of Moorland Road to four lanes.
- 19) The City should give consideration to the use TID, BID, or other economic development tools to fund necessary public improvements.

Recommendations: Transportation

- I-43: The SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies additional capacity needed on I-43. The plan recommends widening I-43 to a six-lane facility, within the existing right-of-way, from the Hale Interchange to Racine Avenue (County Highway Y).
- Moorland Road: The SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies additional capacity needed on Moorland Road. The plan for shows widening Moorland Road to a four-lane facility between Grange Avenue and College Avenue (County Highway HH)
- The modeling shows that roadway improvements will be necessary even if no development were to occur in Neighborhoods G and H by 2020. The improvements recommended for the study area intersections are to improve intersection operations to acceptable levels. The implementation of the above-recommended traffic signal and geometric improvements is expected to result in safe and efficient traffic operations. With the full build-out of Neighborhoods G and H minimal additional roadway improvements would be necessary.
- Proposed On-road facilities:
 - Grange Avenue (124th Street to Moorland Road)
 - Small Road (Moorland Road to Calhoun Road)
 - College Avenue (Janesville Road to Racine Avenue)
- Future possible trail connection:
 - An east/west facility connecting Sunny Slope Road to Moorland Road to be located between Grange Avenue and College Avenue
- The City should work with the local transit systems to maintain the existing route within Neighborhood H and look for opportunities to expand and improve the transit system.

Recommendations: Economic Development

- To accommodate the growing interest in these uses, the Business Parks designation in Neighborhood H has been expanded to the west.

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- Commercial/ retail development should be encouraged throughout the Business Parks land use, particularly along main corridors, to support area residents and industries.

Recommendations: Housing

- Country Residential land uses to the north of Beloit Road in northwestern Neighborhood H are currently undeveloped except for existing single-family homes located near the roadside.
- Mixed Use Residential land in the northeastern portion of the neighborhood is moderately developed with single-family housing, multi-family units, and commercial uses.

Recommendations: Land Use

- Three locations in the neighborhood have been changed to Business Parks to accommodate demand for industrial and office space. A Country Residential parcel on the north side of Beloit Road, a Mixed Use Residential parcel on the south side of Beloit Road just west of Emmer Drive and a parcel on the south side of Small Road near the western edge of Neighborhood H.
- Within the Business Parks area of Neighborhood H, commercial retail should be encouraged along Grange Avenue, Moorland Road, and Small Road. In addition, mixed use pre-planned developments should be strongly encouraged at the southern portion of Neighborhood H to complement both the Westridge area and expected developments in the City of Muskego.

Chapter 19: Neighborhood I (National Avenue West)

This area primarily includes agricultural and other undeveloped land with some residential subdivisions. Most of this area is not served by sanitary sewer, with no plans to add service in most areas. There is a desire to balance the protection of the rural character while maintaining property values.

Following a public participation process, the vision for this neighborhood is that the open space areas should serve as a regional model for rural development, focusing on the protection of environmentally sensitive areas. The National Avenue West corridor should continue to serve as a scenic rural corridor with commercial nodes at major intersections.

Policies: West Side Open Space:

- 1) While agricultural uses are encouraged to remain, it is recognized that the area may continue to develop as conservation residential developments. Residential uses will be permitted and accommodated pursuant to policies outlined in the Zoning and Development codes. As agricultural lands transition to residential developments, the subdivision design should attempt to incorporate farming and agriculture uses as viable open space options.
- 2) Areas that are environmentally sensitive as wetlands and recharge areas should be established as priority areas for open space preservation.
- 3) The allowable base density, before incentives or bonuses, is one dwelling unit per five acres for new developments, with a requirement that an applicant demonstrate the capability of providing Private On-site Wastewater Treatment Systems (POWTS) that satisfy County and State regulations. Applicants should refer to the City Zoning and Development Code for regulations relating to this standard.
- 4) While it is recognized that State regulations for (POWTS) may change, it is the policy of the City of New Berlin that these possible changes do not affect this maximum allowable density.
- 5) Explore and implement amenities that are consistent with a rural theme, such as equestrian facilities, trails, bed and breakfasts, nature preserves, parks, and others.

Policies: National Avenue Corridor West:

- 1) Encourage rural commercial land uses in the Prospect Hill area, and at the intersection of Beloit Road and National Avenue. Some examples of rural commercial uses are commercial nurseries, feed and seed stores, farmers markets, farm implement sales and supply stores, antique stores, and small-scale grocery stores serving residents of western New Berlin.
- 2) Identify scenic corridors and views, and encourage their protection.
- 3) Develop the area immediately west of Calhoun Road as a gateway into rural western New Berlin. Permit the development of this area for a mix of commercial and residential uses, but require that commercial use to be oriented to a rural theme.

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- 4) Reinforce the historic village nature of Prospect Hill. Promote the preservation and renovation of historic buildings in the area. Require new construction and modifications of existing buildings to be accomplished in such a way as to respect the historic character of the area.

Recommendations: Transportation

- SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies additional capacity needed on IH-43. The plan recommends widening I-43 to a six-lane facility, within the existing right-of-way, from the Hale Interchange to Racine Avenue (County Hwy Y).
- Proposed On-road facilities:
 - Racine Avenue
 - Martin Road
 - Berres Road
 - Small Road
 - College Avenue
 - Calhoun Road
- On-road bike paths should include striping and signage to identify the lane. Where topography and road width permit, signage should encourage drivers to change lanes when passing bicyclists.
- Proposed Off-road facilities:
 - Beloit Road (Calhoun Road to National Avenue)
- The City should work with the local transit system to maintain the existing routes within the City and look for opportunities to expand and improve the transit system.

Recommendations: Economic Development

- National Avenue from Lawnsdale Road to Calhoun Road and National Avenue at Intersection with Beloit and Martin Road: For the first two areas, the City should encourage rural commercial development such as nurseries, antique stores, and small grocery and convenience stores.
- Intersection of National Avenue with Racine Avenue: The intersection of National Avenue with Racine Avenue should foster small-scale rural oriented cottage shops, cafes, and antique stores that respect and reinforce the historic and rural character of nearby Prospect Hill.

- Intersection of Racine Avenue and College Avenue: The northwest corner of the Racine Avenue and IH-43 interchange houses a quarry, and is planned for a regional City park. This area is also considered as a long-range job center. The northeastern corner of the Racine Avenue and College Avenue intersection should promote a mix of small-scale light manufacturing, office, retail, and restaurant or hotel uses. Medium-density residential townhouses or senior housing could provide a transition between businesses and the IH-43 interchange.

Recommendations: Housing

- The southwest quadrant of Calhoun Road and National Avenue should be Country Residential.

Recommendations: Land Use

- Upon approval from the New Berlin School District, the institutional parcel on Martin Road south of Beres Road and north of IH-43 should become Country Residential (currently shown as Country Residential on the map). Other changes include lot line changes for existing rural commercial along National Avenue, a change from Mixed-Use Residential to Country Residential southwest of Calhoun Road and National Avenue, Rural Commercial at the intersection of Martin Road and College Avenue, Residential Estate adjacent to the Business Park, and additional industrial use along Small Road.
- A large number of farm operations exist in Neighborhood I, and the protection and preservation of these uses is integral to this land use. Artisan farming, community-supported agriculture, and similar farming techniques are encouraged. On-site sales of products are appropriate in these areas, including small farm markets and similar uses.
- While agricultural uses are encouraged to remain as long as the owners wish to operate farms, this designation allows for property owners to transition to development in a way that maintains the rural character. As land divisions and rezones are presented in these areas, the City will consider the appropriateness of such changes on a case-by-case basis.

Chapter 20: Neighborhood J (I-43 and Racine Quarries)

The IH-43 and Racine Avenue interchange offers numerous long range planning opportunities. It is located in an area that is not currently undergoing pressure to develop, and does not have urban services.

However, with the ongoing freeway interchange improvements, the area may begin to experience development pressure. The northwest portion of this area is a quarry, part of which is intended to remain as quarry.

The long range vision for the eastern portion of the quarry (New Valley Sand and Gravel / Mill Valley) is the creation of a third job center for the City of New Berlin, which would include a mix of light manufacturing, office, small-scale retail, and hotel and restaurant uses similar to that found at Westridge. The intention is for the neighborhood to remain compatible with the historic, rural character of the existing surroundings. The City should encourage the creation of an eco-business park focused on renewable resources to maximize environmental preservation and sustainability. Implementation of this long range plan is intended to commence following the full build-out of the Westridge area.

Policies:

- 1) The City recognizes the long-range potential of this area for job producing business uses.
- 2) The City will begin to explore options for providing sanitary sewer services to this area, perhaps through an agreement with Muskego.
- 3) The development of this area will be prohibited at more than a rural density until services can be provided and an overall master plan can be developed for the area. A “pause for planning” mechanism will be explored while the City plans for the development of the area and the provision of sewer services.
- 4) A transition of land uses should occur between businesses at the interchange and the National and Racine intersection. For example, medium-density residential townhouses, senior housing, or low-density office uses could create this transition, as well as supporting businesses in the Prospect Hill district.
- 5) The environmentally integrated development should incorporate green/sustainable and/or LEED Neighborhood Development standards where appropriate to promote water and energy efficient technologies.

Recommendations: Natural Resources

- The Mill Valley site contains an existing creek and wetlands which form an environmental corridor extending from the south central edge of the site to the northeast corner. In addition, potential soil limitations exist on the fringes of Neighborhood J

that should be considered when reviewing plans for redevelopment. According to the Mill Valley Redevelopment Plan (“Mill Valley Plan”), these corridors contain “almost all of the best remaining natural resources in the area.” The Mill Valley Plan recommends the protection of this corridor, much of it in the C-3 Permanent Open Space and Conservation District.

- Mill Valley Plan contains extensive recommendations for stormwater management, the goals of which are to reduce downstream flooding, recharge the aquifer with pretreated stormwater run-off through infiltration, and to comply with all necessary standards and ordinances.

Recommendations: Transportation

- SEWRPC Year 2035 Recommended Regional Transportation System Plan identifies additional capacity needed on IH-43. The plan recommends widening IH-43 to a six-lane facility, within the existing right-of-way, from the Hale Interchange to Racine Avenue (County Hwy Y).
- An on-road bicycle facility is proposed along Racine Avenue.
- The City should work with the local transit systems to maintain the existing routes within the City and look for opportunities to expand and improve the transit system.

Recommendations: Economic Development

- The financial analysis performed within the Mill Valley Plan estimated a total capital cost of \$25.4 million.
- Additional financial analysis and funding alternatives will need to be studied when the City of New Berlin decides to pursue the Mill Valley Plan.

Recommendations: Housing

- The Mill Valley Plan included a limited amount of housing in a Rural Conservation Single-Family Residential District, R-1/R-2 Zoning. With an allowable density of one unit per five acres, this area can accommodate two residential lots. These lots would be accessed from Tans Drive.
- It is recommended that the above housing provisions be encouraged to proceed as determined in the Mill Valley Plan.

Recommendations: Land Use

- General recommendation proposed in the Mill Valley Plan is that the site be redeveloped as a “long range job center, similar to the Westridge Business Park” which is planned as

“an attractive destination that is compatible with the area’s natural resource and land use patterns.” The following is a summary of recommended uses:

- Commercial retail areas
- Recreational trails and preserved conservation areas
- Single-Family residential
- Business Park – light manufacturing and offices

Chapter 21: Intergovernmental Cooperation

Chapter 21 discusses New Berlin’s relationships with its neighbors, Waukesha County, SEWRPC, and the State of Wisconsin with the goal of finding commonalities and opportunities for cooperation.

Goals and Objectives:

- 1) Establish cooperative planning with surrounding communities.
 - Continue cooperative planning with surrounding communities, Milwaukee County, MMSD, and the four school districts.
- 2) Encourage coordination and cooperation among nearby units of government.
 - Continue efforts to establish and maintain existing joint services and identify new opportunities for joint services with adjacent communities, the school districts, MMSD, and civic organizations.
- 3) Work with adjacent communities and government agencies to resolve land use and/or development conflicts.
 - Identify the various reasons for differing land use opinions and long-term outcomes of each proposal.
 - Refer to the City’s adopted Future Land Use recommendations and determine if changes are valid and warranted.
 - Seek appropriate agreements where they are possible.
 - Suggest other ways of collaborative planning with neighboring municipalities.

Recommendations

- 1) **Milwaukee 7 Economic Development Campaign** – Participation in Milwaukee 7 Economic Development Strategy is recommended. The strategy is intended to take a regional approach to economic development, and limit unhealthy infighting among neighboring communities.

- 2) **Explore Opportunities for Cooperation with Adjacent Communities** – Most adjacent communities have completed, or are in the process of completing, comprehensive plans and future land use plans. Furthermore, many communities have developed, or are developing, more detailed neighborhood plans affecting areas near the New Berlin border. The City of New Berlin should strive to keep itself cognizant of neighboring development plans, and seek opportunities to build communities that transcend borders. Such opportunities may exist in the City of Muskego at Moorland Road, or Mill Valley; in the City of Brookfield along Greenfield Avenue; and in the City of West Allis at 'gateway' locations along major east/west corridors.

Chapter 22: Implementation

The implementation chapter highlights the process for monitoring and amending this Plan, along with charts that identify the priority level for each plan element recommendation. Each recommendation outlined in this Chapter has been integrated into the appropriate chapter summary above.