



Committee of the Whole MEETING AGENDA

March 26, 2024 - 6:00 PM

This meeting will be held via Zoom Meeting ID: 854-6109-6860.
You may also click the direct link: <https://us02web.zoom.us/j/85461096860>

Agenda Published: 3/22/2024

AGENDA

1. **CALL MEETING TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. March 12, 2024, Committee of the Whole Meeting Minutes
4. **UTILITY & FINANCE**
 - A. Discussion and possible recommendation to approve the Water Utility Claims in the amount of \$31,294.06, Sewer Utility Claims in the amount of \$689,282.74 and General City claims in the amount of \$2,546,466.15
5. **LICENSES & PERMITS**
 - A. Discussion and possible recommendation to approve a "Class B" Combo Liquor License to Tail Spin Café located at 19680 W National Avenue per the application on file
 - B. Discussion and possible recommendation to approve a Class "B" Beer License to Tee It Up located at 20101 W Cleveland Avenue per the application on file
6. **MISCELLANEOUS**
 - A. Overview of the Department of Community Development - Greg Kessler, Director
 - B. Recommend to the Common Council that a joint public hearing be set for May 6, 2024 at 6:00 p.m. to be held before the Plan Commission to amend the Future Land Use Map within the City's Comprehensive Plan (Chapter 10 and Chapter 11) for the property located at 15201 W. Greenfield Avenue (Tax Key #: 1158.998) from Mixed Use Residential to Suburban Commercial AND rezone the properties located at 15201 W. Greenfield Avenue (Tax Key #: 1158.998) and 15205 W. Greenfield Avenue (Tax Key #: 1158.999.001) from B-1 and R-5 to B-1 and B-2.
 - C. Recommend to the Common Council that a Public Hearing be set for May 6, 2024 at 6:01 pm to be held before the Plan Commission to rezone the properties located at 19000 W. Lincoln Avenue (Tax Key #'s: 1172-994, 1172-998-003, 1172-998 and 1167-996-001) from C-1 and C-2 to M-1.
7. **ADJOURN**

Supplemental Information:

- The meeting agenda and agenda packet are available online at www.NewBerlin.org. The minutes are published online and are approved at the next regularly scheduled meeting.
- It is possible that action will be taken on any of the items on the agenda and that the agenda may be discussed in any order.
- You may provide comments to the City Clerk via email at CitizenComments@NewBerlin.org. Comments will be forwarded to the Mayor and members of the governing body. Emailed comments are not read during the meeting.
- The City of New Berlin strives to host inclusive, accessible meetings that enable all individuals to engage and participate fully. Any person who has a qualifying disability under the Americans with Disabilities Act that requires that the meeting be accessible, please contact City Clerk Rubina R. Medina at (262) 786-8610 or via email at CityClerk@NewBerlinWI.gov at least 48 hours before the scheduled meeting time. Efforts will be made to accommodate the needs of disabled individuals through appropriate aids and/or services.
- It is also possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to in the above notice.



Committee of the Whole MEETING MINUTES

March 12, 2024 - 6:00 PM
Council Chambers
3805 S. Casper Drive

Please note: Minutes are unofficial until approved at the next regular scheduled meeting.

MINUTES

1. CALL MEETING TO ORDER

Council President Harenda called the meeting to order at 6:00 PM.

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Deputy City Clerk Megan Godshall took the roll call as follows:

Present: Alderperson Hopkins, Alderperson Maxey, Alderperson Harenda, Alderperson Horbinski, Alderperson Kroupa, Alderperson La Fever

Excused: Alderperson Joseph Stribl, Mayor Dave Ament

Staff Present: City Attorney Mark Blum

A quorum was established and the meeting was properly noticed.

3. APPROVAL OF MINUTES

A. February 27, 2024 Committee of the Whole Meeting Minutes

MOTION: Motion to Approve

VOTE: Motion by: Alderperson Kroupa
Second by: Alderperson Horbinski
Motion Passed 6-0

4. UTILITY & FINANCE

A. Discussion and possible action to approve the March 13, 2024, Water Utility claims in the amount of \$207,418.32, Sewer Utility claims in the amount of \$3,545.06 and General City claims in the amount of \$445,806.66. Tax overpayment checks totaling \$136,687.09 were also generated. US Bank Visa EFT of \$33,119.43 for the period of January 16 through February 14, 2024.

MOTION: Motion to Approve

VOTE: Motion by: Alderperson Maxey
Second by: Alderperson Kroupa

Motion Passed 6-0

5. MISCELLANEOUS

No items

6. ADJOURN

MOTION: Motion to Adjourn at 6:02 PM

VOTE: Motion by: Alderperson La Fever
Second by: Alderperson Maxey
Motion Passed 6-0

***Respectfully Submitted,
Megan Godshall, Deputy City Clerk***

Original Alcohol Beverage License Application

FOR CLERKS ONLY	
Municipality	
License Period	

License(s) Requested

- ☐ Class "A" Beer \$ _____
☒ Class "B" Beer \$ 100
☐ "Class C" Wine \$ _____
☐ Reserve "Class B" Liquor \$ _____
☐ "Class A" Liquor \$ _____
☒ "Class B" Liquor \$ 500
☐ "Class A" Liquor (Cider Only) \$ _____
☐ "Class B" (Wine Only) Winery \$ _____

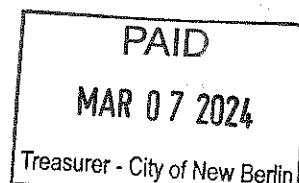
License Fees	\$ <u>600</u>
Publication Fee	\$ <u>35</u>
Background Check	\$ <u>10</u>
Total Fees	\$ <u>645</u>

Part A: Premises/Business Information

1. Legal Business Name (registered entity name or individual's name if sole proprietorship) <u>Tail Spin Cafe</u>		
2. Trade Name or DBA <u>Tail Spin Cafe</u>		
3. Premises Address <u>19680 W National Ave. New Berlin</u>		
4. County <u>Waukesha</u>	5. Municipality	6. Aldermanic District
7. Mailing Address (if different from premises address) <u>W17456986 Hawatha Dr Muskego WI 53150</u>		
8. FEIN <u>93-1488449</u>	9. Wisconsin Seller's Permit Number <u>456-1031466526-02</u>	
10. Premises Phone <u>262-505-9143</u>	11. Premises Email <u>jenniferhalverson07@gmail.com</u>	
12. Entity Type (check one) ☐ Sole Proprietor ☐ Partnership ☒ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization		
13. Premises Description - Describe the building or buildings where alcohol beverages are to be sold and stored. Describe all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored ONLY on the premises described in this application. Attach additional sheets if necessary. <u>Office, back kitchen area, coolers, behind bar, dining room.</u>		

Part B: Questions

1. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit a copy of Responsible Beverage Server Training Course Certificate. ☒ Yes ☐ No
2. Does the applicant business or its partners, officers, directors, managing members, or agent hold a direct or indirect interest in any alcohol beverage wholesaler or producer (e.g., brewer, brewpub, winery, distillery)? ☐ Yes ☒ No
If yes, please explain using the space below. Attach additional sheets if necessary.



Part C: For Corporate/LLC Applicants Only

1. State of Registration <i>Wisconsin</i>		2. Date of Registration
3. Is the applicant business owned by another corporation or LLC? If yes, please provide the name and FEIN of the parent company below, include parent company members in Part D, and attach Form AT-103 for all of the parent company's principal members, managers, officers, or directors ☐ Yes ☒ No		
Name of Parent Company	FEIN of Parent Company	
4. Does the parent company or any of its officers, directors, managing members, or agent hold any direct or indirect interest in any other alcohol beverage wholesaler or producer (e.g., brewer, brewpub, winery, distillery)? ☐ Yes ☒ No If yes, please explain using the space below. Attach additional sheets if necessary.		
5. Agent's Last Name	Agent's First Name	Phone

Part D: Individual Information

A Supplemental Questionnaire, Form AT-103, must be completed and attached to this application for each person involved in the applicant business and any parent company as indicated in Part C. Persons in the applicant business include: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all managing members and agent of a limited liability company.

List the full name, title, and phone number for each person below. Attach additional sheets if necessary.

Last Name	First Name	Title	Phone
<i>Hobson</i>	<i>Jennifer</i>	<i>Owner</i>	<i>608-601-656</i>

Part E: Attestation

Who must sign this application?

- sole proprietor • one general partner of a partnership • one corporate officer • one managing member of an LLC

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature <i>[Signature]</i>		Date <i>3/7/24</i>
Name (Last, First, M.I.)		
Title	Email	Phone

Part F: For Clerk Use Only

Date application was filed with clerk	Date reported to governing body	Date provisional license issued (if applicable)
Date license granted	License number	Date license issued
Signature of Clerk/Deputy Clerk		

Schedule for Appointment of Agent by Corporation / Nonprofit Organization or Limited Liability Company

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by an officer of the corporation/organization or one member/manager of a limited liability company and the recommendation made by the proper local official.

To the governing body of: ☐ Town ☐ Village of New Berlin County of Waukesha
☒ City

The undersigned duly authorized officer/member/manager of Tailspin Cafe
(Registered Name of Corporation / Organization or Limited Liability Company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as
Tailspin Cafe
(Trade Name)

located at 19680 National Ave

appoints Jennifer Halverson
(Name of Appointed Agent)

W174 S6986 Hiawatha Dr Muskego, WI 53150
(Home Address of Appointed Agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

☒ Yes ☐ No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Tailspin LLC, New Berlin, Muskego, Remi LLC, Pipestone, Hot Rods LLC, Polynesian, The Anchor LLC, Edgerton

Is applicant agent subject to completion of the responsible beverage server training course? ☐ Yes ☒ No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 35 years

Place of residence last year W174 S6986 Hiawatha Dr Muskego, WI 53150

For: Tailspin Cafe
(Name of Corporation / Organization / Limited Liability Company)

By: Jennifer Halverson
(Signature of Officer / Member / Manager)

Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

ACCEPTANCE BY AGENT

I, Jennifer Halverson, hereby accept this appointment as agent for the
(Print / Type Agent's Name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

Jennifer Halverson
(Signature of Agent)

3/7/24
(Date)

Agent's age 35

Date of birth 1-6-89

(Home Address of Agent)

APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ by _____ Title _____
(Date) (Signature of Proper Local Official) (Town Chair, Village President, Police Chief)

Form
AT-106

Original Alcohol Beverage
License Application

MAR 01 2024

FOR CLERKS ONLY

Municipality

License Period

License(s) Requested

- ☐ Class "A" Beer \$ _____
- ☒ Class "B" Beer \$ 100
- ☐ "Class C" Wine \$ _____
- ☐ Reserve "Class B" Liquor \$ _____
- ☐ "Class A" Liquor (Cider Only) \$ _____
- ☐ "Class B" (Wine Only) Winery \$ _____

License Fees	\$ 170
Publication Fee	\$ 35
Background Check	\$ 10
Total Fees	\$ 215

Part A: Premises/Business Information

1. Legal Business Name (registered entity name or individual's name if sole proprietorship)

JOONS LLC

2. Trade Name or DBA

TEC IT UP

3. Premises Address

20101 W Cleveland Ave New Berlin WI 53146

4. County

Waukesha

5. Municipality

New Berlin

6. Aldermanic District

District 3

7. Mailing Address (if different from premises address)

8. FEIN

30-1399472

9. Wisconsin Seller's Permit Number

456-1031604043-082

10. Premises Phone

262-544-4653

11. Premises Email

golfd@tecitupwi.com

12. Entity Type (check one)

- ☐ Sole Proprietor ☐ Partnership ☒ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization

13. Premises Description - Describe the building or buildings where alcohol beverages are to be sold and stored. Describe all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored ONLY on the premises described in this application. Attach additional sheets if necessary.

The building includes a lobby, kitchen, ~~garage and two bathrooms~~. All storage and consumption will be in main lobby area. Beer will be stored in coolers in lobby area and kitchen. ~~See attached floor plan.~~
Alcohol will also be consumed in outdoor patio area.

Part B: Questions

1. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit a copy of Responsible Beverage Server Training Course Certificate. ☒ Yes ☐ No
2. Does the applicant business or its partners, officers, directors, managing members, or agent hold a direct or indirect interest in any alcohol beverage wholesaler or producer (e.g., brewer, brewpub, winery, distillery)? ☐ Yes ☒ No
If yes, please explain using the space below. Attach additional sheets if necessary.

Part C: For Corporate/LLC Applicants Only

1. State of Registration WISCONSIN		2. Date of Registration 2.13.24
3. Is the applicant business owned by another corporation or LLC? If yes, please provide the name and FEIN of the parent company below, include parent company members in Part D, and attach Form AT-103 for all of the parent company's principal members, managers, officers, or directors ☐ Yes ☒ No		
Name of Parent Company		FEIN of Parent Company
4. Does the parent company or any of its officers, directors, managing members, or agent hold any direct or indirect interest in any other alcohol beverage wholesaler or producer (e.g., brewer, brewpub, winery, distillery)? ☐ Yes ☒ No If yes, please explain using the space below. Attach additional sheets if necessary.		
5. Agent's Last Name ROBRAN	Agent's First Name KRISTIN	Phone 262-527-6955

Part D: Individual Information

A Supplemental Questionnaire, Form AT-103, must be completed and attached to this application for each person involved in the applicant business and any parent company as indicated in Part C. Persons in the applicant business include: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all managing members and agent of a limited liability company.

List the full name, title, and phone number for each person below. Attach additional sheets if necessary.

Last Name	First Name	Title	Phone
ROBRAN	KRISTIN	Member	262-527-6955

Part E: Attestation

Who must sign this application?

- sole proprietor • one general partner of a partnership • one corporate officer • one managing member of an LLC

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature Kristin Robran		Date
Name (Last, First, M.I.) ROBRAN KRISTIN R		
Title Member	Email KROBRAN2@MAIL.COM	Phone 262-527-6955

Part F: For Clerk Use Only

Date application was filed with clerk	Date reported to governing body	Date provisional license issued (if applicable)
Date license granted	License number	Date license issued
Signature of Clerk/Deputy Clerk		

Schedule for Appointment of Agent by Corporation / Nonprofit Organization or Limited Liability Company

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by an officer of the corporation/organization or one member/manager of a limited liability company and the recommendation made by the proper local official.

To the governing body of: ☐ Town ☐ Village ☒ City of New Berlin County of Waukesha

The undersigned duly authorized officer/member/manager of Joons LLC
(Registered Name of Corporation / Organization or Limited Liability Company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as Tee It Up
(Trade Name)

located at 20101 W Cleveland Ave New Berlin WI 53146

appoints Kristin Robran
(Name of Appointed Agent)
W254 S Wuzo Ridge Road Waukesha WI 53189
(Home Address of Appointed Agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

☐ Yes ☒ No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course? ☒ Yes ☐ No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 45 years

Place of residence last year Waukesha WI

For: Joons LLC
(Name of Corporation / Organization / Limited Liability Company)

By: Kristin Robran
(Signature of Officer / Member / Manager)

Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

ACCEPTANCE BY AGENT

I, Kristin Robran, hereby accept this appointment as agent for the
(Print / Type Agent's Name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

Kristin Robran 3.1.24 Agent's age 45
(Signature of Agent) (Date)
W254 S Wuzo Ridge Rd Waukesha WI 53189 Date of birth 61.14.1979
(Home Address of Agent)

APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ by _____ Title _____
(Date) (Signature of Proper Local Official) (Town Chair, Village President, Police Chief)



CITY OF NEW BERLIN



AN OVERVIEW OF THE DEPARTMENT OF COMMUNITY DEVELOPMENT 2024



VISION STATEMENT

The Department of Community Development promotes and maintains the careful and sustainable development & use of land in the City of New Berlin. To accomplish this, the Department is involved in both short and long-range planning. This effort includes reviewing and documenting development, engineering & capital infrastructure planning, comprehensive planning, economic development, land/geographic information systems, inspections, zoning/code enforcement & compliance, and disseminating this information to the public.

MISSION STATEMENT

1. Provide leadership, guidance and advice in preparing, developing, and establishing long-range strategies and standards for the development of the community;
2. Establish, administer, and enforce regulations that promote health, safety, morals, comfort, prosperity, property values, and the general welfare of the City;
3. Provide customer assistance to the public and creating a greater understanding of City regulations;
4. Foster planning, inspection & engineering principals, and staff development resulting in a better place to live, work, and do business.
5. Support the activities of the City of New Berlin and its citizens by providing and maintaining accurate, current and complete geographic and land information data. This support will be provided through leveraging the knowledge contained in this information and by using a set of procedures and techniques collectively referred to as a Geographic and Land Information System. Using GIS/LIS, the division will enable the managers and citizens to make decisions impacting the future of the City of New Berlin in an informed and logical manner.

DIVISIONS OF DCD

- Emergency Management
- Engineering Services
- GIS/LIS Services
- Inspection Services
- Planning Services & Tourism (*Enjoy New Berlin and Economic Development*)
- Recreation
- Water Resources Management Utility
- Public Information Office (PIO)

DEPARTMENT OF COMMUNITY DEVELOPMENT

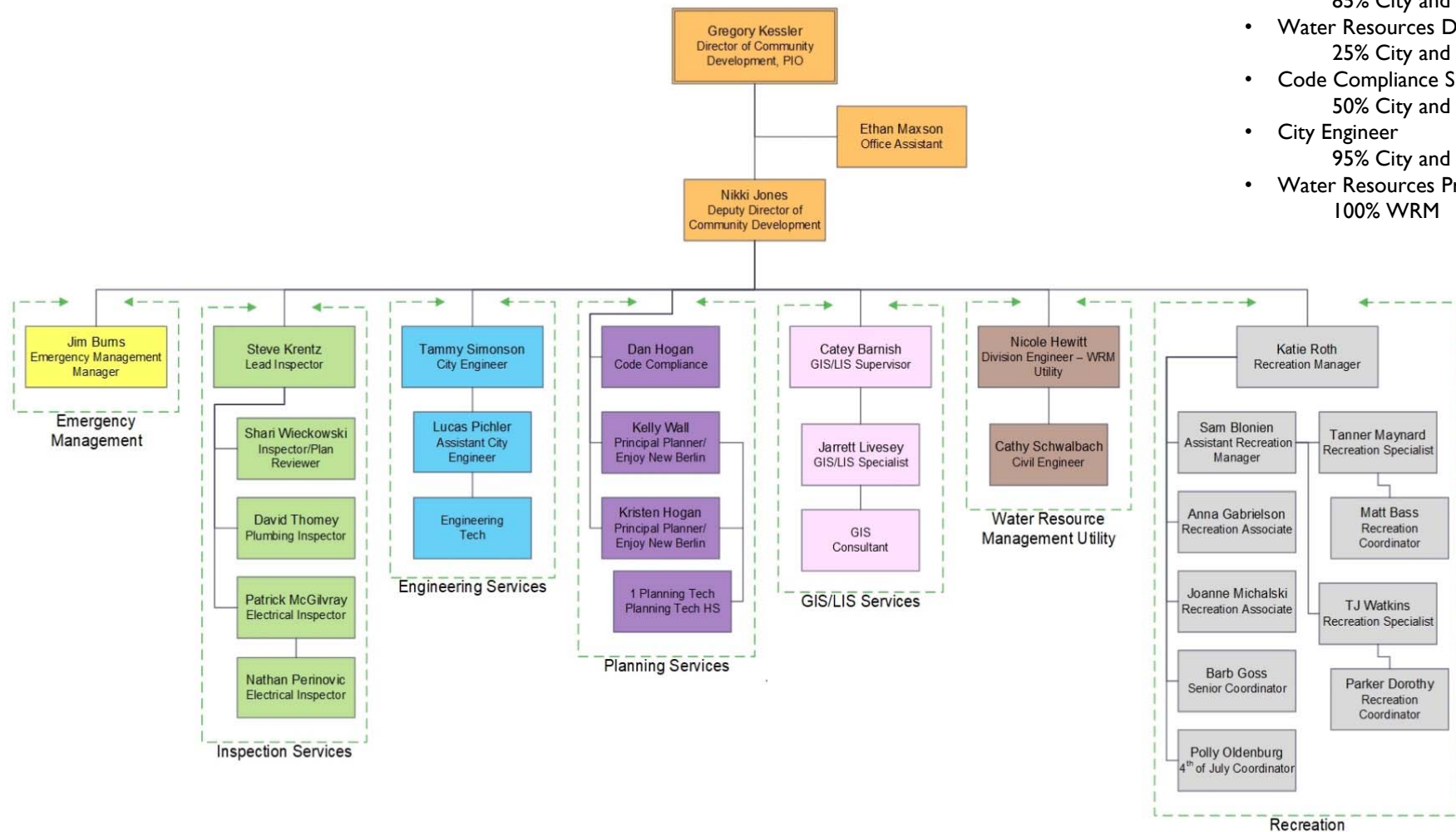
ORGANIZATIONAL CHART

Department of Community Development Organizational Chart

February 2024

Staff Position Allocation Notes:

- Director of Community Development
85% City and 15% WRM
- Water Resources Division Engineer
25% City and 75% WRM
- Code Compliance Specialist
50% City and 50% WRM
- City Engineer
95% City and 5% WRM
- Water Resources Project Engineer
100% WRM



PLANNING SERVICES

RESPONSIBILITIES

- Comprehensive Planning
- Development Review
- Economic Development
- Emergency Management
- Housing Trust Fund Board
- Park Planning
- Tourism Commission (*Enjoy New Berlin*)
- Zoning and Subdivision Codes
- Zoning Code Violations and Enforcement

PLANNING APPLICATIONS

2023

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Conditional Use	1	0	0	1	1	0	0	0	0	0	0	0	3
Land Division	2	0	0	2	1	0	1	1	0	0	0	0	7
Re-occupancy	5	7	2	6	12	2	4	7	10	1	9	1	66
Rezoning	2	0	0	2	0	1	0	2	0	0	0	0	7
Sign	7	4	5	7	3	8	4	10	2	9	2	2	63
Subdivision	0	0	1	0	0	1	0	1	0	1	0	0	4
Use Approval	6	2	3	9	8	4	7	6	2	3	2	4	56
Wetland Registration	1	0	0	1	0	1	0	1	0	0	0	0	4
Total	24	13	11	28	25	17	16	28	14	14	13	7	210

DEVELOPMENT HIGHLIGHTS

COMPLETION

ABB

- Lincoln Avenue



DEVELOPMENT HIGHLIGHTS

COMPLETION

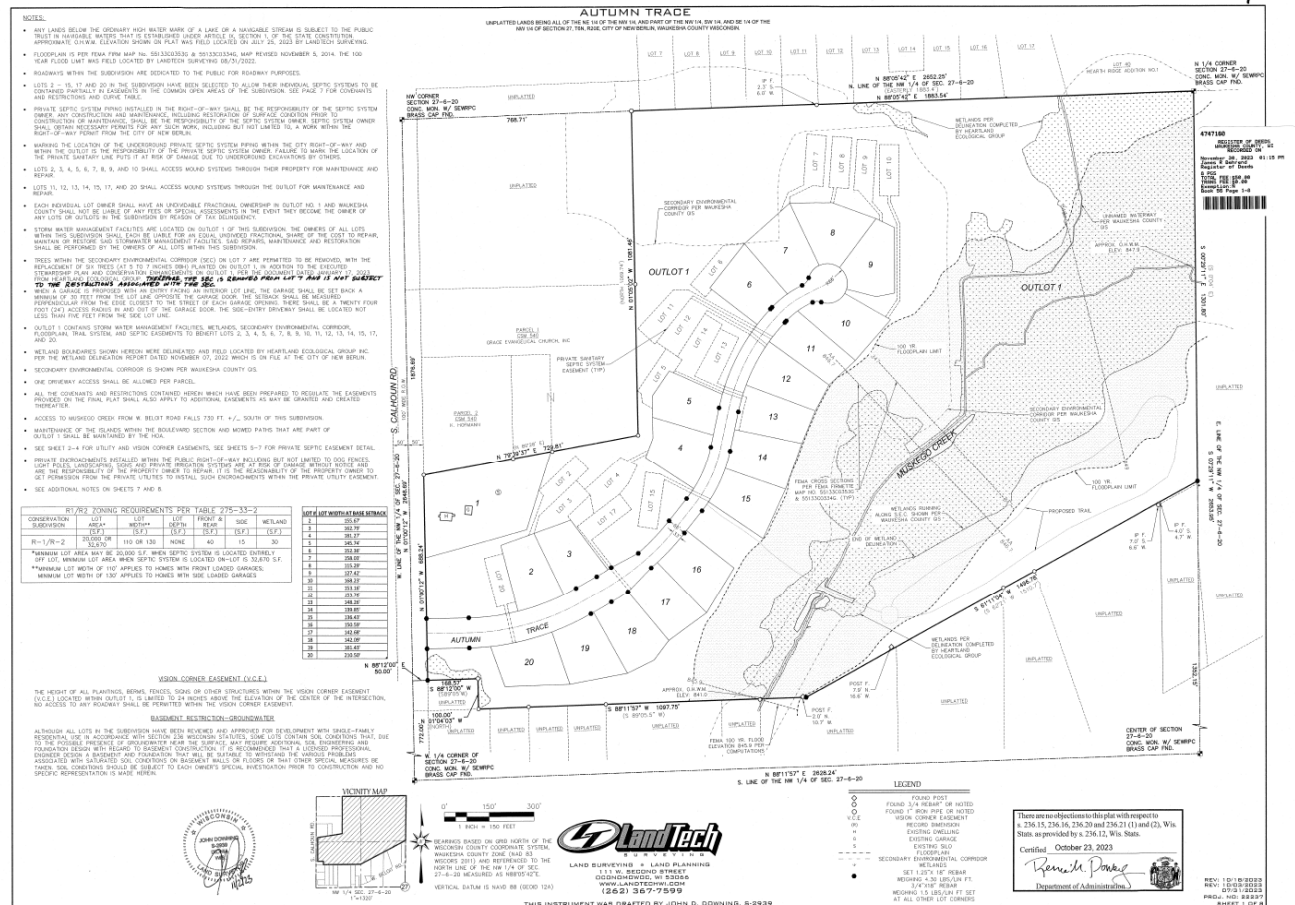
Veit

- 18600 W. Lincoln Avenue



Autumn Trace Subdivision

- Final Plat Approval for 20 lots
- 3 homes are under construction
- This subdivision will be part of the 2024 Metropolitan Builders Association (MBA) Parade of Homes



DEVELOPMENT HIGHLIGHTS

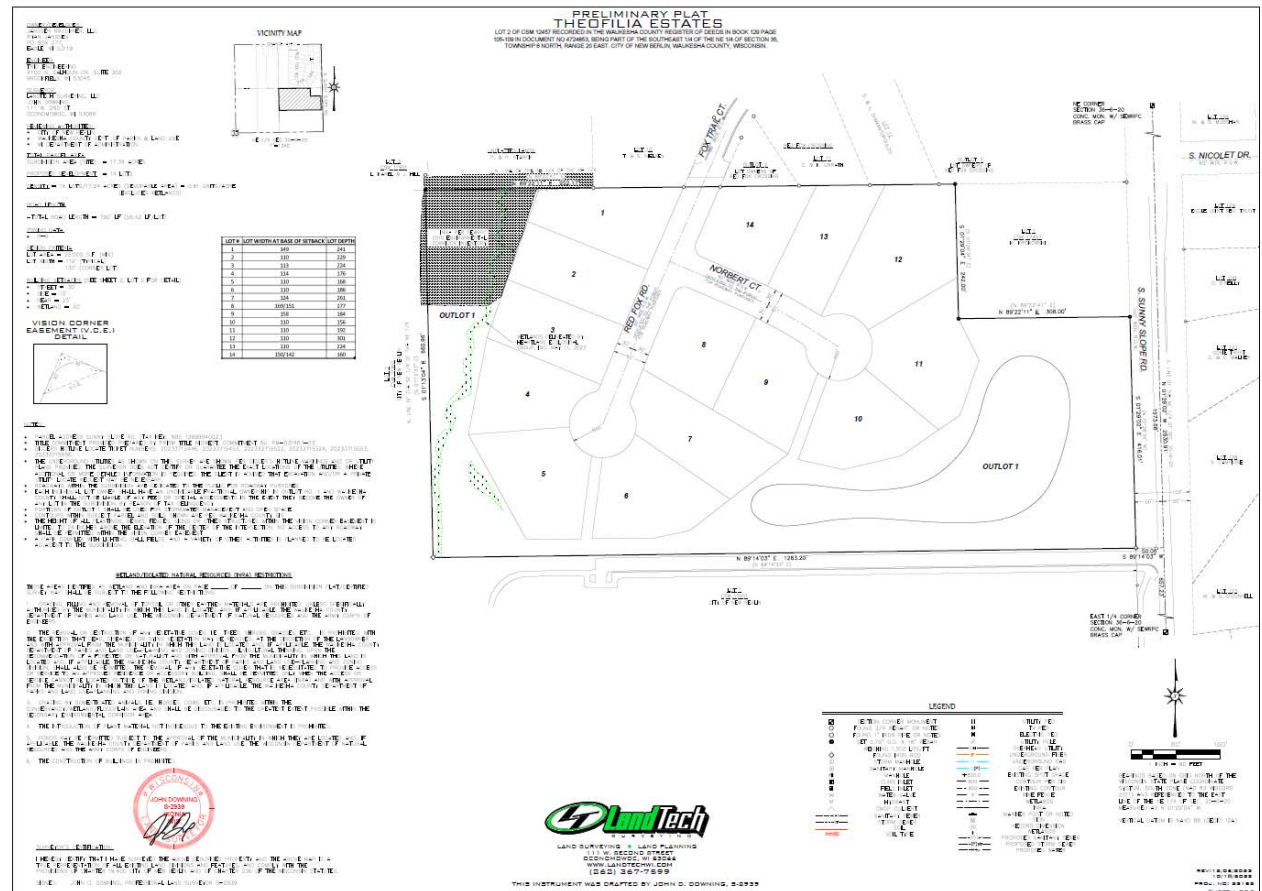
CONSTRUCTION

Theofila Estates Subdivision

- Preliminary Plat Approval for 14 lots
- Construction of the infrastructure is expected Summer 2024



Site Walk 8/1/23



DEVELOPMENT HIGHLIGHTS

CONSTRUCTION

Caribou Coffee

- 5276 S. Moorland Rd



DEVELOPMENT HIGHLIGHTS

CONSTRUCTION

Grand Hills Castle – Phase 2

- 5276 S. Moorland Rd



DEVELOPMENT HIGHLIGHTS

CONSTRUCTION

Several Other NBIP Expansions

- Crossmark Graphics
- Mckey Perforating



DEVELOPMENT HIGHLIGHTS

CONSTRUCTION

DreamPak Addition

- 17100 W. Ryerson Rd



DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

Activity & Recreation Center – Phase 2



DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

Activity & Recreation Center – Phase 2



DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

Activity & Recreation Center – Phase 2



DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

Activity & Recreation Center – Phase 2

- Award Winning



DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

Buena Park

- 2024 Wisconsin Park and Recreation Association (WPRA) Outstanding Park Design Award



DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

Buena Park

- 2023 Design: west playground



DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

Maple Ridge Park

- 2023 Design: playground



DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

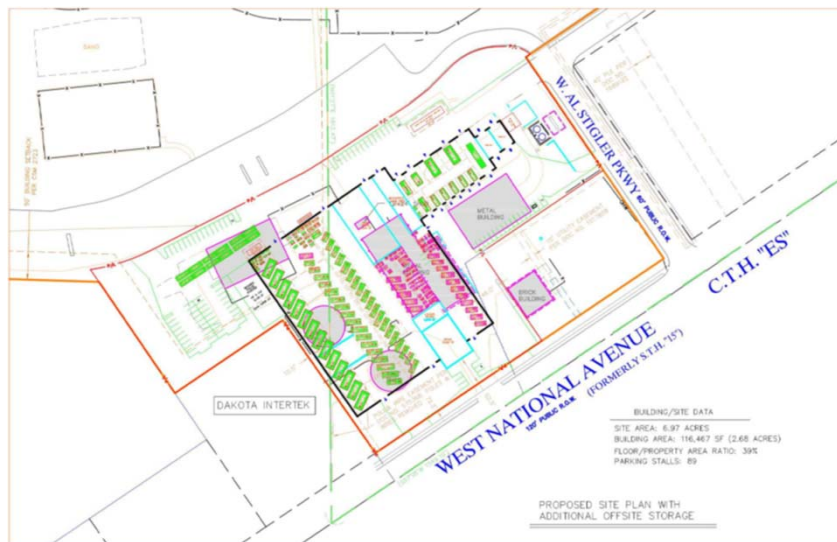
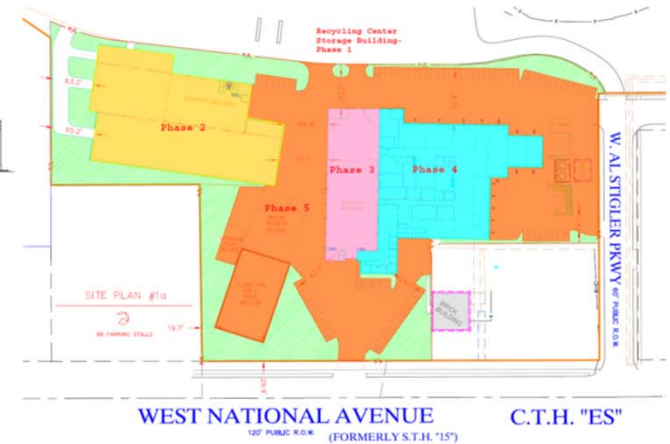
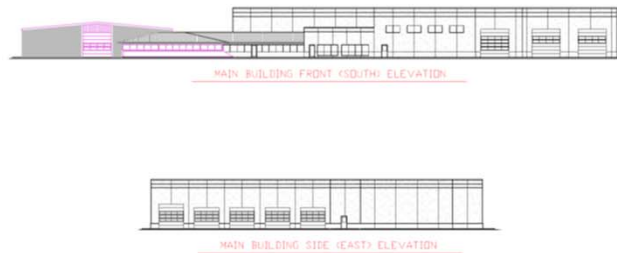
Malone Park Playground

- Listed as one of the top 20 favorite Parks & Playgrounds in the Milwaukee area for multiple years
milwaukee.com
- Playground completed in 2016



RENOVATIONS AND REHAB STUDIES

HICKORY GROVE | COMMUNITY CENTER | DPW CAMPUS CONSOLIDATION



STREETS

CHEVY TRUCKS

chevy blazer 300
9' x 17'
chevy 3500 7.6
9' x 29'
chevy 3500 30-45
9' x 23'

TRUCKS

sterling dump truck 7.6
9' x 30'
international tri-axle truck
10' x 30'

FORD TRUCKS

ford f-250 25-35
9' x 25'
ford f-250 35-45
9' x 25'
ford f-350 10-15
10' x 23'
ford f-350 45-55
10' x 22'
ford f-350 55-65
10' x 22'
ford f-450 45-55
10' x 22'

ford f-350 flatbed
45-55
10' x 25'
ford f-350 flatbed
45-55
10' x 25'
ford f-450 81
9' x 27'
ford f-450 45-55
9' x 23'
ford f-550 77
10' x 23'
ford f-550 45-55
10' x 22'
ford f-550 flatbed
45-55
10' x 25'

HEAVY EQUIPMENT

cat loader 111
9' x 24'
john deere wheel loader 100-15
10' x 28'
cat wheel loader 100-15
10' x 27'
new holland 100-15
10' x 27'
john deere backhoe 100-15
10' x 27'
skid steer 100-15
10' x 27'
skid steer 100-15
10' x 27'
skid steer 100-15
10' x 27'

john deere backhoe 100-15
10' x 27'
skid steer 100-15
10' x 27'
skid steer 100-15
10' x 27'
skid steer 100-15
10' x 27'

TRAILERS

interstate trailer 100-15
10' x 32'
chilton trailer 100-15
10' x 32'
renewstar trailer 100-15
10' x 32'
fowlingstar trailer 100-15
10' x 32'

trailer 100-15
10' x 32'

5

16

42

VEHICLE/MAJOR EQUIPMENT
ON THIS SHEET

RENOVATIONS AND REHAB STUDIES

HICKORY GROVE

CONCEPT
DRAFT



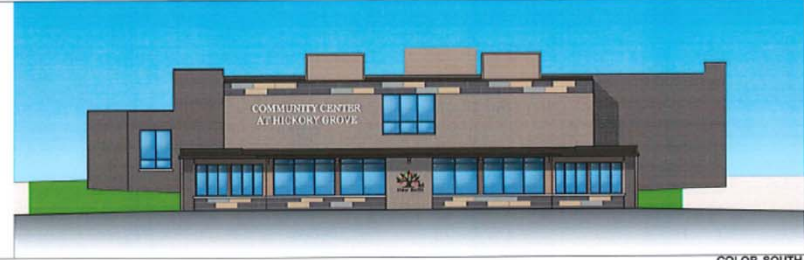
COLOR EAST ELEVATION
SCALE 1/8" = 1'-0"

4



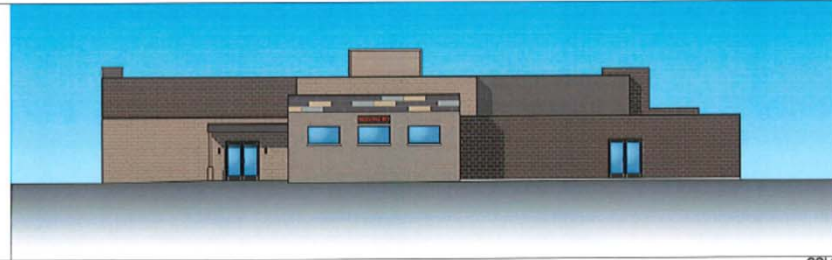
COLOR WEST ELEVATION
SCALE 1/8" = 1'-0"

3



COLOR SOUTH ELEVATION
SCALE 1/8" = 1'-0"

2



COLOR NORTH ELEVATION
SCALE 1/8" = 1'-0"

1

NOT USED

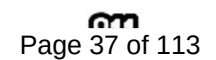
5

NOT FOR CONSTRUCTION

PRELIMINARY -
FOR ESTIMATING AND REVIEW ONLY

DO NOT SCALE THESE DRAWINGS

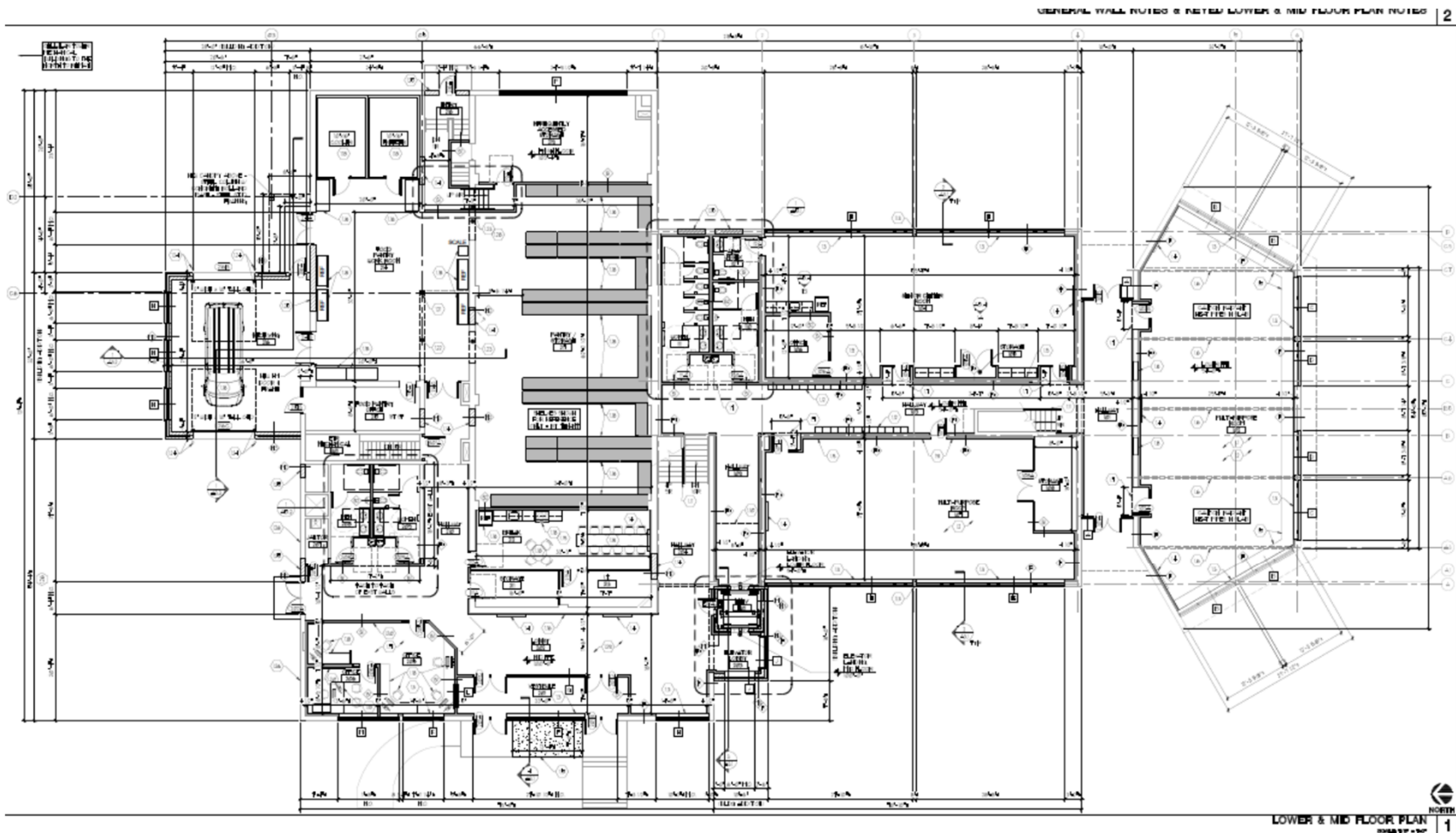
SITE PLAN CONCEPT - DRAFT



RENOVATIONS AND REHAB STUDIES

HICKORY GROVE

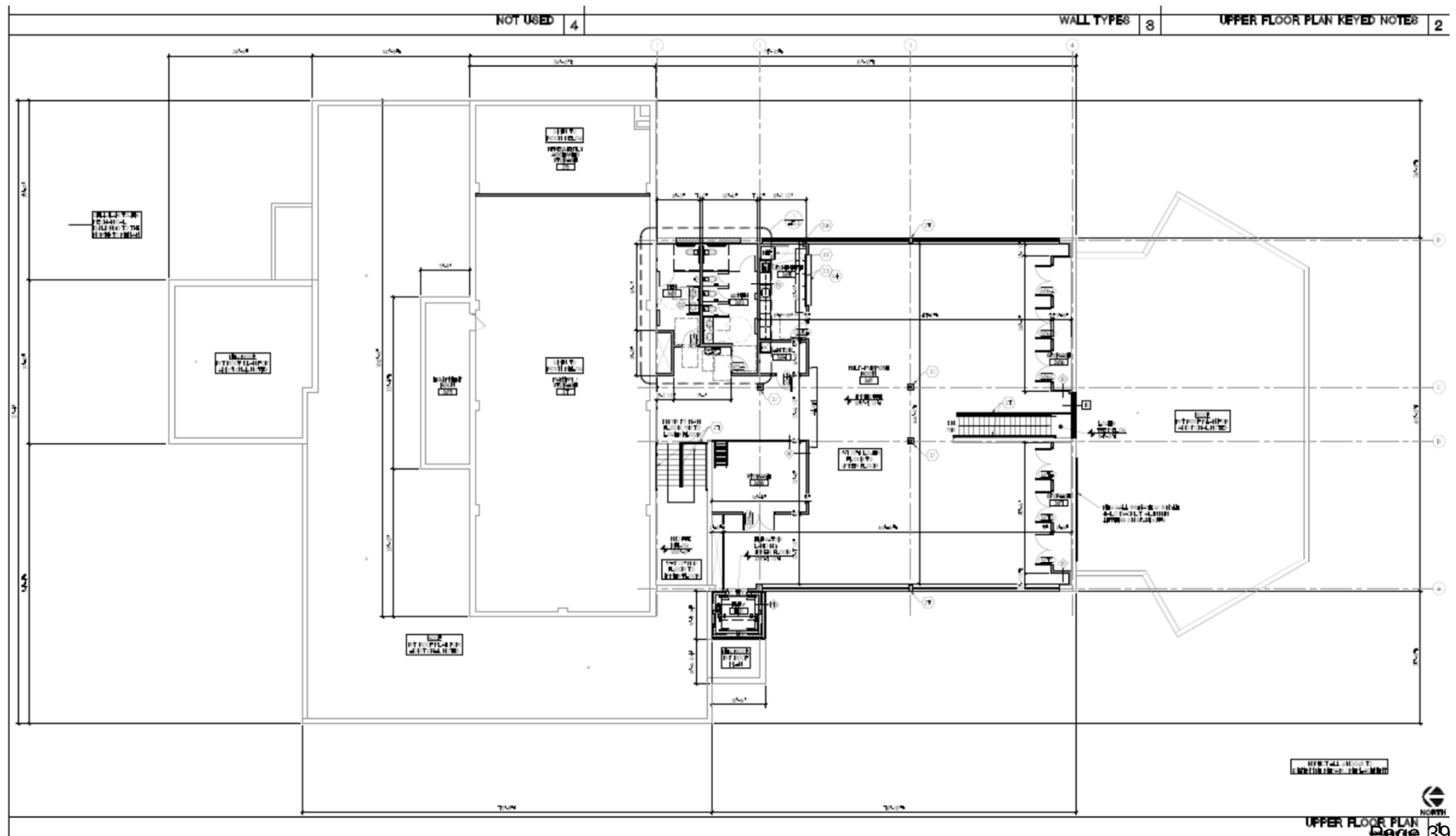
LOWER & MD FLOOR PLAN CONCEPT - DRAFT



RENOVATIONS AND REHAB STUDIES

HICKORY GROVE

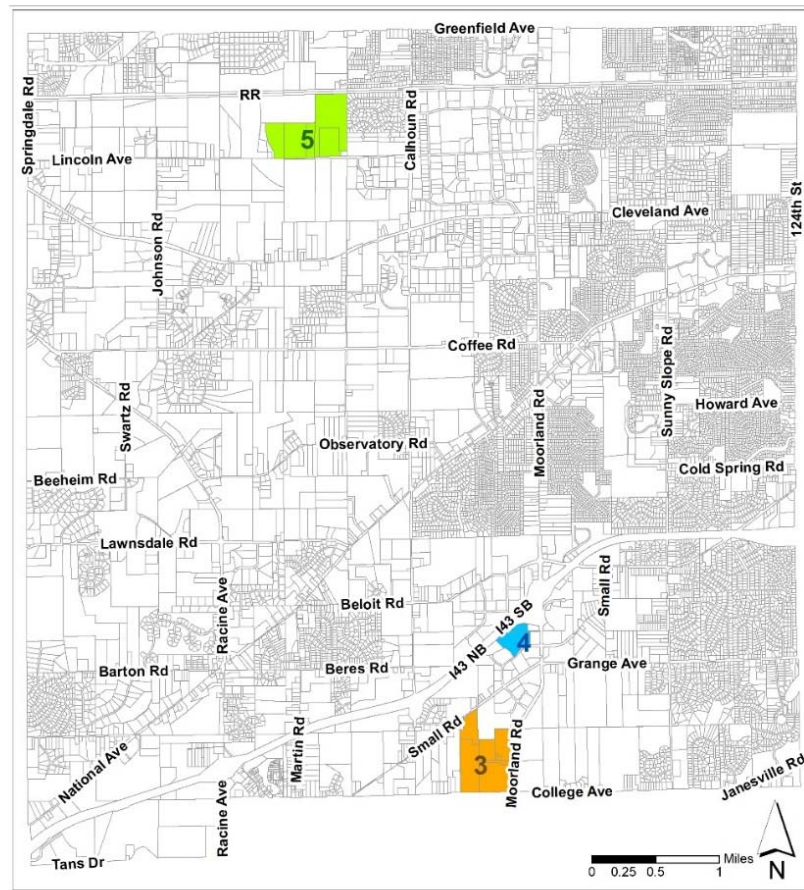
UPPER FLOOR PLAN CONCEPT - DRAFT



ACTIVE CITY TIDS

Active TIDs

February 2022



Legend

- Parcels
- Moorland Hospitality Group TID #4
- Briohn Small Road TID #3
- Lincoln Ave TID #5



The information and depictions herein have been produced using data available through photographic means by the City of New Berlin. The information and depictions herein are for informational purposes and the City of New Berlin specifically disclaims accuracy in this reproduction and specifically disclaims and advises that any and all depiction, measurements, distances depicted herein and as to which specific or precise accuracy is required should be determined by procurement of certified maps, surveys, plat, Flood Insurance Studies, or other official means.

2/3/2022 4:23:09 PM
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TID #: 3

- Created on February 13, 2018
- Base Value: **\$729,000**
- Added Incremental Value above Base Value (as of January 1, 2023): **~\$54,649,800**
- Projected Closure Date (based on current cash flow): **2032**
- **\$4,795,000** Total Expenditures.

TID #: 4

- Created on June 4, 2020
- Base Value: **\$13,234,500**
- Incremental value as of January 1, 2022 is \$2,010,800.
- Whether this district can support infrastructure or other costs will be dependent on development occurring.
- Project was established to support a new Hampton Inn Hotel, but the project has been put on hold.

TID #: 5

- Created on January 18, 2022
- Base Value: **\$1,213,470**
- *Initial “Projected” Incremental Value above Base Value **\$55 million at full build out. Second project estimated at \$9.5 million***
- Projected Closure Date (based on current cash flow): **2037**
- Projected Incremental Tax Revenue for Projects: **\$16,340,925 (\$6,150,000 of project costs identified in 2023 CIP.)**

WORK PLACE VISITS

- Horicon Bank (right)
- 1848 Coffee (below)
- LRS



ECONOMIC DEVELOPMENT WATCH NEWSLETTER



City of New
Berlin Calendar

New Berlin
News

Minutes &
Agendas

UNDER REVIEW



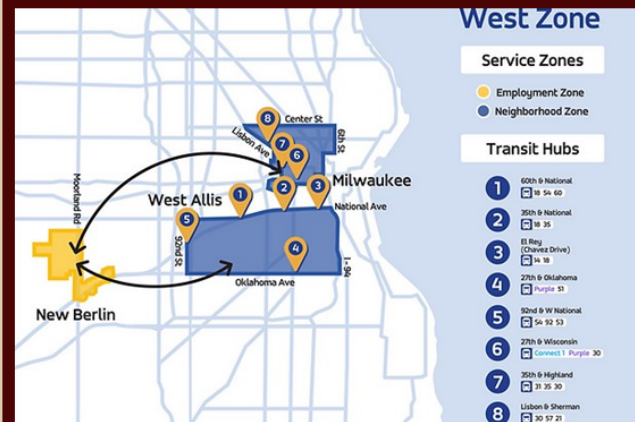
New Berlin Retail
Management
1401 S. Moorland Rd

A Planned Unit
Development request
has been submitted,
which would allow for
commercial
development. A public
hearing was held on this
item at the October Plan
Commission meeting,
with anticipated action
in November.

2024 FARMERS MARKET

If you're interested in being a vendor for the 2024 season, please send an email to office@newberlinchamber.org for all of the details, costs, and requirements to participate. Be sure to include your contact information as well as what items you would be selling.

FLEXRIDE MILWAUKEE



Beginning in October, FlexRide Milwaukee began service to New Berlin. FlexRiders can travel to/from anywhere in the Neighborhood Zone to/from anywhere in the Employment Zone with one low fare. That ride is free if you are riding between Employment Zones and designated Transit Hubs.

More information can be found at www.flexridemke.com



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15451 W. Beloit Road
(262) 787-0700



La Quinta Inn & Suites
15300 W. Rock Ridge Road
(262) 717-0900

BOOK NOW

www.enjoynewberlin.com/hotels



Welcome TO NEW BERLIN!

Enjoy New Berlin is the City of New Berlin's Official Tourism Entity
We work in conjunction with the City's Tourism Commission to oversee tourism promotion and development. We want everyone who lives, works, plays, and visits New Berlin, to *Enjoy* New Berlin!



OUR HOTELS

HOLIDAY INN EXPRESS & SUITES
&
LA QUINTA INN & SUITES

Every overnight stay at a New Berlin hotel generates hotel tax that is passed to the community. The tax is then used to promote events and activities that in return produce overnight stays. Next time you have friends or family in town, please encourage them to stay local at one of our hotels!



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LA QUINTA INN & SUITES
15300 ROCK RIDGE ROAD
262-717-0900



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We work in conjunction with the City's Tourism Commission to oversee tourism promotion and development. We want everyone who lives, works, plays, and visits New Berlin, to *Enjoy* New Berlin!

HELPING YOU -

We are happy to promote your events, activities, and specials on our social media pages, website, and monthly event calendar! Please email us the information you'd like us to share or simply submit it on our website!

HELPING THE COMMUNITY -

Our mission is to **promote local businesses and events that in return generate hotel stays and support the local hotels, community, businesses, and organizations.**



OUR HOTELS

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&
LA QUINTA INN & SUITES

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262-717-0900

CONTACT US



Kelly Wall
tourismnewberlin.org
262-797-2445



Visit Our Website
Events can be submitted directly to us at enjoynewberlin.com
Facebook & Instagram
Send us a message!



ENJOYNEWBERLIN.COM

NEW RESIDENT HANDOUT

BUSINESS HANDOUT



THE ENJOY NEW BERLIN FOCUS



HOTELS



BUSINESSES



ORGANIZATIONS



OUR FOCUS

OUR FOCUS IS TO **PROMOTE LOCAL BUSINESSES** AND **EVENTS** THAT IN RETURN **GENERATE HOTEL STAYS** AND SUPPORT THE **LOCAL HOTELS, COMMUNITY, BUSINESSES, AND ORGANIZATIONS.**



A.R.C.



COMMUNITY



CITY

TOURISM COMMISSION

Enjoy
NEW BERLIN

January in New Berlin

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	2 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	3 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	4 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	5 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	6 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	7 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM

JUNE IN NEW BERLIN

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Summer Stoyation! New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	2 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	3 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	4 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	5 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	6 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	7 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM

August in New Berlin

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	2 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	3 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	4 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	5 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	6 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	7 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM

JULY IN NEW BERLIN

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Summer Stoyation! New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	2 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	3 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	4 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	5 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	6 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM	7 New Berlin A.C.C. 10:00 AM - 12:00 PM New Berlin Public Library 1:00 PM - 3:00 PM New Berlin Chamber of Commerce 4:00 PM - 6:00 PM

STAY LOCAL & SUPPORT LOCAL

Fall in love with New Berlin and stay local at our hotels!

Holiday Inn Express & Suites
262-787-0700

La Quinta Inn & Suites
262-717-0900

MONTHLY EVENT CALENDARS

LOCAL BUSINESSES AND ORGANIZATIONS ARE WELCOME TO SUBMIT EVENTS - VIA EMAIL, FACEBOOK, INSTAGRAM OR ON ENJOYNEWBERLIN.COM



2023 YEAR IN REVIEW

EVENTS



DISCOVER NEW BERLIN

*New Berlin Chamber of
Commerce and Visitors
Bureau*



SAFETY SATURDAY

*City of New Berlin &
New Berlin Police
Department*



OKTOBERFEST & ROOT BIER GARDEN, BOOS AND BREWS

*New Berlin Public Library /
Malone Park*

COMMUNITY EFFORTS



COMMUNITY EVENTS

*New Berlin Recreation Dept. &
New Berlin Public Library*

**PROMOTION AND
ADVERTISING ALONG WITH
SUPPLIES FOR
OKTOBERFEST, AND
WINTERFEST.**



NEW BERLIN A.R.C.

New Berlin Recreation Dept.

**PROMOTION AND
ADVERTISING OF THE ARC,
GIVEAWAYS AT
THE GRAND
OPENING**



ROOM TAX GRANTS

*Citywide / Non-Profit
Organizations*

**GRANTS TO LOCAL
NON-PROFITS FOR EVENTS
THAT GENERATE OVERNIGHT
HOTEL STAYS AT NEW
BERLIN HOTELS**



TOURISM COMMISSION

PARTNERSHIPS WITH THE NEW BERLIN PUBLIC LIBRARY & NEW BERLIN RECREATION DEPARTMENT



We hope you'll stick around a little longer & *Enjoy* New Berlin!

Holiday Inn Express & Suites
15451 Beloit Road
New Berlin, WI 53151
262-787-0700

La Quinta Inn & Suites
15300 Rock Ridge Road
New Berlin, WI 53151
262-717-0900

Stay close to the fun at one of our New Berlin hotels!

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LA QUINTA INN & SUITES
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15300 ROCK RIDGE ROAD
262-717-0900

UPCOMING EVENTS

NEW BERLIN CHAMBER OF COMMERCE
January 18, 2024

NEW BERLIN POLICE DEPARTMENT
January 18, 2024

CITY OF NEW BERLIN
July 3-5, 2024

NEW BERLIN HISTORICAL SOCIETY
October 12, 2024

NEW BERLIN RECREATION
Open Year-Round

EVENT CALENDAR

Check out our monthly event calendar for events and activities, year-round!
Visit our website at enjoynewberlin.com to view the calendar or check out our Facebook/Instagram pages!

FOLLOW US
FOR MORE UPCOMING EVENTS & ACTIVITIES!
ENJOY OUR MONTHLY EVENT CALENDAR!
ENJOYNEWBERLIN.COM





TOURISM COMMISSION

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BOOK NOW

www.enjoynewberlin.com/hotels

NEW BERLIN SAFETY SATURDAY
A Health and Wellness Event
Attractions: Inflatable Rides,
DJ-Kids Are People Too-Free Raffle Prizes,
Free bike helmets (while supplies last),
Life Jacket Giveaway/Fitting (reservation
required),
Free Sprocket Soda (while supplies last),
Flight for Life (11am-1pm-contingent upon
weather/Event deployment),
and much more...

Saturday, May 20th, 2023
9:00AM to 1:00 PM

CHILDREN'S WI - NEW BERLIN CLINIC AT 4855 S. MOORLAND ROAD
Free parking available next door at the Froedtert Moorland Reserve Health Center.

Presented by the New Berlin Safety Saturday Committee &
the New Berlin Public Safety Departments



MARCH IS HERE!
MARCH IN NEW BERLIN

Event	Location	Time
St. Patrick's Day Parade	City Center	11:00 AM
St. Patrick's Day Dinner	St. Patrick's Church	5:00 PM
St. Patrick's Day Dance	St. Patrick's Church	7:00 PM
St. Patrick's Day Concert	St. Patrick's Church	8:00 PM
St. Patrick's Day Festival	St. Patrick's Church	9:00 AM - 5:00 PM
St. Patrick's Day Race	St. Patrick's Church	10:00 AM
St. Patrick's Day Run	St. Patrick's Church	11:00 AM
St. Patrick's Day Walk	St. Patrick's Church	12:00 PM
St. Patrick's Day Bike Ride	St. Patrick's Church	1:00 PM
St. Patrick's Day Boat Ride	St. Patrick's Church	2:00 PM
St. Patrick's Day Car Ride	St. Patrick's Church	3:00 PM
St. Patrick's Day Train Ride	St. Patrick's Church	4:00 PM
St. Patrick's Day Plane Ride	St. Patrick's Church	5:00 PM
St. Patrick's Day Helicopter Ride	St. Patrick's Church	6:00 PM
St. Patrick's Day Hot Air Balloon Ride	St. Patrick's Church	7:00 PM
St. Patrick's Day Zipline Ride	St. Patrick's Church	8:00 PM
St. Patrick's Day Canyoning Ride	St. Patrick's Church	9:00 PM
St. Patrick's Day Rafting Ride	St. Patrick's Church	10:00 PM
St. Patrick's Day Kayaking Ride	St. Patrick's Church	11:00 PM
St. Patrick's Day Canoeing Ride	St. Patrick's Church	12:00 PM
St. Patrick's Day Fishing Ride	St. Patrick's Church	1:00 PM
St. Patrick's Day Hunting Ride	St. Patrick's Church	2:00 PM
St. Patrick's Day Gardening Ride	St. Patrick's Church	3:00 PM
St. Patrick's Day Painting Ride	St. Patrick's Church	4:00 PM
St. Patrick's Day Sewing Ride	St. Patrick's Church	5:00 PM
St. Patrick's Day Knitting Ride	St. Patrick's Church	6:00 PM
St. Patrick's Day Crocheting Ride	St. Patrick's Church	7:00 PM
St. Patrick's Day Quilting Ride	St. Patrick's Church	8:00 PM
St. Patrick's Day Scrapbooking Ride	St. Patrick's Church	9:00 PM
St. Patrick's Day Cardmaking Ride	St. Patrick's Church	10:00 PM
St. Patrick's Day Pottery Ride	St. Patrick's Church	11:00 PM
St. Patrick's Day Woodworking Ride	St. Patrick's Church	12:00 PM
St. Patrick's Day Metalworking Ride	St. Patrick's Church	1:00 PM
St. Patrick's Day Glassworking Ride	St. Patrick's Church	2:00 PM
St. Patrick's Day Jewelrymaking Ride	St. Patrick's Church	3:00 PM
St. Patrick's Day Soapmaking Ride	St. Patrick's Church	4:00 PM
St. Patrick's Day Candlemaking Ride	St. Patrick's Church	5:00 PM
St. Patrick's Day Perfumery Ride	St. Patrick's Church	6:00 PM
St. Patrick's Day Cosmetics Ride	St. Patrick's Church	7:00 PM
St. Patrick's Day Hairdressing Ride	St. Patrick's Church	8:00 PM
St. Patrick's Day Nails Ride	St. Patrick's Church	9:00 PM
St. Patrick's Day Skincare Ride	St. Patrick's Church	10:00 PM
St. Patrick's Day Massage Ride	St. Patrick's Church	11:00 PM
St. Patrick's Day Yoga Ride	St. Patrick's Church	12:00 PM
St. Patrick's Day Pilates Ride	St. Patrick's Church	1:00 PM
St. Patrick's Day Tai Chi Ride	St. Patrick's Church	2:00 PM
St. Patrick's Day Qigong Ride	St. Patrick's Church	3:00 PM
St. Patrick's Day Reiki Ride	St. Patrick's Church	4:00 PM
St. Patrick's Day Chakra Ride	St. Patrick's Church	5:00 PM
St. Patrick's Day Astrology Ride	St. Patrick's Church	6:00 PM
St. Patrick's Day Numerology Ride	St. Patrick's Church	7:00 PM
St. Patrick's Day Tarot Ride	St. Patrick's Church	8:00 PM
St. Patrick's Day Palmistry Ride	St. Patrick's Church	9:00 PM
St. Patrick's Day Astrology Ride	St. Patrick's Church	10:00 PM
St. Patrick's Day Numerology Ride	St. Patrick's Church	11:00 PM
St. Patrick's Day Tarot Ride	St. Patrick's Church	12:00 PM
St. Patrick's Day Palmistry Ride	St. Patrick's Church	1:00 PM

FOR MORE EVENTS AND ACTIVITIES, VISIT:
[ENJOYNEWBERLIN.COM](http://enjoynewberlin.com)

Enjoy NEW BERLIN'S
GUIDE TO THE
BEST SLED SPOTS
IN NEW BERLIN

CALHOUN PARK
3400 S. CALHOUN ROAD

MINOOKA COUNTY PARK
1927 SUNSET DRIVE

VALLEY VIEW PARK
5100 S. SMALL ROAD

GATEWOOD PARK
14201 W. KOSTNER LANE

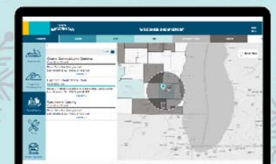
enjoynewberlin.com

UPDATE
A.R.C. PHASE II



enjoynewberlin.com

The Official
WISCONSIN
SNOW REPORT



For the most up-to-date snow reports,
check out the Wisconsin Snow Report at
enjoynewberlin.com

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EST. 1972
SUBS

MAKING IT BETTER
FOUNDATION



CONGRATS TO *Moorland Road Golf Center*



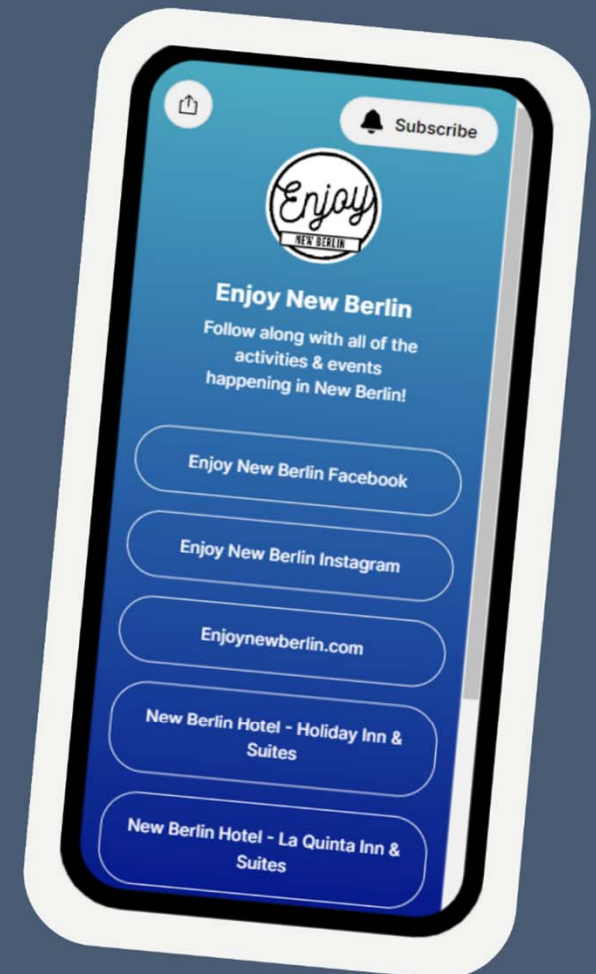
CONGRATS TO TOBIN JEWELERS
THIRD GENERATION JEWELERS





FOLLOW US & PROMOTE US!

IF YOU HAVEN'T DONE SO
ALREADY, PLEASE BE SURE
TO FOLLOW US ON
FACEBOOK AND INSTAGRAM!



INSPECTION SERVICES

- Issuance of Building Permits
- Field Inspections
- Development & Plan Review
- Enforces the Commercial Building Code, the Uniform Dwelling Code, Wisconsin Plumbing Code, other various Wisconsin statutes under Ch. 101, and the National Electrical Code
- Zoning Code Violation and Enforcement

INSPECTION SERVICES

2023 PERMITS ISSUED

ELECTRIC PERMITS	189
PLUMBING PERMITS	395
COMMERCIAL BUILDING (INCLUDING NEW, ADDITIONS & ALTERATIONS)	56
RESIDENTIAL BUILDING (INCLUDING NEW, ADDITIONS & ALTERATIONS)	566
HVAC	592
TOTAL	1,798

INSPECTION SERVICES

2023 INSPECTIONS PERFORMED

BUILDING	2,503
ELECTRIC	2,291
PLUMBING	1,310
TOTAL	6,104

INSPECTION SERVICES

2023 EARLY MORNING INSPECTIONS PERFORMED (7AM)

JUNE	57
JULY	68
AUGUST	56
SEPTEMBER	64
TOTAL	245

INSPECTION SERVICES

2024 WELL RENEWAL

- 523 wells x \$87.00 permit fees = \$45,500 anticipated permit fees
- Letters were sent out March 4, 2024 for an August 30, 2024 due date

INSPECTION SERVICES

FIRE INSPECTIONS FOR RE-OCCUPANCY PERMITS

- The primary objective is to improve communication both internally amongst staff but the applicant as well, create a more predictable timeline for permit turnaround.
- This improves customer service, reduces and/or completely eliminates duplication of effort between inspectors, and ensures inspection results are entered into Munis immediately.
- This modification to current procedures will eliminate the need for an applicant having to call a separate department to coordinate inspection times, inspections results will be entered into Munis and available to the applicant & staff "same day."
- DCD already has two in-house inspectors certified to conduct these inspections and the same inspector then can do both the building & fire inspections enhancing continuity of communication with staff & the applicant, and eliminates the need to call separate departments.
- Initially, this is for re-occupancy permits but joint plan review is underway to mutually train staff so that additional permit types can be added over the coming months.

CITY OF NEW BERLIN FIRE DEPARTMENT • FIRE INSPECTION REPORT
 16300 W. National Ave. New Berlin, WI 53151 • Phone: 262-785-6120 • Fax: 262-785-6130 • www.newberlin.org

Occupancy: _____ File #: _____
 Address: _____ Inspection Date: ____/____/____
 Violations requiring corrective action are marked below. Key: (M)-Municipal Ordinance (S)-State Code (N)-National Fire Protection Association Code/Standard
 Wisconsin DSDPS 314 adopts NFPA 1 (subject to modifications). Any NFPA 1 code reference below is preceded by DSDPS 314.

I. GENERAL PRECAUTIONS AGAINST FIRE (101) _____ Sprinkler/Smoke detector condition..... (M) 124.9(A) (102) _____ Sprinkler/Smoke alarm system or equipment..... (M) 124.9(A) (103) _____ Building repair required..... (M) 201 (104) _____ General Cleanliness/Orderliness..... (M) 124.4 (105) _____ Sprinkler/Smoke alarm system or equipment..... (M) 124.4 (106) _____ One sprinkler shall be secured from drilling..... (M) 124.4 (107) _____ Open flame/heating prohibited within a structure..... (M) 124.120(1) (108) _____ Sprinkler city warning connection..... (M) 119.1.3 (109) _____ Smoking prohibited, post "No Smoking" sign..... (M) 124.120(2) (110) _____ Noncombustible ash tray(s) required..... (M) 119.1.2 (111) _____ Maintain clearway..... (M) 124.120(1) (112) _____ Portable unvented fuel-burning prohibited..... (M) 124.120(2) (113) _____ Interior finish/contents/finishings..... (M) 101.10.1 2. MEANS OF EGRESS (201) _____ Egress door or exit door..... (M) 101.1.2.2 (202) _____ Exit light(s) required..... (M) 114.1.2.1 (203) _____ Additional exit light(s) required..... (M) 114.1.2.1 (204) _____ Exit door key lock secured..... (M) 114.1.2.1 (205) _____ Sprinkler exit door latch device..... (M) 114.1.2.1 (206) _____ Sprinkler exit door latch device..... (M) 114.1.2.1 (207) _____ Emergency lighting required..... (M) 114.1.2.1 3. FIRE RESISTIVE CONSTRUCTION (301) _____ Fire door blocked or obstructed from closing..... (M) 101.1.2.1 (302) _____ Maintain fire door hardware..... (M) 101.1.2.1 (303) _____ Fire door requires annual test..... (M) 114.1.2.1 (304) _____ Penetration through a rated enclosure..... (M) 114.1.2.1 4. ELECTRICAL EQUIPMENT (401) _____ Repair defective electrical equipment..... (M) 114.1.2.1 (402) _____ Flexible cord violation (other than listed below)..... (M) 114.1.2.1 (403) _____ Flexible cord violation (other than listed below)..... (M) 114.1.2.1 (404) _____ Flexible cord used as permanent wiring..... (M) 114.1.2.1 (405) _____ Flexible cord runs through structure/ceiling..... (M) 114.1.2.1 (406) _____ Flexible cord attached to building surface..... (M) 114.1.2.1 (407) _____ Protect flexible cord/cover top from damage..... (M) 114.1.2.1 (408) _____ Improperly spliced wires..... (M) 114.1.2.1 (409) _____ Insufficient clearance (minimum 20 in. around)..... (M) 114.1.2.1 (410) _____ Improper grounding of a 3-prong cord..... (M) 114.1.2.1 (411) _____ Provide cover plate, exposed wires observed..... (M) 114.1.2.1 (412) _____ Cover opening(s) in breaker panel..... (M) 114.1.2.1 5. PORTABLE FIRE EXTINGUISHERS (501) _____ Extinguisher annual maintenance record..... (M) 114.1.2.1 (502) _____ Identify extinguisher location..... (M) 114.1.2.1 (503) _____ Mount at proper height (max 5 ft, min 4 ft)..... (M) 114.1.2.1 (504) _____ Extinguisher(s) shall be provided..... (M) 114.1.2.1 (505) _____ Obstructed access or obscured from view..... (M) 114.1.2.1 (506) _____ Extinguisher group in low pressure/damaged..... (M) 114.1.2.1 (507) _____ Tanker and mixing..... (M) 114.1.2.1 (508) _____ Sprinkler analyze for hazards present..... (M) 114.1.2.1 6. MULTI-FAMILY OCCUPANCIES (601) _____ Sprinkler use of treatment or storage locker..... (M) 114.1.2.1 (602) _____ CO2/P tank violation..... (M) 114.1.2.1 (603) _____ Dryer venting shall be sealed & terminate outside..... (M) 114.1.2.1	7. AUTOMATIC FIRE SPRINKLER SYSTEMS (701) _____ Sprinkler inspection record..... (M) 124.11(1) (702) _____ Control deficiencies noted on NFPA 25 report..... (M) 25.4.1.4.1 (703) _____ Backflow valve inspection record..... (M) 25.13.6.2.1 (704) _____ Sprinkler system requires maintenance..... (M) 25.13.6.2.1 (705) _____ Fire department connection (FDC) violation..... (M) 25.13.7 (706) _____ Sprinkler coverage obstructed (48 in.)..... (M) 25.13.5.3.1 (707) _____ Complete sprinkler protection required per..... (M) 13.4.1 (708) _____ Sprinkler head(s) paired/damaged/corrupted..... (M) 25.13.1.1.1 (709) _____ Minimum sprinkler head clearance (18 in.)..... (M) 13.5.3.3.1 (710) _____ Control valve unsecured..... (M) 25.13.1.3.1 (711) _____ Control valve blocked or obstructed..... (M) 25.13.3.3 (712) _____ Foreign object(s) hung from sprinkler piping..... (M) 25.13.1.1.1 (713) _____ Spare sprinkler heads & wrench required..... (M) 25.4.1.4 8. HYDRANTS, STANDPIPES & HOSE SYSTEMS (801) _____ Fire hydrant blocked or obstructed..... (M) 124.120(1) (802) _____ Private hydrant requires annual inspection..... (M) 124.120(1) (803) _____ Private hydrant requires maintenance..... (M) 124.120(1) (804) _____ Standpipe or fire hose obstructed from view..... (M) 25.13.6.2.1 (805) _____ Fire hose annual inspection required..... (M) 25.13.6.2.1 9. FIRE ALARM & SUPPRESSION SYSTEMS (901) _____ Testing of components required..... (M) 124.120(1) (902) _____ Keep records of testing..... (M) 124.120(1) (903) _____ Maintain system in operational condition..... (M) 124.120(1) (904) _____ Semi-annual test of non-water based system..... (M) 17.11.3.1 10. FLAMMABLE & COMBUSTIBLE LIQUIDS (1001) _____ Leakage or spills observed..... (M) 30.9.3.3 (1002) _____ Improper gasoline storage (quantity/containers)..... (M) 30.9.3.3 (1003) _____ General ignition source prevention..... (M) 30.9.3.3 (1004) _____ Storage cabinet violation..... (M) 30.9.3.3 (1005) _____ Class I liquid not allowed in basement..... (M) 30.9.3.3 (1006) _____ Outdoor storage requirements..... (M) 30.9.3.3 (1007) _____ LP cylinders shall be used/tested per..... (M) 30.9.3.3	11. SPRAY APPLICATION OF FLAMMABLE MATERIALS (1101) _____ Sprinkler heads not protected from over-spray..... (M) 25.13.6.2.1 (1102) _____ Sprinkler plugged filter..... (M) 25.13.6.2.1 (1103) _____ Improper mixing area for flammables..... (M) 25.13.6.2.1 (1104) _____ Improper transfer area for flammables..... (M) 25.13.6.2.1 12. COMMERCIAL COOKING EQUIPMENT (1201) _____ Semi-annual hood inspection record..... (M) 96.11.2.1 (1202) _____ System components require cleaning..... (M) 96.11.2.1 (1203) _____ Replace fusible links & sprinkler heads annually..... (M) 96.11.2.1 (1204) _____ Provide Class K extinguisher within 30 ft..... (M) 96.11.2.1 13. MISCELLANEOUS VIOLATIONS (1301) _____ Building address missing or obscured..... (M) 83.20(1) (1302) _____ Fire hose access road obstructed..... (M) 124.120(1) (1303) _____ Knock box with current tags required..... (M) 124.120(1) (1304) _____ Minimum capacity sign(s) required..... (M) 124.120(1) (1305) _____ NFPA 704 marking required..... (M) 701.1.4.2 (1306) _____ Gas meter requires collision protection..... (M) 52.5.7.4 14. REFERENCES (1401) _____ Planning Services..... (M) 124.120(1) (1402) _____ County Health Dept..... (M) 124.120(1) (1403) _____ City Attorney..... (M) 124.120(1) (1404) _____ Police Dept..... (M) 124.120(1) (1405) _____ Other..... (M) 124.120(1) 15. TYPE OF INSPECTION (1501) _____ Semi-Annual (1502) _____ Occupancy (1503) _____ Follow-Up (1504) _____ Construction (1505) _____ Witness alarm/suppression system testing (1506) _____ Apical Drive (1507) _____ Complaint Investigation (1508) _____ Other.....
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REMARKS:

[1606] _____ THIS IS A CORRECTION ORDER REQUIRING COMPLIANCE.
 You are hereby ordered to have the listed violations corrected. These violations must be corrected by the compliance date indicated and the Fire Prevention & Inspection Bureau must be notified in writing of the corrective action. If you fail to comply, the matter may be referred to the City Attorney. Forfeiture for noncompliance is not less than \$1.00 per day for each offense or, in default of payment of such forfeiture, by imprisonment in the county jail for not less than five days nor more than 30 days for each offense.

DEADLINE FOR COMPLIANCE: ____/____/____

Owner/Occupant (Sign): _____ Fire Inspector: _____ # _____
 Owner/Occupant (Print): _____ Contact Phone #: _____

The above-signed individual understands all the requirements of this official document.

WHITE COPY - FIRE DEPARTMENT • YELLOW COPY - OCCUPANT

Updated: January 20, 2015 • Lt. Pierce
Fire Prevention and Inspection Bureau

INSPECTION SERVICES

2023 CODE ENFORCEMENT

DOCUMENTED COMPLAINTS	75
REFERRALS FOR MUNICIPAL CITATIONS	11
ACTIVE CIRCUIT COURT ACTIONS	1

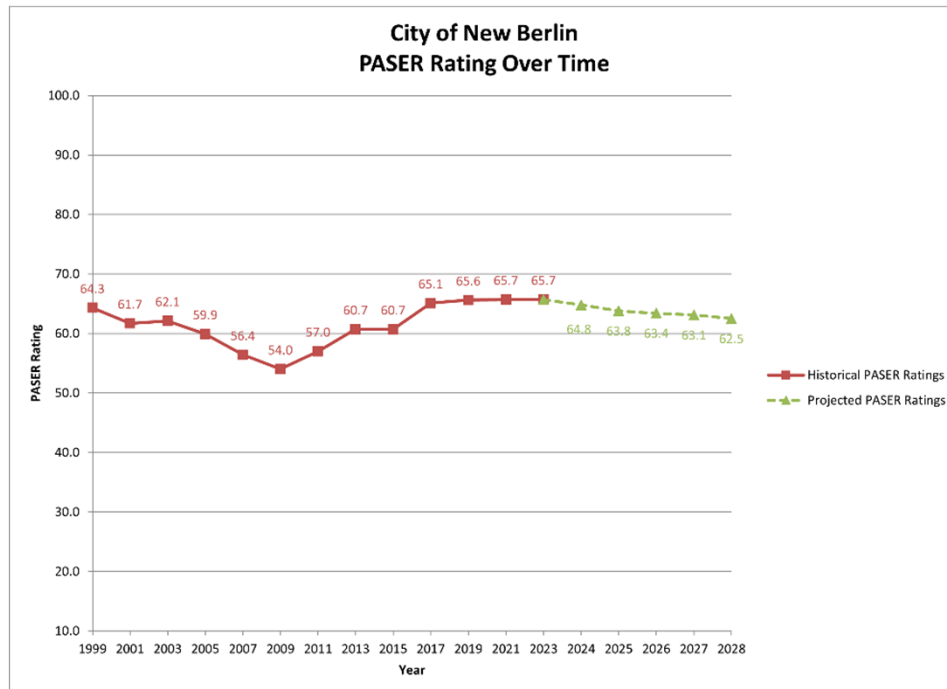
ENGINEERING

- Development & Building Permit Reviews
- Infrastructure Plan Reviews
- Construction Field Inspections
- Streets/Transportation
 - Roadway Reconstruction
 - Roadway Rehabilitation
 - Roadway Maintenance
 - Roadway Design
- New Berlin “*Infrastructure and Site Design Standards*” (Development Handbook)

ENGINEERING

ROADWAY REHABILITATION PROJECTS

- 2022: 5.3 miles of roadways
- 2023: 8.1 miles of roadways
- 2023 PASER rating was 65.7, the next PASER inspection will be completed in 2025



ENGINEERING

ROADWAY RECONSTRUCTION PROJECTS

- Reconstructed Small Road from Moorland Road to College Avenue
- Reconstructed Lincoln Avenue from Calhoun Road to ½ mile east of Johnson Road



Small Road



Lincoln Avenue

ENGINEERING

PEDESTRIAN LIGHTING

- In coordination with Waukesha County's Moorland Road Reconstruction Project, 5 new pedestrian lights are being installed along the east side of Moorland Road from National Avenue to Howard Avenue. Additionally existing pedestrian lights are being disconnected from private circuits and connected to the City's public circuit within the project area.



ENGINEERING

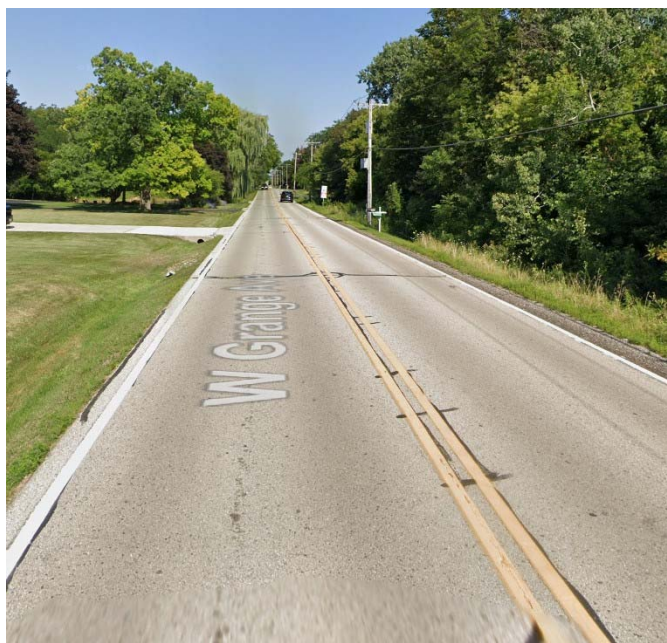
ROADWAY MAINTENANCE PROJECTS

- Crack Sealed 30 miles of roadways in 2023
- In coordination with the DPW, removed and replaced deteriorated concrete sidewalks



ENGINEERING

ROADWAY DESIGN PROJECTS



Grange Avenue

- Sunny Slope Road from Grange Avenue to College Avenue is being designed and is planned for reconstruction in 2026.
- Grange Avenue from 124th Street to Moorland Road is being designed and is planned for reconstruction in 2027.
- Preparing designs for additional Pedestrian Street Lights along National Avenue

ENGINEERING

2023 PERMITS & DEPOSITS

Driveway Approach Permits

- 124 permits issued & inspected

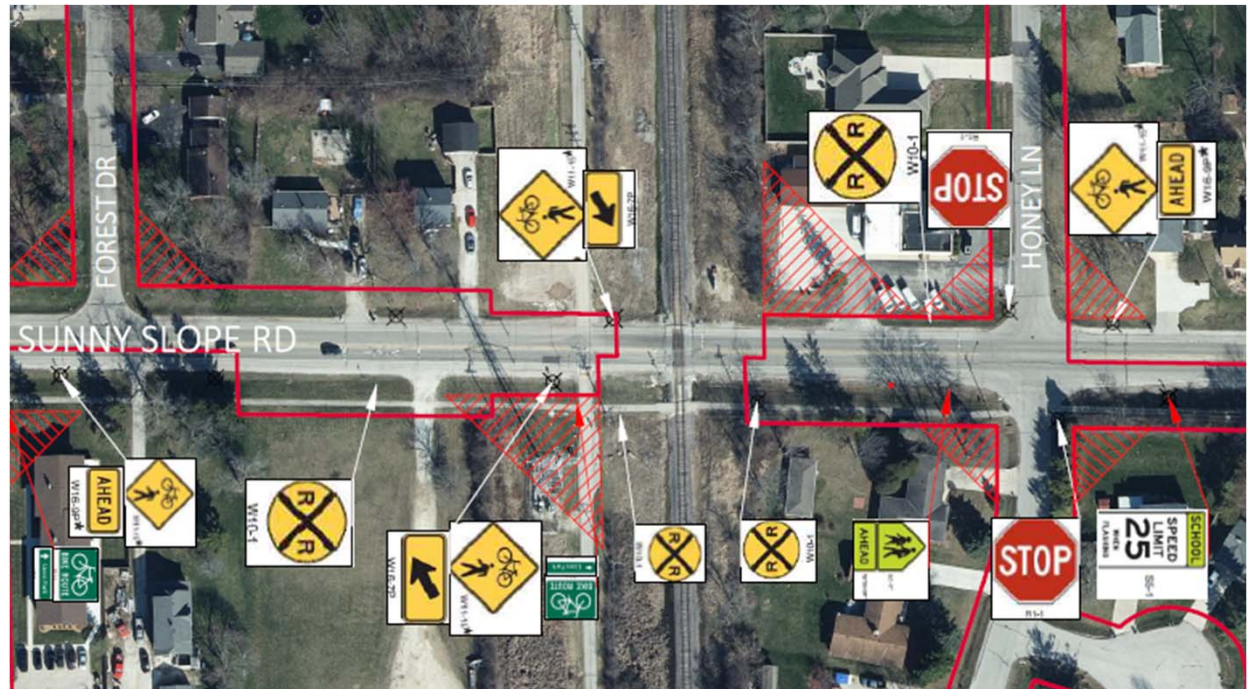
Curb and Ditch Deposits

- 28 permits issued
- 34 permits returned



ENGINEERING SAFETY COMMISSION

- Engineering serves as a representative of DCD on the Safety Commission which meets monthly
- Received 18 new agenda items in 2023, requiring 27 engineering studies
- Conducted 25 traffic counts and speed studies



ENGINEERING

WORK WITHIN THE RIGHT-OF-WAY PERMITS

- 170 permits in 2023



ENGINEERING

WAUKESHA COUNTY COORDINATION



- Moorland Road
 - 2023: Beloit Road to National Avenue
 - 2025: National Avenue to Cleveland Avenue
 - 2026: College Avenue to Grange Avenue
 - 2026: Cleveland Avenue to Greenfield Avenue

ENGINEERING

DEPARTMENT COLLABORATION

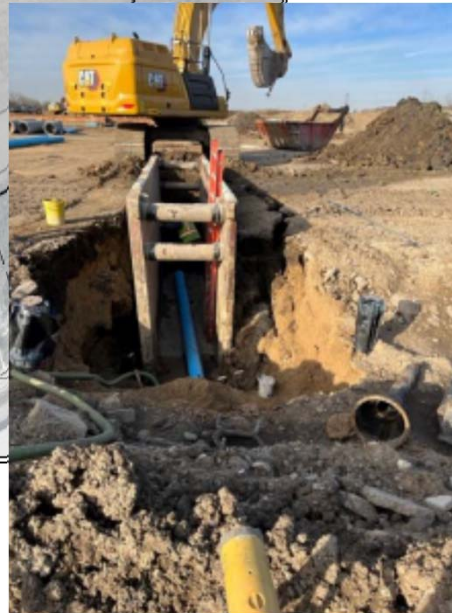


- Provided planning input and construction plan review, and site surveying in coordination with Planning, IT, and Recreation Departments
- Working with the Streets Department on Sidewalk repair and replacement
- Coordination with DPW on new sign and vegetation management within Right of Ways

ENGINEERING

PUBLIC INFRASTRUCTURE INSPECTION FOR PRIVATE DEVELOPMENTS

- Autumn Trace Subdivision
- Hilltop Drive Extension

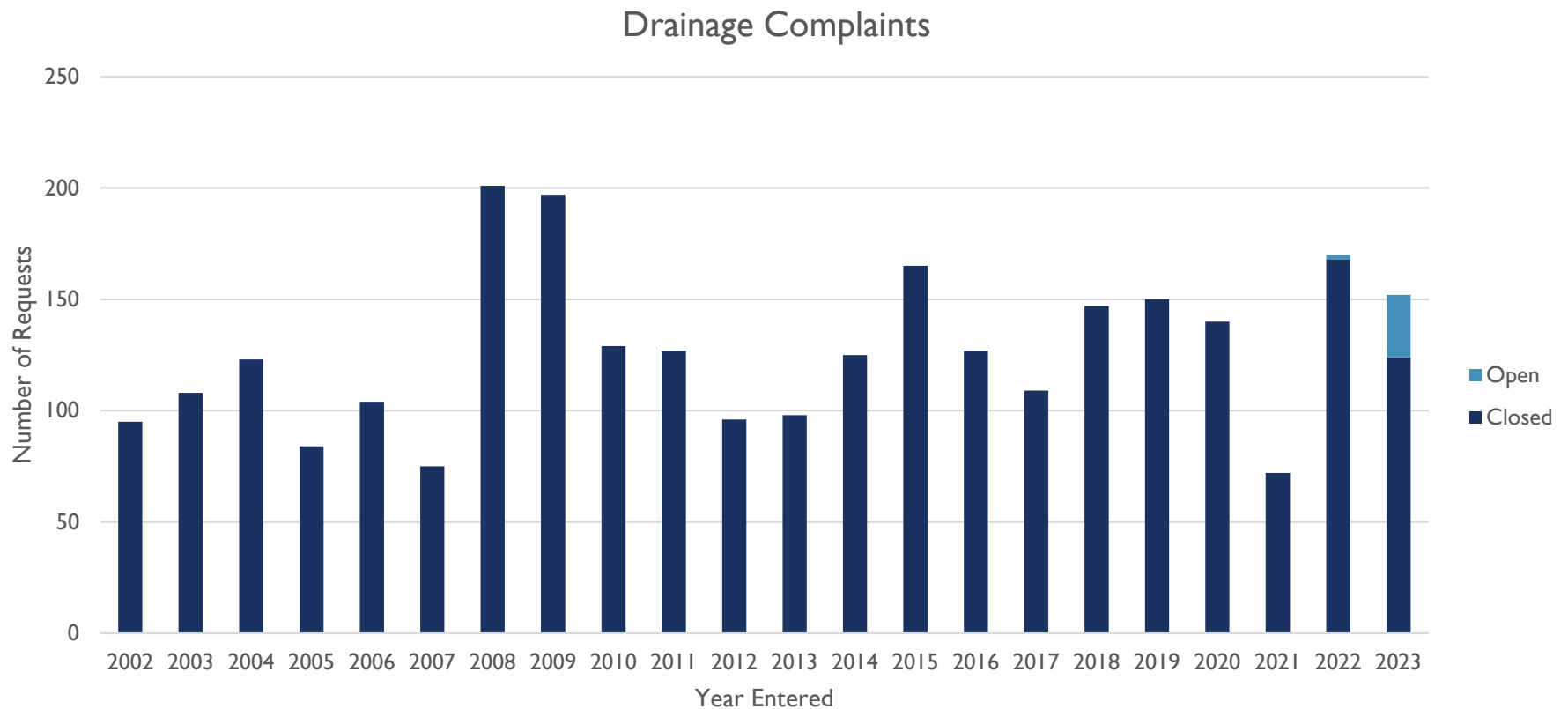


WATER RESOURCES MANAGEMENT UTILITY

- Development & Building Permit Plan Reviews
- Infrastructure Plan Reviews
- Construction Field Inspections
- Completes and coordinates research, design and engineering for various large-scale stormwater projects
- Assists the Engineering Services Division in coordinating roadway related stormwater improvements
- Tracks flooding and stormwater issues citywide
- Administers the City's *Wisconsin Pollutant Discharge Elimination System Permit* (WPDES) that regulates the quantity and quality of stormwater leaving the city, pollution prevention, illicit discharge screening, public education & outreach, construction site pollutant control & post-construction stormwater management and represents the City in the Clean Water Network

WATER RESOURCES MANAGEMENT UTILITY

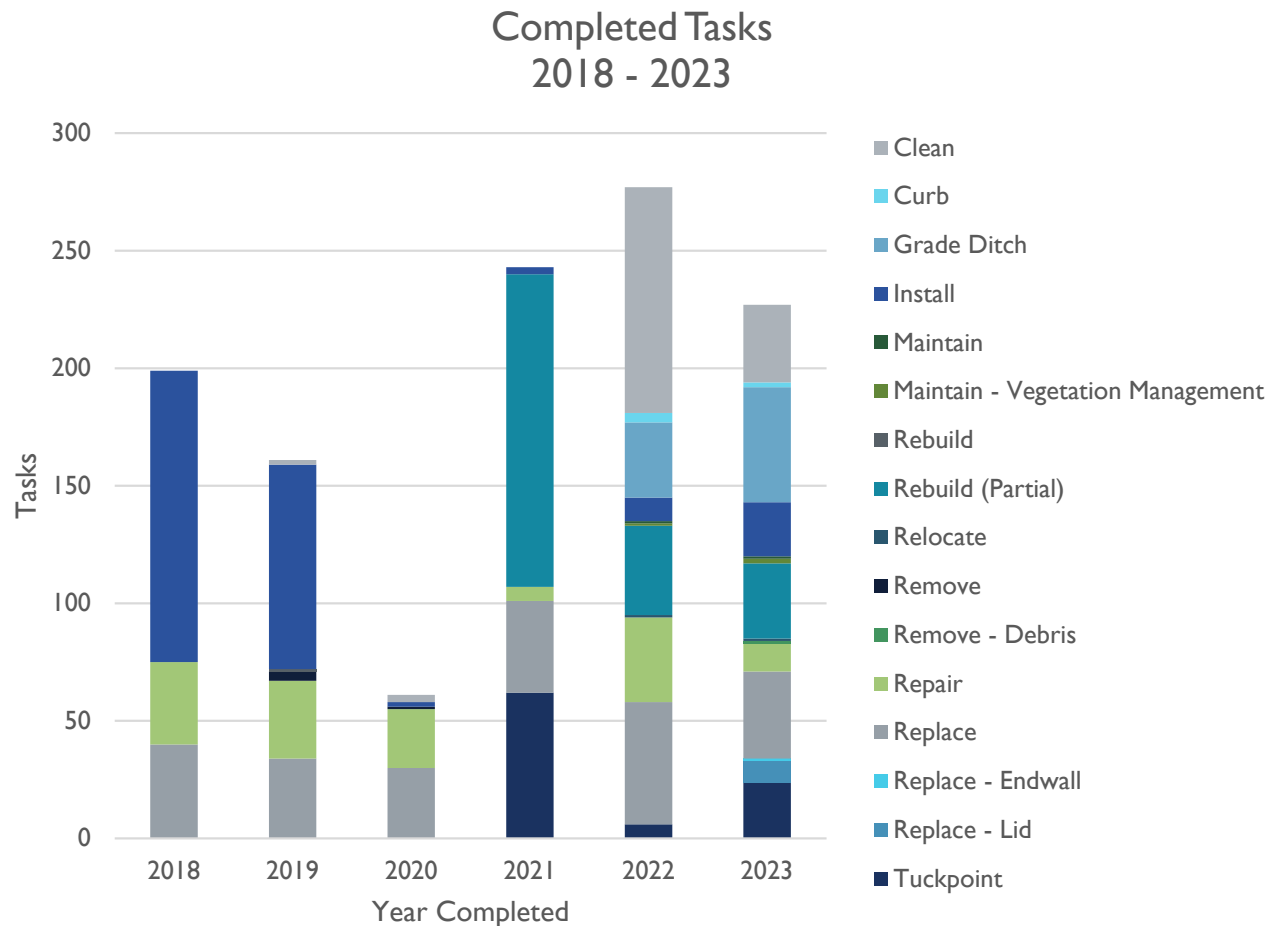
DRAINAGE COMPLAINT TRACKING

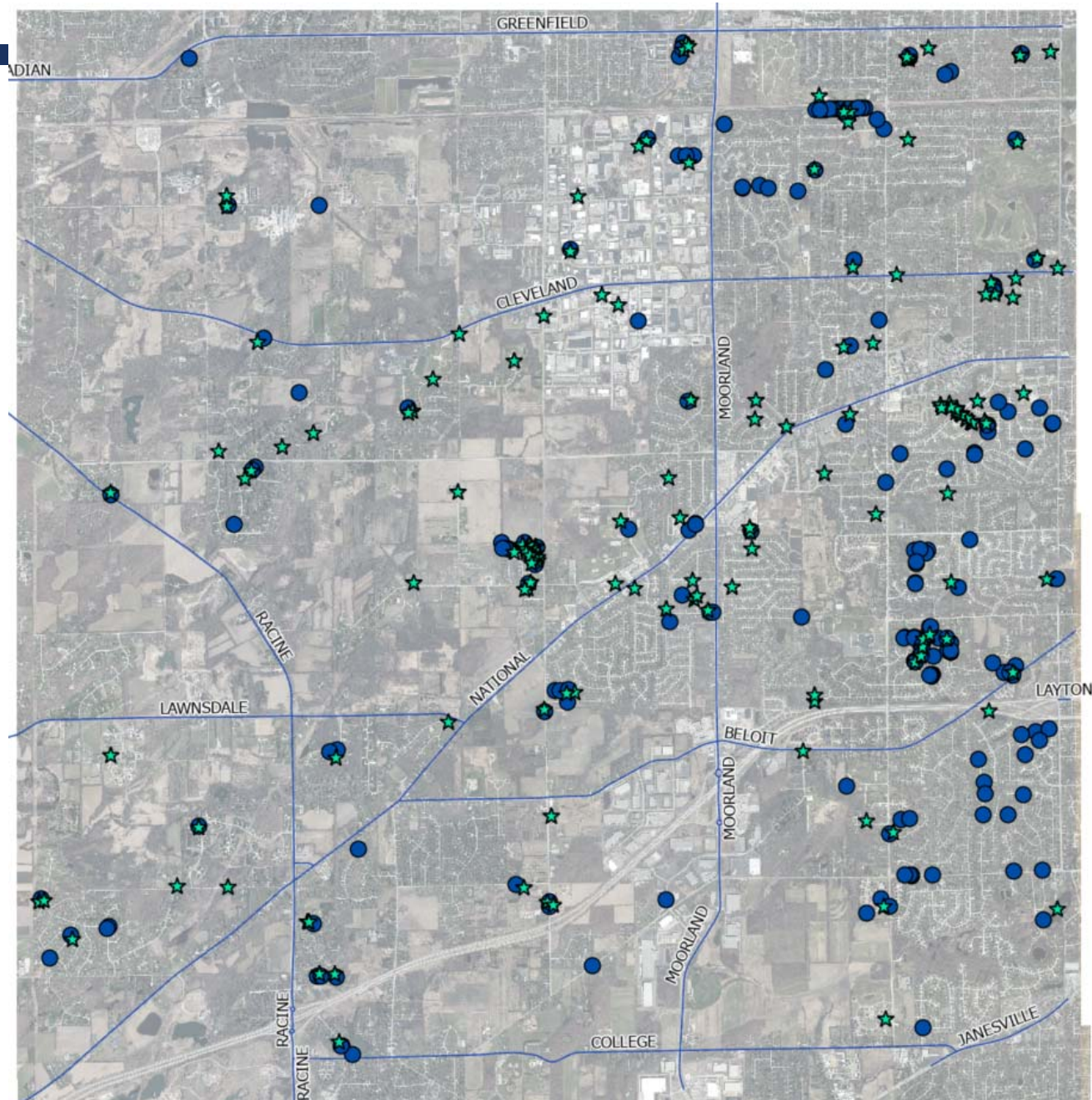


WATER RESOURCES MANAGEMENT UTILITY

STORM TASK TRACKING

Storm Task Tracking has been completed in Cartegraph for some time. With the updated system, we are now able to track ditching projects as well. We will be working on inputting the old work that was previously untracked into Cartegraph as well.





2023 Stormwater Activities

★ REQUESTS (152)

● TASKS (234)

EMERGENCY MANAGEMENT

ORGANIZATIONAL CHART

UNDER DCD, PER ORDINANCE # 2657 (APPROVED 1/25/22)

Elected
Leadership

Mayor and
Common
Council

Administration

Director of
Community
Development

Deputy Director
of Community
Development

Operations

Emergency
Management
Manager (P/T)

EMERGENCY MANAGEMENT

2023-24 PROJECTS

- Completed Continuity of Operations Plans for all City Departments (COOP)
- Completed two (2) COOP training events for all departmental COOP Leaders and established a COOP Unit Team
- Updated to the City's Emergency Management Plan
- Adopted Waukesha County Updated Hazard Mitigation Plan
- After Incident / Action Survey and Report (01/12 thru 01/15/2024 Snowstorm, Power Outages and Below Freezing Temps Incident)
- Continued COVID Monitoring
- Local Damage Assessment Training
- Create City Damage Assessment Teams
- CEMP & COOP "In-House" Training Sessions (some complete and some still being planned)
- Continue to provide update on social media
- Volunteer Resource Center (VRC) training with Waukesha County
- County / City EOC Exercise with PIO Emphasis (May 15th)

EMERGENCY MANAGEMENT

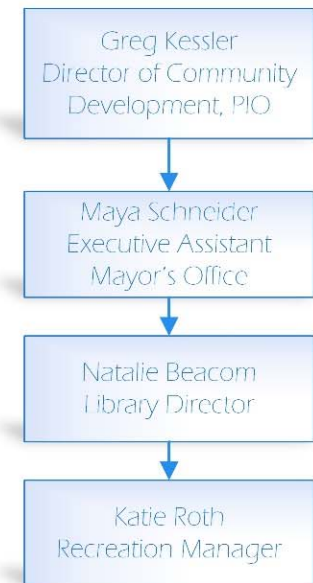
- Establish a Public Information Officer Office (PIO – Director of Community Development)
- Coordinate a new Communication Team made up of representatives from the Mayor's Office / Community Relations, Police, Fire and DCD / EM.
- Working to establish policies and protocols for press releases, social media updates to ensure coordination amongst departments and “subject matter experts” during events.
- EM “on-call” 24/7 and will respond to an event when requested to do so by PD and/or Fire. Also, continuously watching for weather events.

Draft Communications Team Structure

Incident Severity

- Level 1 Large Scale Emergency Disaster, significant loss of life or property damage
- Level 2 Single loss of life or significant property damage
- Level 3 Normal day to day operations

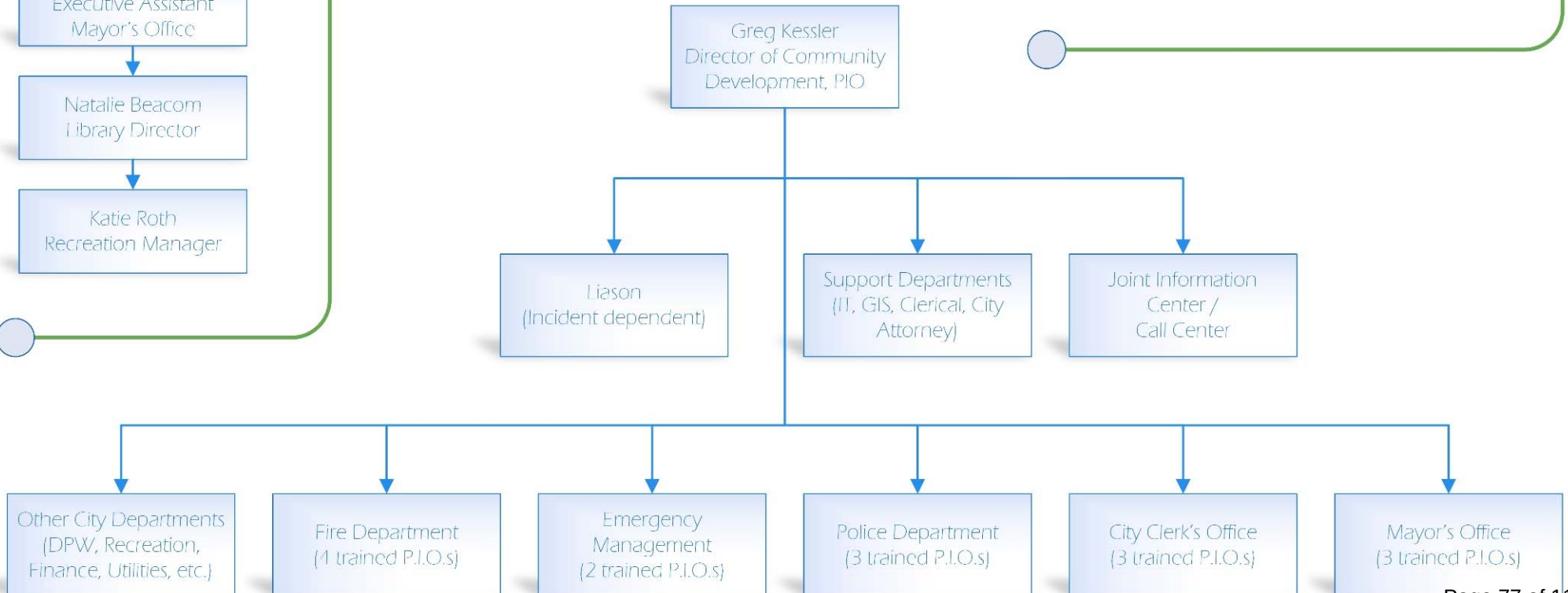
Succession Plan



Planning and Support Documents

- Standard Operating Procedures
- Standard Templates (Incident dependent)
 - Press Release
 - Social Media
 - Policies
 - Talking points for interviews

Organizational Chart



EMERGENCY MANAGEMENT

- Storm Spotter Training
- Safety Saturday
- Discover New Berlin



GIS/LIS SERVICES

MISSION STATEMENT

To build, maintain and proactively support a comprehensive Enterprise GIS that promotes information sharing and the effective use of geospatial technology for the benefit of our partners, our customers and our community.

SIGNIFICANT ACHIEVEMENTS

- Updated all maps, including public property viewer, to work with new data format from Market Drive and Munis
- Expanded the use of FME to replace legacy scripts.
- Improved integration with the County for parcel-related data.
- Continued support of Cartegraph.
- Ongoing development of GIS applications for the Police Department.

GIS/LIS SERVICES

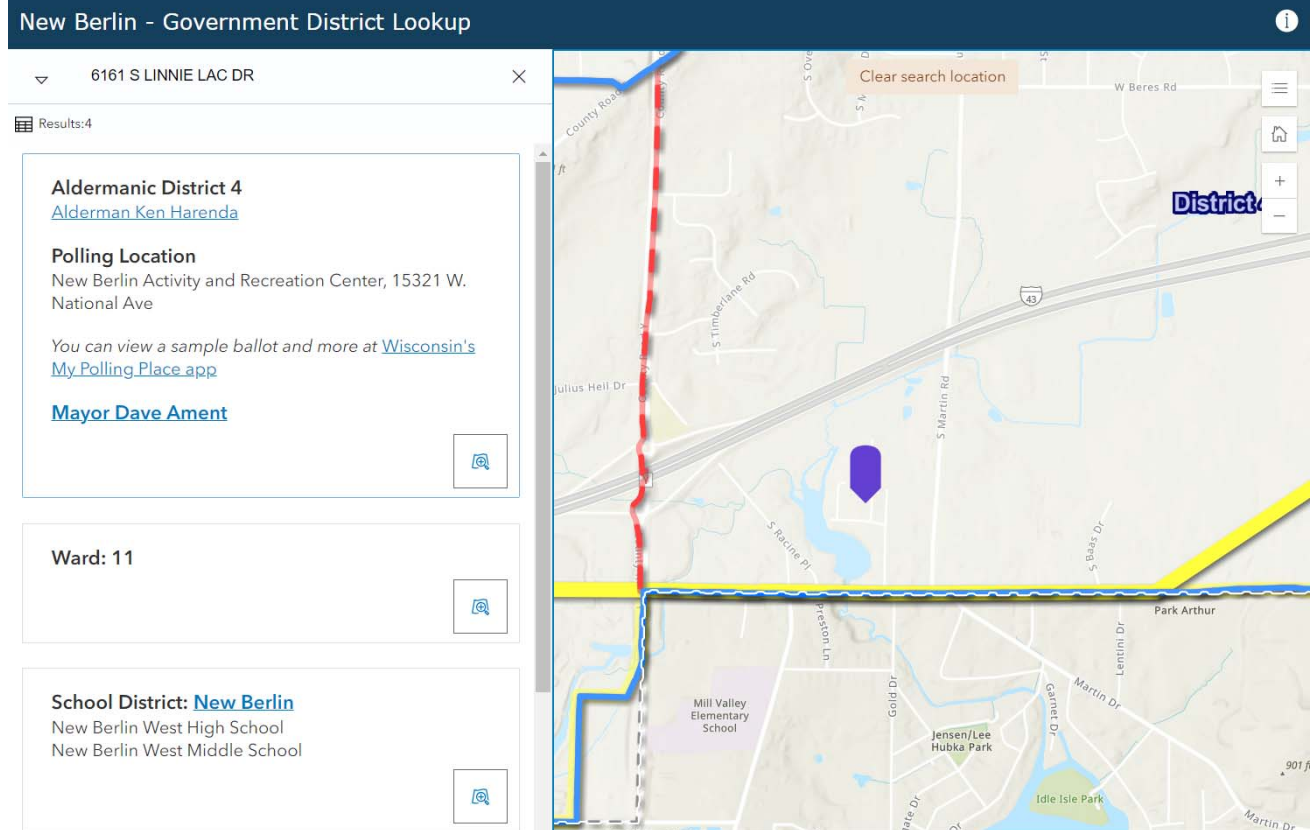
FUTURE PLANS AND GOALS

- Continue to develop an Enterprise GIS/LIS System
- Upgrade all public maps with better cartography and improve functionality on mobile devices.
- Expand use of Cartegraph Asset Management to go beyond tracking history and into planning and forecasting asset lifecycles
- Work in conjunction with the GIS/LIS User Group and Department Heads to determine a clear path and prioritized goals
- Continue department needs analysis to ensure we are provided the best service possible to all departments

GIS/LIS SERVICES

UPGRADES TO PUBLIC MAPS

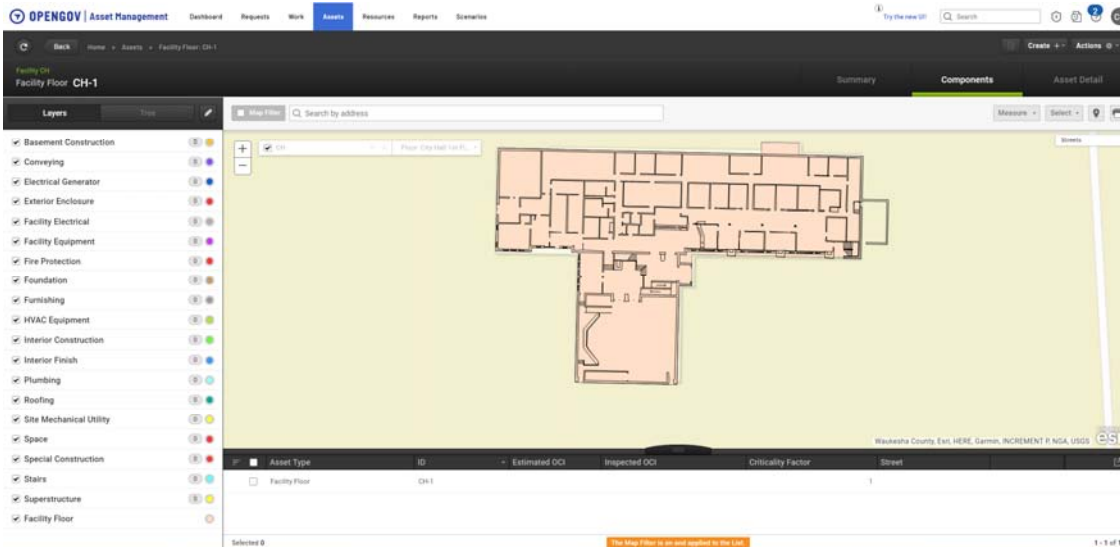
In 2024 GIS will complete the upgrade of public maps with new technology to provide better cartography and to improve functionality on mobile devices.



The Government District Lookup and the Child Safety Location maps on the City's website were completely redesigned in 2023 using new technology.

GIS/LIS SERVICES

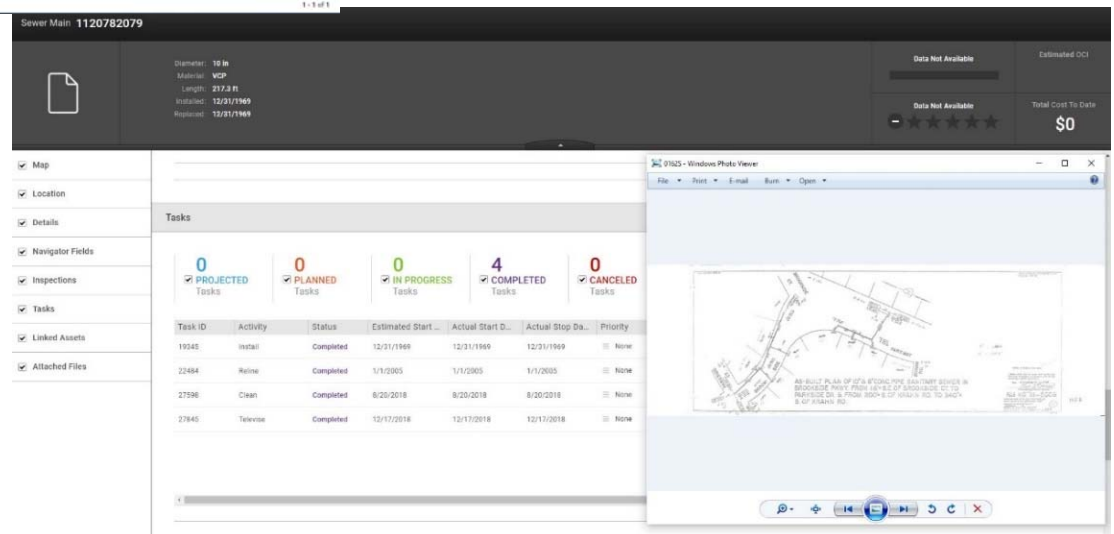
CARTEGRAPH ASSET MANAGEMENT



Maps in Cartegraph are supplied by our Enterprise GIS/LIS system. We maintain dozens of layers for almost every department in the City.

We continue to work with Emergency Management on the use of Cartegraph for calls for service during emergency events.

In 2024 we will be assisting Building Maintenance with the conversion to Cartegraph. We will also provide training and assistance in inventory collection, using bar codes and ipads, within the mobile application.

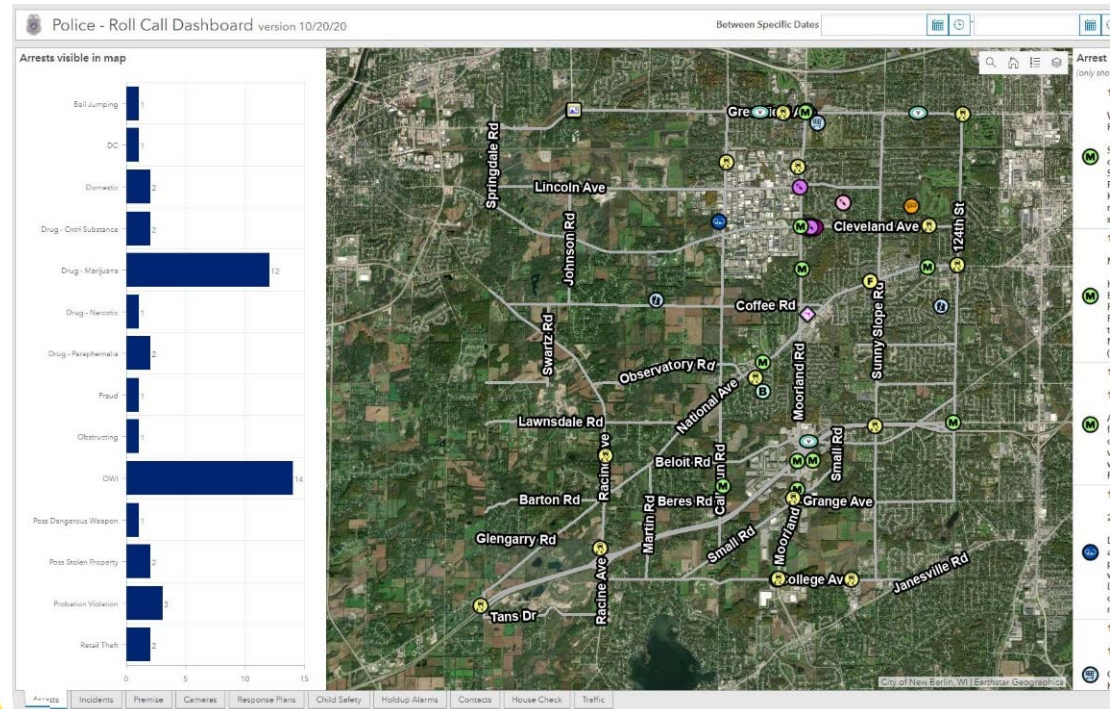


GIS/LIS SERVICES

POLICE DASHBOARD MAPS

The Police dashboards and applications continue to be refined and enhanced. This has increased situational awareness which has tremendously enhanced information sharing and ultimately, officer safety.

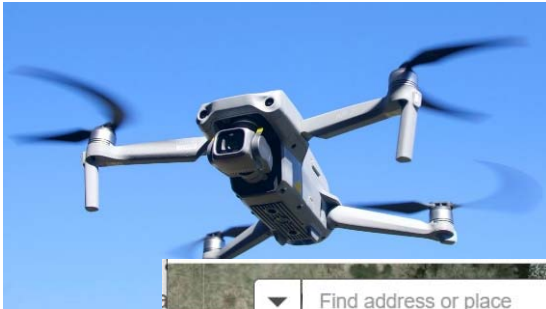
In 2024 we will be working with Police staff on improving the way they store community contacts and situational awareness information. This will require a re-design of several data layers. This will provide quicker access to data and remove redundancy.



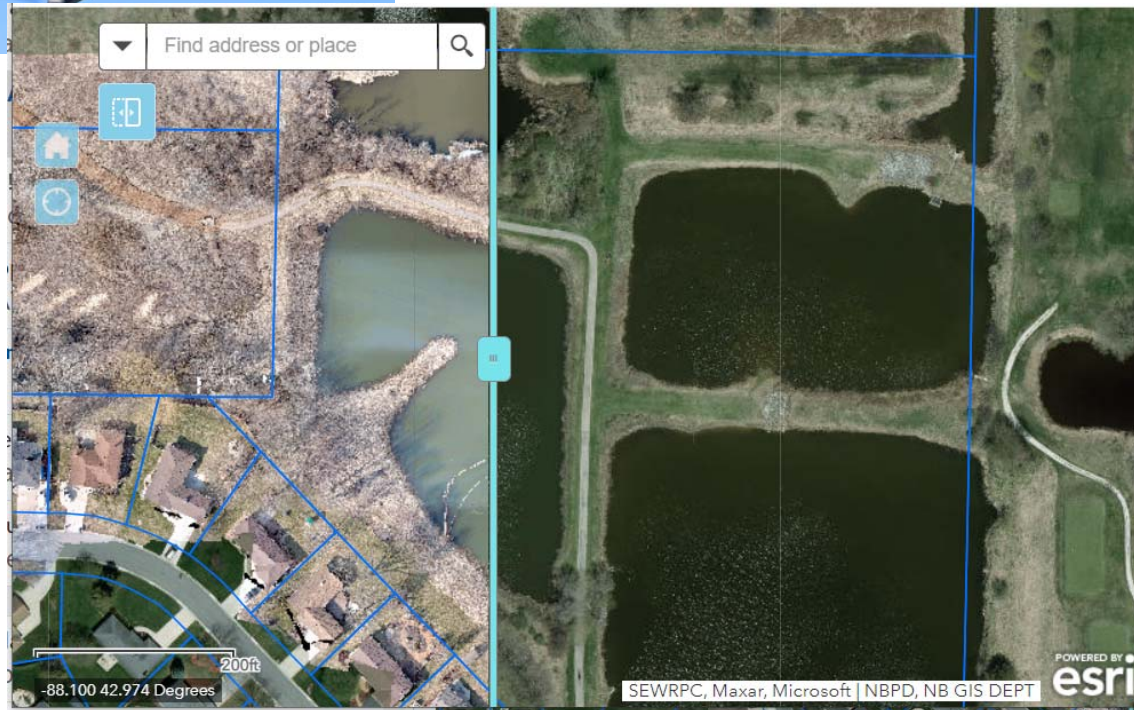
We have been contacted by other municipalities for information on our Police Dashboard Maps so they can design similar systems for their community. New Berlin is unique in the area for the type of support GIS offers to Public Safety as well as the initiatives taken by our officers that make this program possible.

GIS/LIS SERVICES

POLICE DRONE PROGRAM DEVELOPMENT AND SUPPORT



GIS continues to provide software support and GIS expertise for data collected from drone flights.



2023 Oil Spills

GIS created a map that changes with a slider bar to compare existing imagery with new imagery collected by drone flight.



RECREATION DIVISION

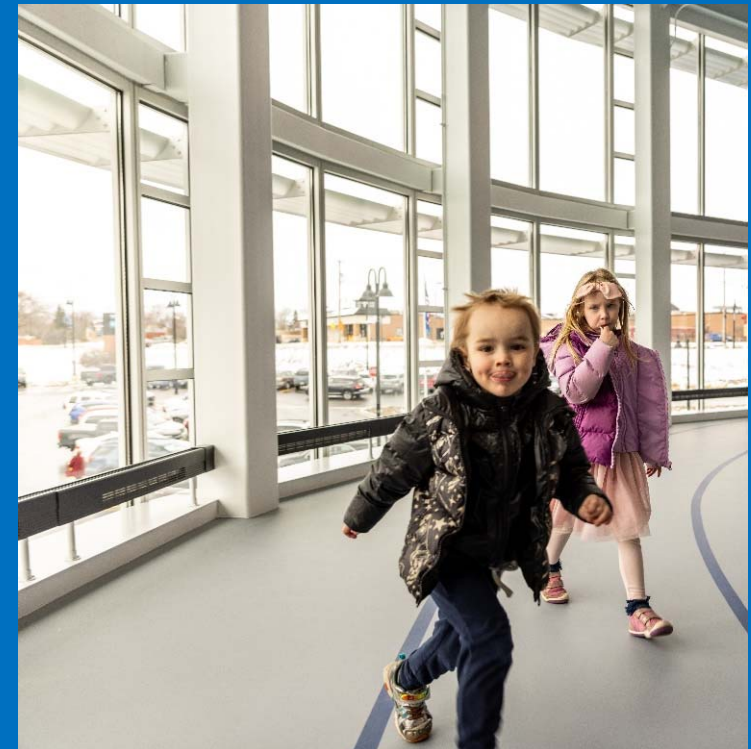
- 8 Full Time Staff & 2 Part Time Year Round Coordinators
 - Recreation Manager
 - Asst. Recreation Manager
 - (2) Recreation Specialists
 - (2) Recreation Coordinators
 - (2) Recreation Associates
 - Seniors Coordinator
 - 4th of July Coordinator
- Over 75 Part Time Seasonals
- 25 Volunteers (Pickleball, Safety Town, SNAP Poms)
- Over 30 Contracted Instructors





OUR PROGRAM CORE AREAS

- Adaptive and Inclusion
- Children, Youth, and Family
- Health and Wellness
- Seniors
- Special Events
- Special Interest
- Sports and Athletics
- Teens
- Volunteerism





OUR MISSION

Our mission is to enhance the quality of life in the City of New Berlin by providing affordable, inclusive, and high-quality recreational programming. We are committed to serving the community and offering programs and services that contribute to a thriving and fulfilling life for all residents and participants.



VALUE ON INVESTMENT

The Value on Investment (VOI) for our recreation division extends far beyond financial metrics. It encompasses the overall impact and benefits that the division provides to the community. Here are some key aspects of VOI for our Recreation Division:

- 1. Community Well-being:** The recreation division contributes to the physical, mental, and social well-being of residents. By offering a variety of programs and facilities, it promotes healthier lifestyles, reduces stress, and fosters social connections among community members.
- 2. Quality of Life:** A vibrant recreation division enhances the overall quality of life in the community. Accessible and diverse recreational opportunities contribute to a sense of belonging, pride, and satisfaction among residents.
- 3. Youth Development:** Recreation programs play a crucial role in the development of children and youth. They provide opportunities for skill-building, character development, leadership training, and positive social interaction, helping young people grow into productive and responsible citizens.
- 4. Social Inclusion:** The recreation division strives to be inclusive and accessible to all members of the community, regardless of age, ability, or background. By offering programs that cater to diverse interests and needs, it promotes social equity and fosters a sense of belonging for everyone.
- 5. Economic Impact:** A strong recreation division can have positive economic effects on the community. It attracts visitors, supports local businesses (such as sports equipment vendors or nearby eateries), and enhances property values by making the area more desirable to live in.'
- 6. Healthcare Cost Reduction:** By promoting active lifestyles and preventive health measures, recreation programs can help reduce healthcare costs associated with sedentary behavior and chronic diseases. This contributes to the overall health and vitality of the community.



REVENUE STREAMS

Diversifying revenue streams for our recreation division is essential for financial sustainability and flexibility.

1. **Programs and Classes:** We offer a variety of programs and classes that cater to different age groups, interests, and skill levels. These may include fitness classes, sports leagues, camps, arts and crafts workshops, cooking classes, and educational seminars.
2. **RecPASS and Memberships:** Our RecPASS memberships that grant access to our activity and recreation center to use our gym, walking track, fitness mezzanine, and playground!
3. **3RD Party Memberships:** Coming soon will be 3rd party health insurance memberships that will assist in members supplementing the cost of their membership introducing an additional revenue stream.
4. **Facility & Room Rentals:** Coming soon will be the ability to rent out the New Berlin ARC, but you can currently rent the New Berlin Community Center and City of New Berlin Park Shelters.
5. **Court Rentals:** Coming soon would be the ability to rent out the courts at the New Berlin ARC for Pickleball, Basketball or Volleyball!
6. **Tournaments and Events:** Coming soon would be the ability to host a tournament or event at the New Berlin ARC.
7. **Sports Camps and Clinics:** Coming soon would be additional sports camp and clinic options!
8. **Partnerships and Sponsorships:** We establish partnerships with local businesses, organizations, or schools to co-host events or programs. We seek sponsorships or donations from businesses in exchange for advertising opportunities or naming rights for facilities or programs.
9. **Concession Stand:** Coming soon would be the New Berlin ARC Concession Stand.



PHASE 2 ARC GRAND OPENING



- February 24th 2024
- Over 3,000 participants



RecPASS MEMBERSHIPS

- Starting selling RecPASS memberships February 2024
- To-Date sold over 392 RecPASSES for \$26,000 (21 Working Days)

JOIN NOW!

City of New Berlin

RECPASS

MEMBERSHIP AT THE ARC

AVAILABLE TO PURCHASE **FEBRUARY 5TH** & USE **FEBRUARY 26TH**

RecPASS is a membership that allows for unlimited visits to any drop-in programs at the New Berlin Activity and Recreation Center. Drop-in programs currently include the walking track, open gym, open pickleball, open volleyball, playground, and our cardio & strength equipment.

  			
Open Gym	Professional Equipment	Walking Track	Playground
Enjoy open gym hours including open pickleball, volleyball, and basketball	Enjoy easy to use cardio and strength equipment for more efficient workouts	Head over to the ARC during open hours and enjoy the walking track at your leisure	Enjoy the playground year-round with indoor and outdoor playgrounds

Scan the QR code for more information about the ARC or to view facility calendars:

PASSES FOR ALL! INDIVIDUAL PASSES AND FAMILY PASSES AVAILABLE FOR THE GYM/TRACK AND PLAYGROUNDS.

BEAT THE RUSH AND SIGN UP TODAY AT THE ARC!





YOUTH ENRICHMENT



- Offer a wide variety of classes from art to dance to e-sports!
- Classes are available from 9 months to 17 years old!
- Focused on expanding class days and times
 - Dance and sports added on Saturdays
- Expanded programming and offered:
 - Family Nights
 - Nerf Battle Blaster
 - E-Sports, Pokémon, and much more!



YOUTH SPORTS

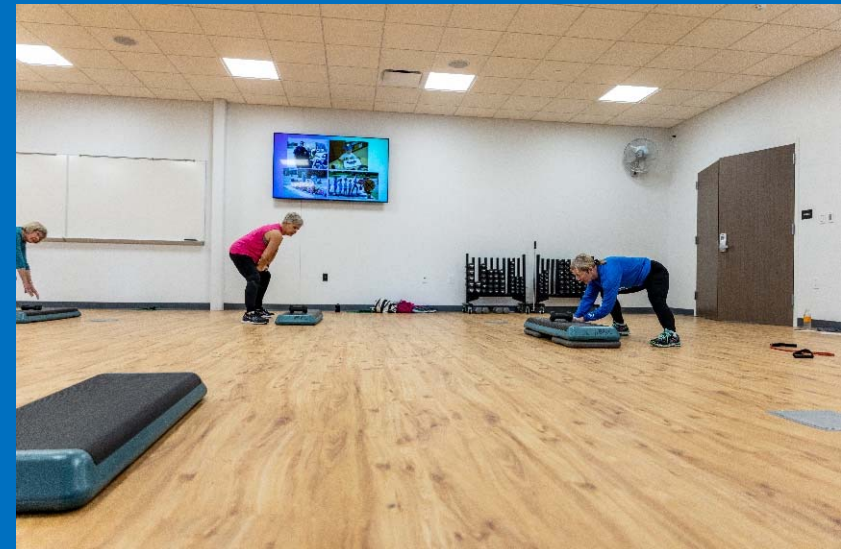
- Expanding class offerings year round because of ARC
- Added new classes
 - 3 on 3 Basketball League
 - 3 on 3 Volleyball League
 - Grandparent and Child Pickleball
 - All-Star Sports Camps





WELNESS PROGRAMS

- 1,117 Participants in 2023
- 100 Class Offerings
- Added new classes
 - Chair yoga
 - Candlelight Yoga
 - WERQ
- Classes offered at Community Center and ARC





CULINARY PROGRAMS

- 2023 700 Culinary Participants for 50 different classes!
- State-of-the-art Kitchen with the ability to teach a wide range of cooking and baking techniques
- Demonstration and hands-on teaching styles available





ADULT LEAGUES

- 240 Softball Players (4 Nights of leagues)
- 12 Cornhole teams (first season)
- 14 teams in season end softball tournament
- Added indoor volleyball at the ARC (filled at 8 teams)





PICKLEBALL

- Indoor and Outdoor Pickleball opportunities
- Learn to Play, Clinics, Social Play, Tournament, and Membership style offerings
- Learn to play and Social play pickleball ran 100% by Volunteers
- 3 Annual Tournaments





SUMMER DAY CAMP

- 1,142 Camper Weeks Sold
- Served 244 unduplicated participants
- \$228,861 total revenue – 2023
- \$264,279 total revenue – 2024
(~14% increase over 2023 – capacity increased and wait list will be evaluated annually)





4TH OF JULY

- 55th Annual
- Held at Malone Park
- Attracts over 40,000 people
- 4 Day festival
- Modified Parade Route
- City-wide initiative to ensure a successful event!
- Over \$86,000 donations raised
- \$52,000 in additional fees raised



55th Annual City of New Berlin
4th of July Family Festival
2023 Theme "Celebrating Community"



Saturday, July 1st *All activities to take place at Malone Park*

12:00 to 11:00 pm 12:00 to 4:00 pm 12:00 to 5:00 pm 1:00 to 3:00 pm 1:00 to 1:45 pm 1:30 to 3:00 pm 5:00 to 10:00 pm 6:00 to 8:00 pm 7:00 to 10:30 pm 7:00 to 10:30 pm	Grounds & Carnival open Spectrum Carnival with wristband special * (one wristband per person, per time slot) * (\$25 cash at City Hall Office by end of day on June 30th OR \$30 at gate) New Berlin Lions Vision Screening Line Dancing (east tent) - join groups from the GWC-YMCA, Brookfield, Delafield, Germantown, Greenfield, Hartland, Pewaukee, Double D Dancers, Brisco Family YMCA Drew Burgoyne from Channel 58 presents Weather Experiments (activity tent) The Britins (west tent) Spectrum Carnival wristband special * Miss Kim's Animals & Half Twisted-Half Knot (activity tent) Bobby Way and the Wayouts (east tent) Kings of Radio (west tent)
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Sunday, July 2nd

9:00 am to noon 12:00 to 11:00 pm 12:00 to 4:00 pm 12:00 to 5:00 pm 1:00 to 2:00 pm 1:00 to 4:30 pm 1:00 to 4:30 pm 4:00 pm 5:30 pm 6:00 pm 7:00 to 10:00 pm 7:00 to 10:00 pm	New Berlin Fire Department Pancake Breakfast - sponsored by 1848 Coffee Grounds & Carnival Open Spectrum Carnival wristband special * New Berlin Lions Vision Screening Schlitz Audubon presents Eagle & Friends (activity tent) Doo Wop Jukebox (east tent) 132nd Army Rock Band (west tent) New Berlin Lions Free Ice Cream Handout (ages 11 & under - located by activity tent) Spectrum Carnival wristband special * Pie Bake-off check in 19th Annual Pie Bake-off judging (entry form at www.newberlin.org) Cold Sweat and the Brew City Horns (east tent) Cherry Pie (west tent)
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Monday, July 3rd

5:00 to 11:00 pm 5:00 to 10:00 pm 5:00 to 7:00 pm 6:00 pm 6:00 pm 6:00 to 10:00 pm 6:00 to 10:00 pm 9:30 pm	Grounds and Carnival Open Spectrum Carnival wristband special * Family Games & Activities for all ages (located at center of the grounds) 5th Annual Cornhole Tournament (located by softball diamonds - registration required) https://anc.agn.activecommunities.com/newberlin/activity/search/detail/4885?onlineSiteId=0&from_original_cui=true New! Trivia Contest (activity tent - registration requested - spots limited) https://anc.agn.activecommunities.com/newberlin/activity/search/detail/4889?onlineSiteId=0&from_original_cui=true 33 RPM (east tent) The Now (west tent) NBFD Flashlight Candy Hunt & collection of Peanut Butter for NB Food Pantry (located by softball diamonds / 6th grade & under / bring flashlight & bag)
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Tuesday, July 4th

9:00 am 9:30 am 12:00 to 11:00 pm 12:00 to 5:00 pm 1:00 to 5:00 pm 2:30 to 5:00 pm 4:00 pm 4:00 pm 4:00 pm 6:30 to 10:00 pm 6:00 to 10:00 pm 10:00 pm	Mini Parade Lineup & collection of Toothbrushes/Paste for New Berlin Food Pantry (parking in upper/north lot of City Hall - parade in lower/south lot) Mini Parade presented by the New Berlin Jr. Woman's Club Grounds & Carnival Open New Berlin Lions Vision Screening Spectrum Carnival wristband special * Main Parade - Look for information regarding NEW parade route before you come! Walk-up Paint & Sip Workshop featuring Karaya Arte benefiting EFNB (east tent) German Shepherd Dog Club Demonstration (activity tent) New Berlin High School Talent Showcase (east tent) Performances by Anita's Dance Center (west tent) Rebel Grace (east tent) Almighty Vinyl (west tent) FIREWORKS - sponsored by Festival Foods & Educators Credit Union
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Please find us on Facebook - New Berlin 4th of July Family Festival OR visit the NB4 page of our City of New Berlin website - www.newberlin.org for more details and current updates.



East Tent hosts and benefits the Prospect Lions & Educational Foundation of New Berlin (EFNB)

West Tent hosts the New Berlin Lions & Citizens Against Muscular Dystrophy

Ojibwa Bowhunters of New Berlin facilitating parking

→ NO food or beverage carry-ins OR picnicking allowed on Festival Grounds

→ All carry-ins are subject to search per New Berlin Police Department

Updated 2023 Final



COLOR CLASH

- First Annual
- Held at Malone Park
- 203 Participants
- 5 Colors
- 250 Pounds of colored Powder





NOT-SO-HAUNTED HAPPENINGS

- Third Annual- transitioned to this style of programming to still to offer recreation opportunities during COVID
- Partnered with Landmark Commission to host a cemetery scavenger hunt and tour!
- Activities happen all throughout October!



NEW BERLIN RECREATION NOT-SO-HAUNTED HAPPENINGS

October 1st - 31st

Join New Berlin Recreation as we celebrate the arrival of Fall with free family activities! Some activities require pre-registration available online at www.newberlin.org

The Great Pumpkin Hunt
October 1 -31, City-Wide
Register by Sept. 25 to receive clues
Class # 8903
Follow us on Facebook to participate in this city-wide pumpkin hunt. Clues will be provided on weekdays at various times of the day! **Free!** Follow us at: www.facebook.com/newberlinrecreation

Cemetery Picture Scavenger Hunt
October 1- 31
Class # 8904
Join us for a chilling adventure unlike any other! Embark on a self guided Cemetery Scavenger Picture Hunt, where the eerie beauty of gravestones awaits your lens. Capture hauntingly captivating images as you explore the solemn serenity of New Berlin's four city owned historic cemeteries. Pre-Registration required. **Free!**

Fall Family Painting
October 14 Class #1 5:00pm # 8905
October 14 Class #2 6:00pm # 8906
New Berlin Activity & Recreation Center
Join Grape Escape LLC in painting a Halloween masterpiece! All supplies included. Limited space available. Pre-Registration required. **Free!**

Cemetery Bus Tours
October 7 1:00-4:00pm, Valley View Park
Class # 8907
Join us for a thrilling adventure on the New Berlin Historic Cemeteries Tour! Discover hidden mysteries and capture eerie moments as we explore New Berlin's four historic graveyards. Unravel our city's history enigmas while enjoying a spooky, fun-filled adventure with friends and family. Pre-Registration required. **\$5 per person**

Great Pumpkin Lighting & Movies in the Park
October 7 4:30-7:00pm, Valley View Park
Class # 8908
Join New Berlin Recreation at Valley View Park for our annual Great Pumpkin Fest! Carve a pumpkin and put it on display, listen to music, and walk around to enjoy all of the jack-o-laterns! Costumes are encouraged.
Finish the night by watching Hocus Pocus on our large inflatable movie screen! Bring your lawn chairs! For more information visit www.newberlin.org **Free!**

Monster Mash Dance
October 27 5:30-7:00pm
New Berlin Activity & Recreation Center
Class # 8909
Join New Berlin Recreation for a night of spooky dancing, and family fun! Dress up and let out your inner monster. Pre-Registration required. **\$5 per family**



GENEROUSLY SPONSORED BY





BREWS & BOOS

- First Annual
- Held at Malone Park
- Partnered with 1840 Brewing, 1848 Coffee, and Flour Girl and Flame
- Many other city departments participated
- Over 1000 participants
- Flour Girl & Flame sold out of pizza!



NEW BERLIN RECREATION PRESENTS

BREWS & BOOS

a kick-off to trick or treat

PARTY

SATURDAY 12-3PM
OCTOBER 28
@ MALONE PARK

CANDY! BEER! MUSIC! FOOD!
WITH A SPECIAL 1848 X 1840 LIMITED RELEASE COLLAB

1840 BREWING COMPANY
1848 COFFEE
FLOUR GIRL & FLAME MOBILE WOOD-FIRED PROVISIONS

TRICK OR TREATING

provided by

NEW BERLIN FIRE DEPT.
NEW BERLIN POLICE DEPT.
ENJOY NEW BERLIN

MAYOR AMENT
NEW BERLIN LIBRARY
1848 COFFEE

FOR MORE INFORMATION VISIT WWW.NEWBERLIN.ORG



CHRISTMAS TREE LIGHTING



CITY OF NEW BERLIN
CHRISTMAS TREE LIGHTING
Thursday, December 7
CITY CENTER PLAZA 15040 LIBRARY LN

4:30-6:00pm

TREE LIGHTING AT 5:30PM
LETTERS TO SANTA
DANCE PERFORMANCE AT 5:00PM
HOT COCOA
ICE SKATING (USE YOUR LIBRARY CARD TO CHECK OUT @ NB LIBRARY)
CHRISTMAS MUSIC
STOCKINGS PROVIDED BY THE NEW BERLIN LIONS

TOYS FOR TOTS *Toy & Food Drive* 
Join us to help make Christmas brighter for deserving families! Please donate new, unwrapped toys and non-perishable food for Toys for Tots and the New Berlin Food Pantry!

Santa Visit & KINDERMARKET
THURSDAY, DECEMBER 7
KINDERMARKET 6-8 PM
PICTURES WITH SANTA 6:30-8 PM
REGISTRATION REQUIRED FOR SANTA VISIT

Join us for a special holiday event at the library featuring pictures with Santa and our first annual Kindermarket!

Santa Visit
Registration is required and begins Monday, December 4th in person at the Youth Services Desk. The following timeslots will be available for you to sign up for:

- 6:30-7pm
- 7-7:30pm
- 7:30-8pm
- 8:30-9pm (Kindermarket vendor families only)

Kindermarket
From 6-8pm in the Community Room, browse and shop handmade items that are both crafted and sold by kids. Open to the public and no registration is needed. Cash only, with a free wrapping station available, compliments of the New Berlin Public Library!

MAKE IT A FAMILY NIGHT AND AFTER THE TREE LIGHTING, WALK ACROSS THE STREET TO THE LIBRARY AND ENJOY THE KINDERMARKET!

For any questions about Santa's visit, please call 262-754-1814



WINTERFEST

- Fifth Annual
- Held at Malone Park
- Partnered with 1848 Coffee, Enjoy New Berlin and New Berlin Library
- 2022 Wisconsin Park and Recreation Silver Star Winner
- Over 2000 participants
- Added Fireworks to the show
- Added credit card as payment with concessions
- Highlighted on Fox 6 Weekend Wake-up

SATURDAY, JANUARY 6TH
5TH ANNUAL NEW BERLIN RECREATION
WINTERFEST

CITY CENTER AT LIBRARY LANE	MALONE PARK
1-3pm Family Open Skate Skates can be loaned out at the Library with a library card	9-11am Snowshoe Hikes Pre-registration required
1-3pm Winterfest Bingo Located inside the Library	10am Sheepshead Tournament Pre-registration required @ New Berlin Community Center
1:30pm Fireside Stories	12pm Medallion Hunt
2:30pm Fireside Stories	12-4pm Sled Dog Meet & Greet H2M2 Nation
Activities at City Center are hosted by: 	
WINTERFEST MUG & UNLIMITED HOT COCOA \$7 IN ADVANCE AT THE ABC - 15321 W NATIONAL \$10 DAY OF EVENT AT MALONE & CITY CENTER SUPPLIES ARE LIMITED, DAY OF AVAILABILITY NOT GUARANTEED	
	12-7pm Winter Beer Garden Food Trucks Pina Mexican Eats, Brats, Hotdogs, Chili and more! 2-5:30pm Nice Bite Ice Cream Truck 12pm Snow Kickball Tournament Pre-registration required, \$10/team 2pm Candy Cane Hunt 2:30pm Snowman Contest 2-6pm Live Music 4pm Bonfire & S'mores 5pm Candlelight Hike

EVENT GENEROUSLY SPONSORED BY:
1848 COFFEE

All activities are weather dependent For more information visit www.newberlinwi.gov



WINTERFEST





SENIOR CITIZENS CLUB



- 200 Active Members
- Expanded Times
 - Monday 8:30-4:00pm
 - Tuesday 8:30am-1:00pm
 - Wednesday 8:30am-1:00pm
 - Thursday 8:30am-1:00p
- New Programs Offered
 - Chair Yoga
 - Line Dancing
 - Intro to Dart Ball
 - Crafts
 - Cooking Classes at ARC
 - Wii Bowling
 - Book Club



BIRTHDAY PARTIES

- 31 Parties in 2023 (1 per Saturday)
- Added a gym option March 2024
- 90% of available dates booked





AWARDS



Katie Roth
WPRA Recreation Professional
of the year



Sam Blonien
WPRA 10 Years of Service
Award



THE NUMBERS

- 2023 Served over 10,000 participants
- Ran 10 Major Special Events
 - Touch a Truck
 - Color Clash
 - Movies in the Park
 - Beer Gardens
 - 4th of July
 - Not-So-Haunted Happenings
 - Brews and Boos
 - Elf Hunt
 - Christmas Tree Lighting
 - Winterfest
- Opened the ARC Phase 2 Feb 2024
 - Started offering RecPASS Memberships



WHERE TO FIND US....

- www.newberlin.org/dcd
- Facebook
- Twitter
- LinkedIn
- Phone: 262-797-2445
- Email: gkessler@newberlin.org
- <https://www.enjoynewberlin.com/>



FIND US ON FACEBOOK, TWITTER, AND LINKEDIN!



Get all the up-to-date information anywhere you go! **The New Berlin Department of Community Development** is on all your favorite social media sites.

Stay connected and become our friend, fan, and follower to receive updates and announcements regarding ...

- Development projects
- Permits and licenses
- Economic development news
- New businesses
- Meetings, events, and activities



New Berlin Department of Community Development
3805 S. Casper Dr.
New Berlin, WI 53151-0921
262.786.8610
www.newberlin.org

REQUESTED ACTION STATEMENT

MEMO TO: Mayor David Ament
Common Council

CC: Plan Commission (via email)

MEMO FROM: Gregory W. Kessler, AICP - Director

DATE: March 26, 2024

ISSUE: Yonatan Zvi has filed petitions to:

- Amend the Future Land Use Map within the City's Comprehensive Plan (Chapter 10 – Land Use and Chapter 11 – “Neighborhood A” Greenfield Avenue) for the property located at 15201 W. Greenfield Avenue (Tax Key #: 1158.998) from Mixed Use Residential to Suburban Commercial.

AND

- Rezone the properties located at 15201 W. Greenfield Avenue (Tax Key #: 1158.998) and 15205 W. Greenfield Avenue (Tax Key #: 1158.999.001) from B-1 and R-5 to B-1 and B-2.

REQUESTED: Recommend to the Common Council that a joint public hearing be set for May 6, 2024 at 6:00 p.m. to be held before the Plan Commission to amend the Future Land Use Map within the City's Comprehensive Plan (Chapter 10 – Land Use and Chapter 11 – “Neighborhood A” Greenfield Avenue) for the property located at 15201 W. Greenfield Avenue (Tax Key #: 1158.998) from Mixed Use Residential to Suburban Commercial;

AND

Recommend to the Common Council that a joint public hearing be set for May 6, 2024 at 6:00 p.m. to be held before the Plan Commission to rezone the properties located at 15201 W. Greenfield Avenue (Tax Key #: 1158.998) and 15205 W. Greenfield Avenue (Tax Key #: 1158.999.001) from B-1 and R-5 to B-1 and B-2.

RATIONALE: Per Chapter 275-21.1 of the City's Zoning Code, the applicant has filed a completed application and petitioned the City to amend the Comprehensive Plan / Future Land Use Map for this property. Per this section, the applicant submits the application to the Common Council for initial review. DCD staff prepares a requested action statement to refer

the request to the Plan Commission to hold a public hearing and take action via a resolution. A report shall be forwarded to the Common Council for final action.

Per Chapter 275-22 of the City's Zoning Code, the applicant has filed a completed application and petitioned the City to rezone these properties. In addition, per State Statute 62.23(7), the Common Council may refer to the Plan Commission all petitions to rezone a property and require that a public hearing be held to obtain public input and that the Plan Commission formulate a recommendation. These recommendations shall be forwarded to the Common Council for final action.

Per Zoning Code Section 275-20I, the applicant has simultaneously filed a Land Division application.

Note: Staff is continuing to prepare the 2030 Comprehensive Plan Updates as time permits. Please note this request will include other basic changes to these chapters. This will represent a public hearing for the 2030 Comprehensive Plan updates. Additional public hearings will be set up to handle the remaining chapters at a future date.



REQUESTED ACTION STATEMENT

MEMO TO: Mayor David Ament
Common Council

CC: Plan Commission (via email)

MEMO FROM: Greg Kessler, Director of Community Development

DATE: March 20, 2024

ISSUE: Austin Workman with Workman Enterprises LLC has filed a petition to rezone the properties located at 19000 W. Lincoln Avenue (Tax Key #'s: 1172-994, 1172-998-003, 1172-998 and 1167-996-001) from C-1 and C-2 **to** M-1.

REQUESTED: Recommend to the Common Council that a Public Hearing be set for May 6, 2024 at 6:01 pm to be held before the Plan Commission to rezone the properties located at 19000 W. Lincoln Avenue (Tax Key #'s: 1172-994, 1172-998-003, 1172-998 and 1167-996-001) from C-1 and C-2 **to** M-1.

RATIONALE: Per Chapter 275-22 of the City's Zoning Code, this applicant has filed a completed application and petitioned the City to rezone this property. In addition, per State Statute 62.23(7), the Common Council may refer to the Plan Commission all petitions to rezone a property and require that a public hearing be held to obtain public input and that the Plan Commission formulate a recommendation. These recommendations shall be forwarded to the Common Council for final action.

Applicant has submitted a Use Approval application to remove the NR135 designation.