

CHAPTER 19: NEIGHBORHOOD I NATIONAL AVENUE WEST

Revisions approved by Council on 9/26/2023 via Ordinance # 2676.

The National Avenue West neighborhood is generally bounded by National Avenue to the west, the northern boundary of Mill Valley and College Avenue to the south, and the Westridge Business Park to the east (Figure 19.1).

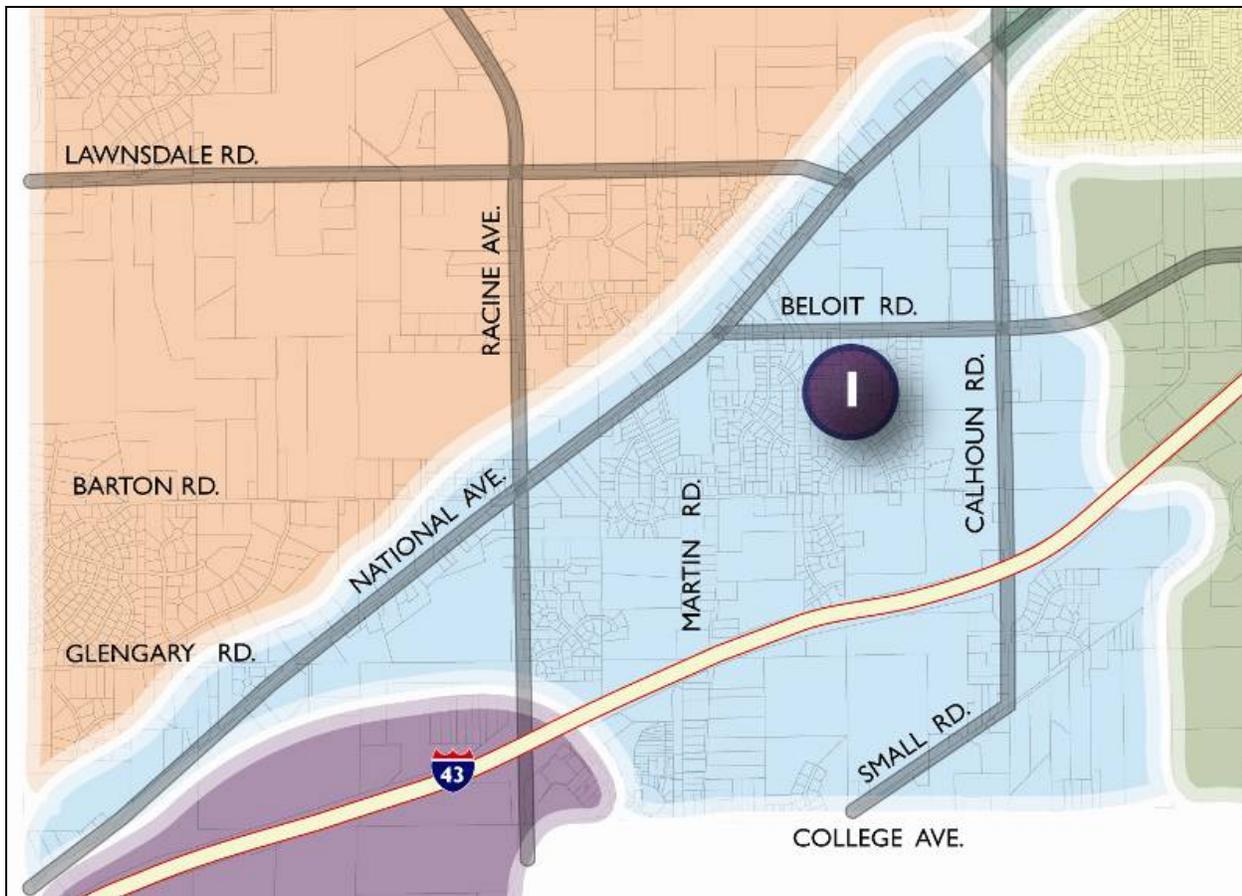


Figure 19.1. Neighborhood I Context Map.

The area primarily includes agricultural land, undeveloped land, and residential subdivisions. The neighborhood is not served by sanitary sewer with the exception of the Linnie Lac area, which receives this service through an intermunicipal agreement with Muskego. Aside from Linnie Lac, only a small portion of the neighborhood is anticipated to be served by sanitary sewer through the New Berlin Urban Service Area Boundary. Current zoning regulations permit a maximum of

one dwelling unit per five acres. The occasional large lot subdivision is served by private on-site wastewater treatment systems (POWTS). There are many environmentally sensitive areas distributed throughout the neighborhood. The area is valuable to both the City and the region as an aquifer recharge area.

There is a strong consensus in the community that the rural character of the area is important to the overall image and character of the City. There is a desire to balance the preservation of the rural and environmental character with the need to maintain adequate property values for area landowners. In addition, access and mobility to and through the area (trails and paths) will require careful planning in conjunction with area property owners.

National Avenue is primarily a rural commercial arterial in Neighborhood I (Figure 19.2). The remainder of the corridor is a non-cohesive mix of residential and small-scale commercial uses.

It is the home of Prospect Hill, an historic commercial district, and a small business cluster at Beloit Road and National Avenue. As one of the highest points in New Berlin, the Prospect Hill area offers some of the best vistas in the City. Recent changes to the intersection by the Waukesha County Department of Transportation may greatly alter the character and function of the Prospect Hill area. In addition, the major assemblage of property immediately west of Calhoun Road can set the image for the National Avenue West area.



Figure 19.2. National Avenue Corridor.

PUBLIC INPUT

Initial Neighborhood Meeting

On September 24, 2008, residents and property owners in Neighborhood I met to learn about the comprehensive planning process and to complete an image preference survey. For the survey, attendees were instructed to rate individual images based on two factors: 1) whether or not the use was desirable for their neighborhood, and 2) whether or not they liked the overall image. Prompts were provided with each image, e.g. "setback", "building character", etc., that helped to focus the rating for each image. Forty-three attendees completed the image preference survey. Additional information regarding these surveys is provided in Figure 19.3.

New Berlin Comprehensive Plan Update

**DESIGN PREFERENCE SURVEY
BACKGROUND INFORMATION - Neighborhood I (42)**

1. **WHAT IS YOUR GENDER?**
 - FEMALE = 33.3%
 - MALE = 66.7%
2. **HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD ON A REGULAR BASIS?**
 - 1 = 9.7%
 - 2-3 = 68.2%
 - 4-5 = 16.6%
 - 6 OR MORE = 5.5%
3. **OF THOSE LIVING IN YOUR HOUSEHOLD, HOW MANY ARE CHILDREN (UNDER THE AGE OF 18 YEARS OLD)?**
 - 0 = 71.4%
 - 1-2 = 21.4%
 - 3-5 = 4.7%
 - 6 OR MORE = 2.5%
4. **WHAT IS YOUR AGE?**
 - UNDER 18 YEARS OLD
 - 18-24 YEARS OLD
 - 25-34 YEARS OLD = 2.3%
 - 35-44 YEARS OLD = 26.1%
 - 45-54 YEARS OLD = 11.9%
 - 55-64 YEARS OLD = 9.5%
 - 65 YEARS OR OLDER = 26.1%
5. **HOW LONG HAVE YOU LIVED IN NEW BERLIN?**
 - LESS THAN A YEAR = 2.3%
 - 2-3 YEARS
 - 3-5 YEARS
 - 6-10 YEARS = 7.1%
 - 11-20 YEARS = 16.6%
 - MORE THAN 20 YEARS = 64.2%
 - DO NOT LIVE IN NEW BERLIN = 9.5%
6. **WHAT TYPE OF RESIDENTIAL BUILDING DO YOU LIVE IN?**
 - SINGLE FAMILY = 97.5%
 - DUPLEX = 2.5%
 - MULTI-FAMILY (MORE THAN 2 UNITS)
 - CONDOMINIUM
 - MOBILE HOME
 - ELDERLY HOUSING
 - OTHER (PLEASE SPECIFY)
7. **DO YOU OWN OR RENT YOUR HOME?**
 - OWN = 100.0%
 - RENT
 - OTHER (PLEASE SPECIFY)
8. **WHERE DO YOU LIVE IN NEW BERLIN? (USE MAP ON BACK OF THIS PAGE)**
 - AREA A
 - AREA B
 - AREA C
 - AREA D
 - AREA E
 - AREA F
 - AREA G
 - AREA H
 - AREA I
 - AREA J
9. **DO YOU WORK IN NEW BERLIN?**
 - YES = 28.6%
 - NO = 71.4%
10. **PLEASE WRITE AN "X" TO INDICATE THE TYPES AND NUMBER OF PROPERTIES YOU OWN IN NEW BERLIN:**

	1 property	2-3 properties	4 or more properties	I do not own this type of property
Residential	32		1	
Commercial			1	
Industrial				
Other			1	

Figure 19.3. Background Information Summary of Neighborhood I Listening Session Survey Respondents.

Attendees were to rate the images only for their neighborhood, not the entire City. After the survey, attendees had an opportunity to discuss what uses they would like to see in New Berlin as a whole. The highest-rated images for each of the following two categories are shown throughout this chapter. These are the categories where the average score was positive, indicating support for these land uses.

- Road Design -- Desired characteristics included landscaped roads, on-road bike paths, and rural road sections with no curb.
- Open Space -- Preferred characteristics were the agricultural and natural open spaces and views, active recreation, and trails and paths.

Attendees also rated images for the following five categories. The average scores were negative, indicating limited support for these land uses.

- Commercial Retail
- Business Office / Light Industrial
- Multi-family Housing
- Parking
- Commercial Signage

Subsequent discussion during the Neighborhood Meeting supported that these uses were not desirable as new uses in the neighborhood. Appendix K provides the full summary of highest-rated and lowest-rated images for the neighborhood.

Neighborhood Review Meeting

Neighborhood I reconvened on March 4, 2009 to review the results of the survey and future land use recommendations. Attendees supported continued low-density residential for within Neighborhood I. Some wanted to see the southwest corner of Calhoun Road and National Avenue be developed as a commercial use, but due to site and access restrictions, country residential was confirmed as the most appropriate land use for the site.

Questions arose regarding the permitted size of developments in areas designated as rural commercial. Attendees wanted to ensure that businesses along National Avenue could not be torn down and consolidated into one larger development.

Discussions also focused on the long-term future land use category of agriculture. Attendees were split on this issue. Some felt that the City should encourage continued agricultural uses without limiting parcels currently zoned A-1 to only agricultural uses. Others wished to see the City require that parcels currently zoned A-1 be designated as "Agriculture" on the Future Land Use map.

Attendees conversed with City staff about the property owned by the New Berlin School District on the east side of Martin Road. Considerations included whether the Institutional designation

would still be appropriate if the School District chose to sell the land. Country Residential was recommended as the adequate designation for the land based on surrounding land uses.

The National Avenue and Racine Avenue intersection was raised as a concern among attendees. Several attendees wished to see pedestrian connections, bike paths, sidepaths, and active uses at the intersection. City staff explained the limitations of municipal planning efforts near County highway areas.

2020 Update – Ethic Indoor Sports Facility

On January 30, 2018, residents and property owners in Neighborhood I met to discuss potential uses on the former Prospect Hill School site. A concept plan for self-storage and small business centers was shown and surrounding neighbors and residents were able to provide feedback and ask questions. One of the primary concerns that neighbors expressed, was regarding the ability to maintain the rural environment on the west side of the City. Neighbors were also concerned about the potential for negative impacts associated with development.

Neighborhood I reconvened on January 24, 2019 to discuss another potential development on a parcel adjacent to the school. Neighbors voiced concerns regarding the potential environmental impact to the surrounding area. However, when discussing various potential uses, neighbors seemed to favor agricultural uses as opposed to retail or light industrial.

Residents in Neighborhood I were invited to a neighborhood meeting on February 4, 2020 to discuss a potential redevelopment on the for Prospect Hills School site. Attendees were able to review concept plans for an indoor sports facility. A public hearing was held on June 1, 2020 to rezone the property from I-1 to I-1 PUD. The Plan Commission recommend approval on July 21, 2020 for the Ethic Indoor Sports Facility PUD and Ordinance # 2633 was approved by the Common Council on August 6, 2020.

Additional parking for this facility was proposed in 2022 for the adjacent parcel. A joint public hearing was held on June 6, 2022 to rezone the property from R-1/R-2 to I-1 PUD and to amend the Future Land Use Map from Single Family Residential to Institutional. The Plan Commission recommend approval on June 6, 2022 for an amendment to the Ethic Indoor Sports Facility PUD and Ordinance # 2661 was approved by the Common Council on June 14, 2022.

2023 Update – Reno / Potter

A joint public hearing was held on September 25, 2023 to rezone the properties located at 18335 W. National Ave (Tax Key #: 1262.961), Tax Key #: 1262.962 (located behind 18335 W. National Avenue) and 18395 W. National Ave (Tax Key #: 1262.963) from B-2 and R-3 to B-5 and R-3 and to amend the Future Land Use Map from Rural Commercial and Suburban Residential to Rural Commercial and Suburban Residential. The Plan Commission recommend approval for both requests on September 25, 2023. Ordinance # 2677 (Rezoning) and Ordinance # 2676 (Comprehensive Plan Amendment) was approved by the Common Council on September 26, 2023.

VISION

West Side Open Space

The National Avenue West area, like the Western Area neighborhood (Neighborhood B), should be a regional model of rural development. Any development should occur gradually as a mix of lower density single-family development, farms, large areas of preserved open spaces, rural trails and facilities, and small-scale neighborhood oriented retail. Development in this area will incorporate environmental protection as a basic value, including its importance as an aquifer recharge area.

The area on the border of Neighborhood H and Neighborhood I, along Small Road and College Avenue, has a Future Land Use designation of Business Park/Industrial. It is anticipated that these properties will be incorporated into the Westridge/Moorland East Business Park at the time of their development.

National Avenue Corridor West

National Avenue is a scenic rural corridor, with rural-oriented commercial uses located at specific nodes. These nodes include Prospect Hill, and the intersection of Beloit Road and National Avenue.

DEVELOPMENT POLICIES

West Side Open Space

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

6. The parcels near the border of Neighborhood H and Neighborhood I, along Small Road and College Avenue, that have a Future Land Use designation of Business Park/Industrial are anticipated to be incorporated into the Westridge/Moorland East Business Park at the time of their development.

National Avenue Corridor West

1. Encourage rural commercial land uses in the Prospect Hill area, and at the intersection of Beloit Road and National Avenue. Some examples of rural commercial uses are commercial nurseries, feed and seed stores, farmers markets, farm implement sales and supply stores, antique stores, and small-scale grocery stores serving residents of western New Berlin.
2. Identify scenic corridors and views, and encourage their protection.
3. Develop the area immediately west of Calhoun Road as a gateway into rural western New Berlin. Permit the development of this area for a mix of commercial and residential uses, but require that commercial use to be oriented to a rural theme.
4. Reinforce the historic village nature of Prospect Hill. Promote the preservation and renovation of historic buildings in the area. Require new construction and modifications of existing buildings to be accomplished in such a way as to respect the historic character of the area.

AGRICULTURAL AND CULTURAL RESOURCES

Agricultural lands exist in the western half of the City that contribute to the rural and natural character of the community. Agricultural lands are encouraged to continue as a permitted use. These lands are transitional and should include unique farming opportunities for area landowners. Local food production, artisan farming, and hobby farming are encouraged as ways to maintain farmland in the City.

The New Berlin Landmarks Commission and the City jointly identified and mapped a series of cultural landmarks within the City, seventeen of which are located within Neighborhood I:

- A. E. Gilbert Cream City Brick Mansion, c. 1897
- Cheney-Faulkner-Cooper House, c. 1840s
- Collection of Arrowheads found by Lee Faulkner
- Creamery (now Mustang Shelley's), c. 1890
- Cupola Tower, c. 1920
- Dr. John Livingston Ingersoll House, c. 1858
- Elger's Store (now Chappel Sports), c. 1900
- Former Site of the Round Barn, c. 1898
- Freewill Baptist Church, c. 1859 (also on the National Register of Historic Places)
- Hales Mill Pond (Linnie Lac), c. 1836. First dam and first sawmill in Waukesha County
- Julius Heil House, c. 1880
- Linnie Lac Dam and Lake Site, c. 1836

- Native American Artifacts found on former Mayor Earl Rathke's farm (near Linnie Lac Lake)
- New Berlin Centre Cemetery, c. 1841
- Peck's Dance Hall and Saloon, c. 1871
- Theodora Winton Youman's Birthplace (house moved to the Historic Park in 2001)
- Weston Antique Orchards, c. 1860 (also on the National Register of Historic Places)
- New Berlin Center Cemetery – designated November 21, 2013
- Foster/Giesfeldt Home – designated December 18, 2014

Many of these landmarks are located within the Prospect Hill Settlement, which contains a concentrated number of historic landmarks. Some of the landmarks were moved from other areas of the City. In addition to the designated landmarks in Neighborhood I, four historic districts have also been identified by the City:

- East Prospect, located along National Avenue near Beloit and Martin Roads,
- Linnie Lac Mill District, located south of Interstate 43 east of Racine Avenue,
- New Berlin Center, located along National Avenue from Lawnsdale Road on the west into Neighborhood E on the east,
- Prospect Hill Settlement, located around the National and Racine Avenue intersection.

Refer to Chapter 4 for the City-wide New Berlin Landmarks map.

The Prospect Hill Historic District has become a notable area for historic landmarks within the City of New Berlin. The District has the potential to draw even more visitors to New Berlin than it does currently. As City staff and the New Berlin Landmarks Commission work to strengthen the recognition for historic areas in the City, focus should be placed on encouraging rural commercial activities within the Prospect Hill Historic District and marketing the District to visitors. These cultural resources should be translated into economic development opportunities.

Survey Results: Open Space

Figures 19.4 through 19.6 illustrate the three highest-rated images for open space in Neighborhood I. Preferred characteristics were the agricultural and natural open spaces and views, active recreation, and trails and paths.

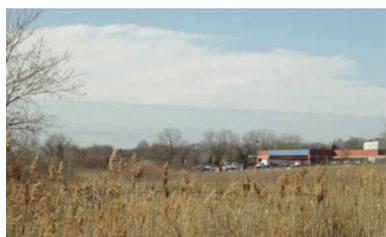


Figure 19.4. Highest-Rated Image for Open Space.



Figure 19.5. Second Highest-Rated Image for Open Space.



Figure 19.6. Third Highest-Rated Image for Open Space.

NATURAL RESOURCES

Neighborhood I is primarily Country Residential land use with some areas of Suburban Residential. In addition, potential soil limitations exist that should be considered when reviewing plans for redevelopment in the neighborhood .

Sensitive features include streams, floodplains, and environmental corridors located in the neighborhood.

Throughout future residential development areas in this neighborhood, there should be sufficient space to incorporate a combination of Best Management Practices (BMPs) that work together as a Stormwater Treatment Train™ to remove pollutants and reduce the quantity and velocity of stormwater runoff. See Figure 19.7 for a diagram of BMP locations.



Figure 19.7. Best Management Practices Map for Neighborhood I.
Source: Applied Ecological Services, Inc.

Recommendations

The recommendations listed below correspond with the numbers and symbols shown on the map in Figure 19.7:

1. Vegetated swales are effective in filtering pollutants and reducing stormwater runoff velocity, in direct contrast to piped storm sewer conveyances. They can be implemented in rear yard swales, parks and common areas to treat and transfer surface runoff to stormwater management systems. They also reduce maintenance costs for these common areas. Vegetated swales can be flatter than typical turf grass swales to increase residence time and to promote infiltration and evapotranspiration. This increases the spacing of catch basins or can eliminate the need for piped storm sewer conveyance in new construction.
2. Bio-filter infiltration basins can be provided as an alternative to detention basins in the central and western portion of the neighborhood to promote infiltration and groundwater recharge.
3. This number is reserved for recessed parking and cul-de-sac islands, which are not recommended for specific locations in the neighborhood. Should property owners in the neighborhood propose to install recessed parking lot and cul-de-sac islands, the appropriateness of such basins should be determined based on property characteristics.
4. Stream banks along Calhoun Creek should be inspected for areas that need to be stabilized to prevent further soil erosion. In conjunction with the above-mentioned BMPs, stream bank stabilization will improve aquatic wildlife, improve groundwater quality, and reduce flooding.
5. To reduce the velocity and quantity of stormwater runoff from individual lots, rain gardens can be implemented. This will be feasible since Country Residential lots will tend to be larger in size. Rain gardens are localized infiltration basins that provide a means for stormwater runoff to cool, infiltrate and recharge the groundwater.
6. Throughout the parks and the undeveloped areas planned for Country Residential, there are opportunities to implement prairie to serve as a filter of surface water runoff as well as reduce maintenance in common areas. There may also be the opportunities to provide infiltration basins to encourage groundwater recharge, particularly in areas with pervious soils.

EXISTING TRANSPORTATION SYSTEM

The existing transportation system in Neighborhood I is comprised of a roadway network and bicycle/pedestrian facilities.

Roadway Network

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

Principal Arterials accommodate inter-community traffic moving through New Berlin to another community or destination outside New Berlin. They tend to be highways or freeways carrying

more traffic on more lanes at higher speeds than other streets. Access to and from principal arterial in the Milwaukee area is generally limited to primary arterials at controlled interchanges.

New Berlin has one principal arterial, which is IH-43 with two access points. One East of Neighborhood I at Moorland Road (CTH O) and one west of Neighborhood I at Racine Avenue (CTH Y). IH-43 is a high-speed freeway connecting the Milwaukee Metropolitan area with the City of Beloit.

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

- Beloit Road (CTH I) – two travel lanes
- Racine Avenue (CTH Y) – varies between two and four travel lanes
- National Avenue (CTH ES) – two travel lanes
- College Avenue (CTH HH) – two travel lanes

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

- Calhoun Road – two travel lanes
- Small Road (West of Moorland) – two travel lanes

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

- Barton Road – two travel lanes
- Glengarry Road – two travel lanes
- Martin Road – two travel lanes
- Beres Road – two travel lanes

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

Bicycle & Pedestrian Facilities

In Neighborhood I, an on-road bicycle facility is provided on National Avenue (CTH ES) between Calhoun Road and the western City limits. East of Calhoun Road, an off-road facility is provided adjacent to National Avenue.

Off-road recreational trails are provided through Calhoun Park in Neighborhood I. These trails are maintained by the City.

Public Transit

Currently, the local transit systems (MCTS, WMT and WCTS) do not provide bus service within Neighborhood I.

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

FUTURE TRANSPORTATION SYSTEM

Survey Results: Road Design

Figures 19.8 through 19.10 illustrate the three highest-rated images for road design in Neighborhood I. Desired characteristics included landscaped roads, on-road bike paths, and rural road sections with no curb.



Figure 19.8. Highest-Rated Image for Road Design.



Figure 19.9. Second Highest-Rated Image for Road Design.



Figure 19.10. Third Highest-Rated Image for Road Design.

Roadway Network

In Neighborhood I, the SEWRPC Year 2050 Recommended Regional Transportation System Plan identifies additional capacity needed on IH-43. The plan recommends widening IH-43 to a six-lane facility, within the existing right-of-way, from the Hale Interchange to Racine Avenue (County Hwy Y).

Vision 2050 replaces the 2035 plan. It should be noted that the SEWRPC plans are advisory only. Refer to the SEWRPC VISION 2050 plan for the most updated information related to their regional planning efforts and recommendations. The report is available on the SEWRPC website www.sewrpc.org.

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

Bicycle & Pedestrian Facilities

As shown on Figure 6.16, the following facilities are proposed in Neighborhood I or have been incorporated into recently completed roadway improvement projects:

Proposed On-Road Facilities:

- Racine Avenue
- Martin Road
- Beres Road
- Small Road
- College Avenue
- Calhoun Road
- Beloit Road

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

Public Transit

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

ECONOMIC DEVELOPMENT

Economic development policies for the National Avenue West neighborhood are largely guided by the 2002 Economic Development and Revitalization Plan. Based on recommendations in the Plan, proposed economic development activities focus primarily on residential development with limited commercial development that has an agrarian or natural emphasis. Cultural resources should be promoted as potential revenue for the neighborhood and for the City.

Brownfields

Two brownfields are located in Neighborhood I, both of which are labeled as an unknown petroleum risk (Figure 19.11).

Petroleum risk applies only to petroleum discharges from underground and aboveground tank systems, and is used to determine agency jurisdiction. The Wisconsin Department of Natural Resources (DNR) has jurisdiction for review of high-risk sites and sites also contaminated with non-petroleum substances. The Wisconsin Department of Safety and Professional Services has jurisdiction for all other sites with discharges from petroleum tanks. High risk factors are:

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

The brownfields in Neighborhood I can be found at the locations listed below:

- 18970 W. National Avenue; ERP
- 18500 W. National Avenue; LUST

The acronym “LUST” signifies the existence of a Leaking Underground Storage Tank. The acronym “ERP” signifies an Environmental Repair Program effort. The DNR classifies ERP sites as sites other than LUST sites that have contaminated soil and/or groundwater. Examples include industrial spills or dumping needing long term investigation, buried containers of hazardous substances, and closed landfills that have caused contamination. ERP sites include petroleum contamination from above-ground (not underground) storage tanks.

The City should continue to follow the status of these brownfields as development activities take place on or around each site.

Rural Commercial Design Guide

The Rural Commercial Design Guide (“Guide”), adopted by the City in 2001, serves as a design tool for economic development in Neighborhood I. The Guide provides design standards for areas

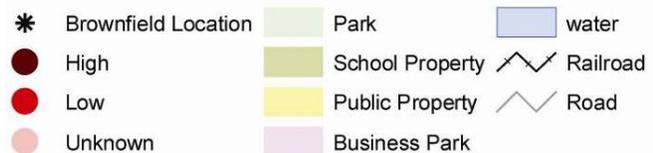
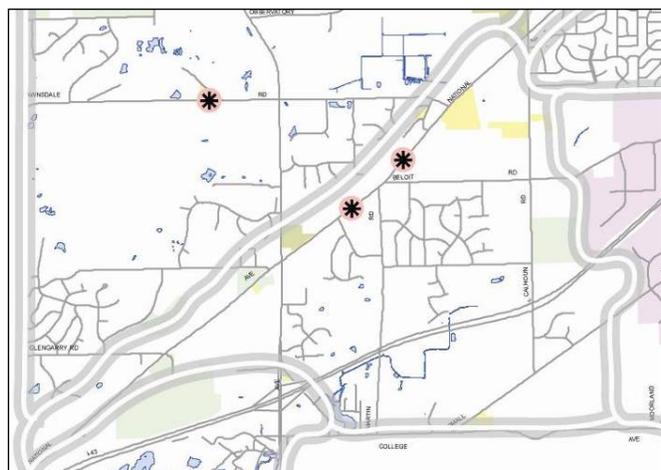


Figure 19.11. Neighborhood I Brownfields Map.
Source: WI DNR Bureau for Remediation and Redevelopment

west of Calhoun Road from the southern border of the City (Interstate 43 / College Avenue) to Cleveland Avenue on the north (in Neighborhood B). The area is further defined and a map of the area is provided in Chapter 12 (Neighborhood B). The intent of the Design Guide is to retain and encourage small business and office developments, provide safe and convenient pedestrian access, and ensure quality visual appearances.

The design standards affecting recommendations for economic development in Neighborhood I include provisions for cross access between neighboring parcels where feasible, and the requirement that new buildings correspond proportionally and stylistically to existing buildings in rural commercial areas. More details on the design standards and recommendations are provided in Chapter 12 (Neighborhood B).

Recommendations

The 2002 Economic Development and Revitalization Plan process hosted a series of visioning workshops to discuss desired businesses and industries with the New Berlin Economic Development Corporation, Focus New Berlin and the New Berlin Plan Commission. The following recommendations are based on the 2002 Plan and have been updated to reflect current desires for specific sites within Neighborhood I:

- **National Avenue from Lawnsdale Road to Calhoun Road and National Avenue at Intersection with Beloit and Martin Road**

For the first two areas, the City should encourage rural commercial development such as nurseries, antique stores, and small grocery and convenience stores.

- **Intersection of National Avenue with Racine Avenue**

The intersection of National Avenue with Racine Avenue should foster small-scale rural oriented cottage shops, cafes, and antique stores that respect and reinforce the historic and rural character of nearby Prospect Hill.

- **Intersection of Racine Avenue and College Avenue**

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

HOUSING

Neighborhood I is primarily single-family housing on large lots or single-family within a conservation subdivision.

Neighborhood I represents a variety of land uses, with the majority of the neighborhood being low-density residential. Farming, open space, and rural commercial uses are permitted and encouraged to remain

Recommendations

The institutional parcel on Martin Road south of Beres Road and north of Interstate 43 was changed to Country Residential (currently shown as Country Residential on the map). Other changes approved in 2009, included lot line changes for existing rural commercial along National Avenue, a change from Mixed-Use Residential to Country Residential on the southwest corner of Calhoun Road and National Avenue (Tax Key: 1236-996), Rural Commercial at the intersection of Martin Road and College Avenue (Tax Keys: 1283-998, 1283-966, 1238-989, 1283-988), Residential Estate adjacent to the Business Park (Tax Keys: 1286-999002, 1285-994, 1285-994003, 1285-994002, 1285-994001), and additional industrial use along Small Road (Tax Key: 1286-989, 1286-990, 1286-991). These recommendations were incorporated into the initial Future Land Use Map adopted in 2009.

A large number of farm operations exist in Neighborhood I, and the protection and preservation of these uses is integral to this land use. Artisan farming, community-supported agriculture, and similar farming techniques are encouraged. On-site sales of products are appropriate in these areas, including small farm markets and similar uses.

While agricultural uses are encouraged to remain as long as the owners wish to operate farms, this designation allows for property owners to transition to development in a way that maintains the rural character. As land divisions and rezones are presented in these areas, the City will consider the appropriateness of such changes on a case-by-case basis.