
CHAPTER 22: IMPLEMENTATION

Revisions approved by Council 11/15/16 via Ordinance #2579

INTRODUCTION

The comprehensive planning law (WI State Statute 66.1001(2)(i)) states that the implementation element is “A compilation of programs and specific actions to be completed in a stated sequence, including proposed changes to any applicable zoning ordinances, official maps, or subdivision ordinances, to implement the objectives, policies, plans and programs contained in pars. (a) to (h). The element shall describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan, and shall include a mechanism to measure the local governmental unit’s progress toward achieving all aspects of the comprehensive plan. The element shall include a process for updating the comprehensive plan. A comprehensive plan under this subsection shall be updated no less than once every 10 years.”

In order to fully realize the goals and objectives identified for the City of New Berlin Comprehensive Plan, the items in this section should be accomplished. This Chapter provides a guide for how this Plan is to be monitored, amended, updated, and used to accomplish the recommendations contained within the elements of this Comprehensive Plan.

ORGANIZATIONAL IMPLEMENTATION

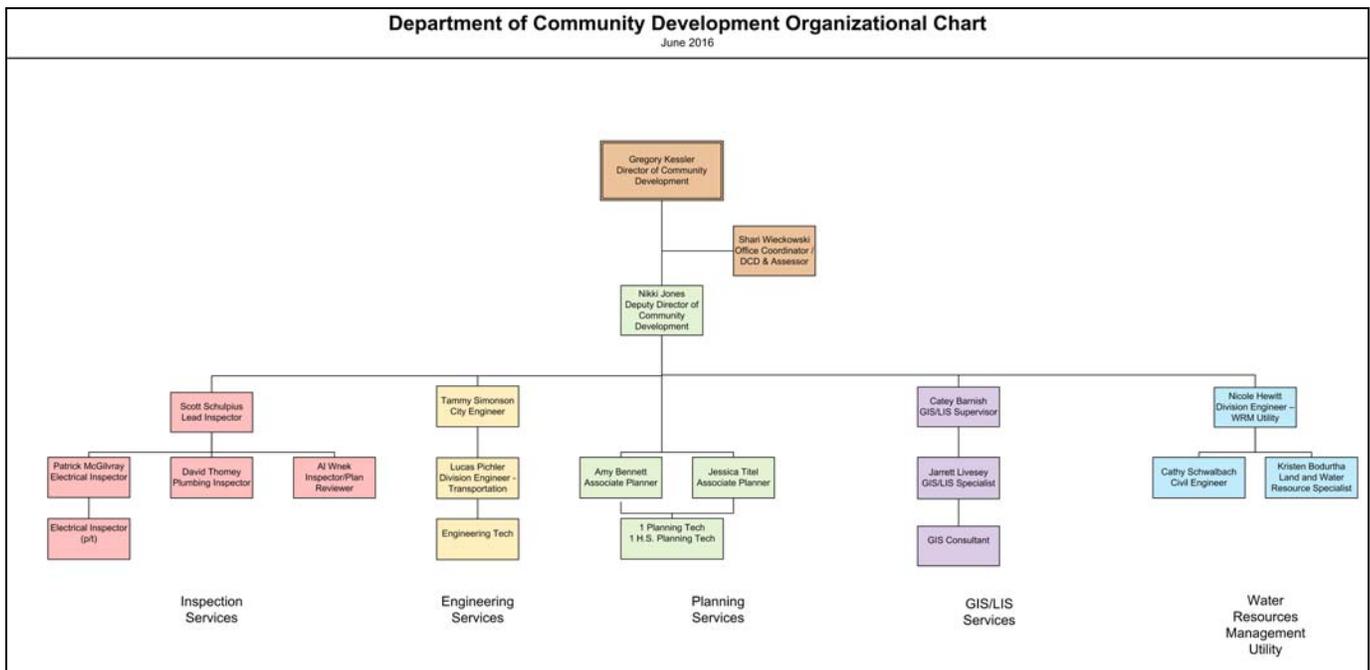
The Department of Community Development (DCD) promotes and maintains the careful development of land and preservation of the natural resources in the City of New Berlin and is well suited to implement the City’s Comprehensive Plan. The community development format expands awareness, coordination, integration and choices and enables the City to make more intelligent, thoughtful decisions. It conceives strategies to strengthen the assets and economy of the City of New Berlin. To accomplish this, the Department is involved in both current and long-range land use planning, engineering, building, water resource management, geographic

information systems (GIS) and land information systems (LIS), park planning and capital improvement planning. The Department reviews documents, permits, regulates and inspects all development and construction activity in the city. These efforts include reviewing and documenting development, economic development, GIS/LIS, zoning enforcement, building inspection, construction/field inspections for new development, capital planning, mapping and in-house capital project design. It also includes the dissemination of this information to the public, working and coordinating with county, regional, state, and federal officials.

The multi-faceted nature of community development can be controversial from time to time, as it tries to build a consensus between conflicting interests. The City's long-term growth and economic outlook does not benefit from short-sighted, short-term development plans. There are often expectations that problems are to be solved "right now". Good planning can take years to decades to bear fruit, and the long-term quality and livability of communities should not be left to unintended consequences. Unplanned growth will cost the City more in the long term. As has been noted in recent research, several cities without long-term planning budgets can attest to this. The community development model first ensures that resources are coordinated and invested wisely to secure additional development while protecting and improving the quality of life. It is an essential function of local government. These activities are not one-time exercises and require constant monitoring. Plans are routinely reviewed and updated to remain current, credible and enforceable.

Departmental Organizational Structure

The Department currently contains six Divisions: 1) the Planning Services Division, 2) the Engineering Services Division, 3) the Inspection Services Division, 4) Administration, 5) GIS/LIS Services Division and 6) the Water Resources Management Utility. Each of these Divisions contains various work-units. The overall organizational chart below visually depicts these divisions and work units:



When communities are successful and well-informed, solid decision making based on good planning rarely get the credit. Research in communities from Rhode Island to California showed that where the community development model was supported, communities adopted thoughtful public policy based on careful planning.

The Department of Community Development, by linking implementation tools such as economic development, capital improvement programs and land use controls so that they are mutually supportive, move the City toward a successful future.

The Department is well-positioned to provide the leadership, management, coordination and integration of the critical services and activities relative to community development. If any community development program is to be effective, public and private development action must be coordinated within a framework of comprehensive development policy. How public improvements conform to the land use plan or to a particular public facilities plan is critical for good community development.

MONITORING THE PLAN

The Plan must reflect the current principles, goals, objectives and development policies of the City at all times. City staff should review the Plan with the following in mind:

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- New land use opportunities
 - Further plan detail and refinement
 - Market shifts
 - Economic and demographic changes and growth patterns
 - Unforeseen challenges
 - Changes in legislation

Development within the city should be monitored on an ongoing basis, and compared to the City goals and objectives outlined throughout the Plan to ensure that current policies are achieving the intended results.

AMENDING THE PLAN

This Plan is intended to be changed and revised over time. The City's values, goals, and capabilities may change as New Berlin grows, and the Plan must be amended to reflect those changes. The Plan should be reviewed and amended at least once every year. Suggestions for amendments can be brought forward by City staff, officials, and/or residents, and should be consistent with the overall vision of the plan. Proposed amendments could originate in any of the following ways:

- Amendments proposed as corrections of clerical or administrative errors, mapping errors, and updated data for text, tables, and maps. Such amendments would be drafted by City staff.
- Amendments proposed as a result of discussions between officials and citizens.
- Amendments proposed as a result of recommendations discussed during a City planning process.

When a change is proposed, it should follow this general procedure:

- Recommendation by the Plan Commission to conduct a review process for the proposed amendment.
- Facilitation of public hearings as required by applicable Wisconsin State Statutes and/or ordinances.
- Recommendation from the Plan Commission to the Common Council.
- Consideration and decision by the Common Council.

Plan amendments and updates should coincide with the ongoing monitoring schedule. Furthermore, revisions to this Plan shall be adopted by Ordinance and adhere to certain procedural requirements as stated in Wisconsin State Statute 66.1001(4).

PLAN ELEMENT CONSISTENCY

The individual elements of this Plan reinforce the goals, objectives, and policies of each of the nine Comprehensive Plan elements. As future amendments and updates are made, consistency between the Plan elements must be ensured.

Additionally, consistency must be ensured between the Plan and both zoning and current City ordinances. The term “consistency” is difficult to define; its definition will ultimately be decided in the courts. The following positions on consistency between the Plan and zoning are considered for the purposes of this Plan:

- Consistency means that there is an absolute match between the current zoning and the current plan.
- Consistency means that the current zoning should match the plan, which depicts a future state, if and when the zoning is changed. Put another way, if everything matched the plan exactly it would not be a “plan” but a map of “existing conditions”. The purpose of the plan is to guide decisions as they are made.
- Consistency means that as decisions are made, they are generally within the intent and guidelines established by the plan, including all the provisions that such plans allow for making reasonable exceptions due to unique circumstances (not unlike conditional uses in zoning).

Plan Implementation

The process of updating the City’s Future Land Use Plan will utilize the Future Land Use Policies and the Future Land Use Plan classifications to derive specific standards and regulations needed for the implementation of the Comprehensive Plan. However, the zoning map will not necessarily be amended immediately to bring all parcels into conformity with this Plan. Rather, this Plan will serve as the long-range guide to specific decisions about particular parcels over time. When

requests are made for zoning map amendments, the following guidelines will be considered.

1. The map amendment is in agreement with this Plan and other plans designed to further detail the Plan for the location in question; or
2. The existing zoning classification does not promote a public health, safety, or welfare purpose, and the proposed zoning classification does promote a public health, safety, or welfare purpose; or
3. There have been major changes of an economic, physical, or social nature not anticipated in the adopted Plan that substantially alters the area's character.

PLAN RECOMMENDATIONS

The implementation element prioritizes recommendations presented in the City of New Berlin Comprehensive Plan, so that the City is able to accomplish the goals and objectives outlined within.

The following matrix lists each of the recommendations identified in the Plan elements. For each recommendation, the party responsible for implementation is indicated. A prioritization level is also assigned to each recommendation, as follows:

- Ongoing - This recommendation is currently in effect and should continue to be implemented.
- 1 - This is a short-term recommendation, to be implemented before the start of 2017.
- 2 - This is a long-term recommendation, to be implemented before the start of 2020.

Economic Development

Recommendation	Responsible Party	Priority Level
Encourage the marketing and use of vacant sites in existing industrial/business parks as an efficient infill policy and as an alternative to constructing new commercial centers, industrial/ business parks. Such infill sites might provide excellent buildings for incubators and high technology start-ups.	City Staff CDA Plan Commission Common Council	Ongoing
Maintain and attract business in the City of New Berlin.	City Staff CDA Plan Commission Common Council	Ongoing
Encourage the design of commercial and retail structures along major corridors for multiple tenants combined with shared access to reduce the “big box” effect and improve traffic flow.	City Staff CDA Plan Commission	Ongoing
Encourage the use of consistent architecture, landscaping, street trees, buffers and signage along major commercial corridors, within existing and developing industrial parks and at the City’s gateways to improve the City’s overall visual appeal.	City Staff CDA Plan Commission	Ongoing
Improve the governing body’s and the public’s receptivity toward economic development by establishing and adequately staffing a separate economic development program within the City of New Berlin Department of Community Development.	City Staff	Ongoing
Evaluate the feasibility of helping to manage traffic flow by providing more public and privatized transit options for business parks and large employment centers.	Private Owners Waukesha County City Staff	2

Incorporate preservation of open spaces, environmental corridors and isolated natural features, such as wetlands, flood plains, streams, woodlands and prairies, into the design and development of business and light industrial areas in the western part of the City. This is particularly important for the West Lincoln Avenue Corridor.	City Staff Private Owners CDA Plan Commission	Ongoing
Analyze TIF proposals in accordance with the "City of New Berlin Tax Incremental Financing Policy" that was adopted by the Common Council on January 12, 2016. A copy of the policy is on file with DCD and available on the City's website.	City Staff Private Owners Plan Commission Common Council CDA	Ongoing

Agricultural, Natural, & Cultural Resources

Recommendations	Responsible Party	Priority Level
Consider the impact of development projects upon the issue of habitat fragmentation, stormwater drainage, and watercourse stability.	City Staff CDA Plan Commission	Ongoing
Should opportunities arise for implementation of greater agricultural resources protection, such opportunities should be considered.	City Staff	Ongoing
Review and revise floodplain regulations to address any inconsistencies that may be present.	City Staff	Ongoing
Encourage property owners to register archeological sites with the State or National Register of Historic Places.	City Staff	Ongoing
Include consideration of culturally important sites in the development review process.	City Staff Private Sector	Ongoing

<p>Continue to maintain and update the list of historic districts and cultural resources.</p> <ul style="list-style-type: none"> Follow procedures set forth in Chapter 141 of the Municipal Code for any historic designations. 	<p>City Staff Landmarks Commission</p>	<p>Ongoing</p>
<p>Increase public awareness of New Berlin's cultural and historic resources.</p> <ul style="list-style-type: none"> Prepare signage for designated sites. Continue to promote and be involved in the annual Historic Days. Create a driving tour/brochure of New Berlin's cultural resources and historic districts. 	<p>Landmarks Commission</p>	<p>Ongoing</p>
<p>Encourage a proactive Landmarks Commission.</p> <ul style="list-style-type: none"> Set goals and priorities each year for Landmarks Commission accomplishments. Continue ongoing projects to educate the community regarding New Berlin's cultural resources and districts. 	<p>City Staff Landmarks Commission</p>	<p>Ongoing</p>
<p>Landmarks Commission should continue to work with and support the New Berlin Historical Society.</p> <ul style="list-style-type: none"> Share resources with one another. 	<p>City Staff Landmarks Commission</p>	<p>Ongoing</p>

Transportation

Recommendations	Responsible Party	Priority Level
Follow the State's goals and objectives and policies road map	City Staff Waukesha County WisDOT	Ongoing
Continue to implement the directives related to transportation policies indicated in previous City plans, as referenced in this Plan, and continually seek out local actions to alleviate traffic in the entire street system.	City Staff	Ongoing
Continue to review the jurisdictional Highway Plan and Ultimate Width Map, and implement as necessary to adapt to the needs of the City.	City Staff Waukesha County	Ongoing
Continue to evaluate bicycle and pedestrian facilities with all roadway improvement projects.	City Staff Waukesha County	Ongoing
Continue sufficient and adequate funding levels to maintain streets of local jurisdiction in order to extend those street's useful life expectancies.	CDA Plan Commission Common Council BPW	Ongoing
Continue to improve streets of local jurisdiction that are identified in this plan or are identified by further review of traffic volumes, via annual review of a comprehensive capital improvement program.	City Staff CDA Plan Commission Common Council BPW	Ongoing
Continually seek out alternative sources of funding to assist the City in the maintenance and improvements of local jurisdictional streets and to assist in the funding of local share of state and or county arterial improvements, such as transportation aids, grants and transportation impact fees.	City Staff CDA Plan Commission Common Council	ongoing

Continually search for cost effective measures to improve traffic flow and/or reduce traffic volumes, therefore, reducing the reliance upon the local property tax owner to pay for such improvements.	City Staff CDA Plan Commission	Ongoing
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Housing

Recommendation	Responsible Party	Priority Level
Principles, goals, objectives and policies be reviewed and updated annually.	City Staff Plan Commission; Common Council	Ongoing
Periodically update and review the median monthly income data to ensure that the City continues to provide adequate affordable housing for its residents.	City Staff CDA NBHTFB	Ongoing
Continue utilizing existing single-family residential zoning and zoning districts as the predominant type of residential development within the City.	City Staff Plan Commission	Ongoing
Review multi-family developments on a case-by-case basis, with particular emphasis upon neighborhood compatibility and high-quality development.	City Staff Plan Commission	Ongoing
Review senior housing on a case-by-case basis, with particular emphasis upon neighborhood compatibility and high-quality development.	City Staff Plan Commission	Ongoing
Educate developers and the public about the benefits of Universal Design to encourage its use. Consider the inclusion of Universal Design standards in the City's Zoning Code.	City Staff	2
Continue to promote the Down Payment Assistance & Closing Costs Grant program, along with other fair housing efforts.	City Staff CDA NBHTFB	Ongoing

Educate developers about the benefits of, and encourage developments to utilize standards of the U.S. Green Building Council and promote Leadership in Energy and Environmental Design (LEED) certified developments.	City Staff	Ongoing
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Utilities and Community Facilities

Recommendations	Responsible Party	Priority Level
Continue long-range planning, maintenance, and funding activities to ensure that the City's public sanitary sewer collection, municipal water supply, and stormwater management systems remain adequately sized and extended for the anticipated growth and development set forth in this Plan.	City Staff Plan Commission Utility Committee Water Resource Management Utility Common Council	Ongoing
Continue to work with the Southeastern Wisconsin Regional Planning Commission and the Milwaukee Metropolitan Sewerage District to ensure that the City's growth patterns and sanitary sewer extension policies (as set forth in this Plan) are established within their plans and policies.	City Staff SEWRPC MMSD	Ongoing
Review and revise as necessary the City's schedule of impact fees to ensure that the expansion of City services is adequately addressed.	City Staff Common Council	Ongoing
Continue to work closely with the New Berlin School District to review development impacts and school needs.	City Staff New Berlin School District	Ongoing
Any major renovations or additional buildings should first be the subject of further review and study, and approval by the Common Council.	City Staff Common Council	Ongoing
Implement the short-term Park and Open Space Plan recommendations. Staff is currently working to prepare an updated Park and Open Space Plan.	City Staff Parks, Buildings & Grounds Commission Plan Commission Common Council	Ongoing

Land Use

Recommendations	Responsible Party	Priority Level
Utilize “Environmentally Sensitive Areas” maps in coordination with the Future Land Use Map when reviewing and approving changes in zoning, planned unit developments, conditional uses, land divisions, land stewardship plans, road alignments and circulation improvements, and related development matters.	City Staff Plan Commission	Ongoing
Identify areas to be targeted for infill development and promote standards to assist in those areas being developed to fit in with the surrounding uses.	City Staff	2
Apply standards of the U.S. Green Building Council and promote Leadership in Energy and Environmental Design (LEED) certified developments.	City Staff CDA Plan Commission Common Council	Ongoing
Use conservancy easements in place of additional C-1 zoning.	City Staff Plan Commission	Ongoing

Intergovernmental Cooperation

Recommendations	Responsible Party	Priority Level
Continue to review land use and infrastructure and lands in contiguous jurisdictions as the City of New Berlin continues to develop.	Common Council	Ongoing
Participate in the Milwaukee 7 Economic Development Strategy.	City Staff CDA Plan Commission	Ongoing
Explore opportunities for cooperation with adjacent communities, particularly for lands on the edge of New Berlin.	Common Council	Ongoing
Continue New Berlin's working relationship with Southeastern Wisconsin Regional Planning Commission and continue to utilize its assistance in matters of mutual interest.	City Staff	Ongoing
Continue efforts to establish and maintain existing joint services and identify new opportunities for joint services with adjacent communities, the school district, MMSD, and civic organizations.	City Staff	Ongoing