

## City of Milwaukee Department of City Development

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### MEMORANDUM

TO: Leslie Stiletti  
Legislative Reference Bureau

FROM: Martha Brown   
Deputy Commissioner

DATE: May 27, 2008

SUBJECT: Proposed water sale

As directed by Common Council files 090871 and 020459, the Legislative Reference Bureau in collaboration with the Department of City Development is required to prepare a study for any proposed sale of water to any community outside the City of Milwaukee. You recently asked DCD to provide information that will assist you in writing such a report related to a proposal to sell water to portions of New Berlin.

Information regarding the development impact of the water sale, and the status of comprehensive planning activities in New Berlin, is attached.

If you require any further information, please contact Maria Pandazi of our planning staff.

**June 24, 2008**

***Development impact of water sale***

*Extension of water service will result in the opportunity to develop approximately 175 acres of property in New Berlin, including 88 acres that could be developed for industrial use. Employers who locate in these properties will find that their access to Milwaukee workforce is constrained by inadequate public transportation.*

- There are approximately 175 acres of land available for potential business, industrial and office development within the study area. Approximately 88 acres of the 175 acres represents Industrial development. (see attached spreadsheet)
- According to “*Milwaukee’s Industrial Land Base: An Analysis of Demand and A Strategy for Future Development*”, an industrial land absorption study completed by S.B. Friedman in 2004 for the Milwaukee Economic Development Corporation, the approximately 88 acres of land available for industrial or manufacturing represents about half of one year of absorption expected in the Waukesha, Ozaukee, and Washington Counties. The total MSA (Milwaukee, Waukesha, Ozaukee and Washington Counties) is expected to absorb 425 acres annually.
- The available and developable land represents approximately 5,668 potential jobs (approximately 1,152 of which would be in industrial areas).
- There are limited public transportation options for Milwaukee residents to get to jobs in New Berlin. MCTS does not operate any transit connections to New Berlin. Wisconsin Couch Lines operates Route 218 from Brookfield Square shopping center to the New Berlin Industrial Park (near Mooreland and Cleveland) and Route 906 from Downtown Milwaukee to a park-and-ride located on Mooreland Road and I-43.

***Status of City of New Berlin’s Comprehensive Plan***

The City of New Berlin has recently begun a planning process to update their comprehensive plan. The city has divided the community into 10 planning areas for in depth study. Several the planning areas are contiguous with the water sale area. However, planning efforts for the areas that have the largest amount of potential development lands have either already begun (areas H and C) or are scheduled to begin later this year (areas E and I).

June, 2008

**City of New Berlin Potential Development Lands West of Subcontinental Divide**  
Based on Data and Map provided by the City of New Berlin 6/17/08

	<b>Area (sq. ft.)</b>	<b>Acres</b>	<b>Potential Building area (sf)</b>	<b>Average sf / worker</b>	<b>Potential Total Workers</b>
<b>B-1</b>	262,961	6.04	78,888	250	316
<b>B-2</b>	1,479,086	33.96	443,726	250	1,775
<b>B-4</b>	63,972	1.47	19,192	250	77
<b>M-1</b>	3,583,978	82.28	1,075,193	1,000	1,075
<b>M-2</b>	257,173	5.90	77,152	1,000	77
<b>O-1</b>	66,105	1.52	19,831	250	79
<b>O-2</b>	1,890,707	43.40	567,212	250	2,269
<b>Totals</b>	7,603,981	175	2,281,194		5,668

**\*assumptions**

- 1) 70% of land is not buildable (stormwater, wetlands, parking, circulation, etc)
- 2) 250 sf per office/business worker
- 3) 1000 sf per manufacturing/industrial worker
- 4) all new buildings are single story