



CITY CENTER URBAN DESIGN AND DEVELOPMENT

Client | City of New Berlin

DEVELOPED TO DATE

City Library

Shared public space

Street connections to adjacent neighborhoods and commercial developments

Medical Clinic

Three multi-tenant commercial buildings

More than 250 residential units, including workforce and senior units.

Bringing an urban, walkable, mixed-use development to a suburban community may take more than 10 years to implement but the outcome was worth the wait. Ce Planning Studio staff managed the long-term planning effort, including initial design development concepts, a Comprehensive Plan, City Center Design Development Guidelines, ordinance changes, design review, and intense focus group discussions regarding land uses and housing density.

Once a vacant parcel, the development process addressed public infrastructure connections and impacts, economic diversity, market impacts and challenges, housing choices, environmental constraints, and an extensive public input process. City staff continue to work with developers for the few remaining parcels. Work completed while employed by GRAEF and Planning and Design Institute, recent design review work completed as Ce Planning Studio.



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