

# 2018 DEVELOPMENT REPORT

Village of Menomonee Falls  
Waukesha County, Wisconsin



The reuse of these historic buildings contributed to the ongoing revitalization of downtown in 2018

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# 2018 Development Highlights

This report focuses on noteworthy developments within Menomonee Falls and summarizes the Village's development-related activities in 2018. Development activity was strong in 2018 with redevelopment projects and new development across all sectors. The continued commitment of Village staff and members of Menomonee Falls' boards, commissions, and committees helped ensure that all projects were completed in a high-quality manner which protected public interest and improved quality of life for residents and visitors. 2018 highlights include:

- The **greatest number of building permits ever recorded** (951)
- Building permits issued for **109 single family homes** totaling over \$35 million in construction value (2<sup>nd</sup> highest number of new homes in the last ten years)
- Projects totaling over **\$133 million in construction value** (2<sup>nd</sup> highest total ever recorded)
- **Redevelopment in downtown Menomonee Falls**
  - Riverwalk on the Falls apartments
  - Fiddleheads Coffee and the restaurant reuse of the former Fire Station No. 1
  - Build-out of the final commercial tenant spaces in Colonial Plaza shopping center
  - Main Street reconstruction and streetscape project phase II
- An increase of **\$36 million in tax incremental value** within TIF districts from 2017 to 2018
- Major apartment and senior living projects totaling over **\$44 million** in construction value
- Revision of the Comprehensive Outdoor Recreation Plan to develop Village Park as a community destination



The Village has led the region in single family home construction for the past three years



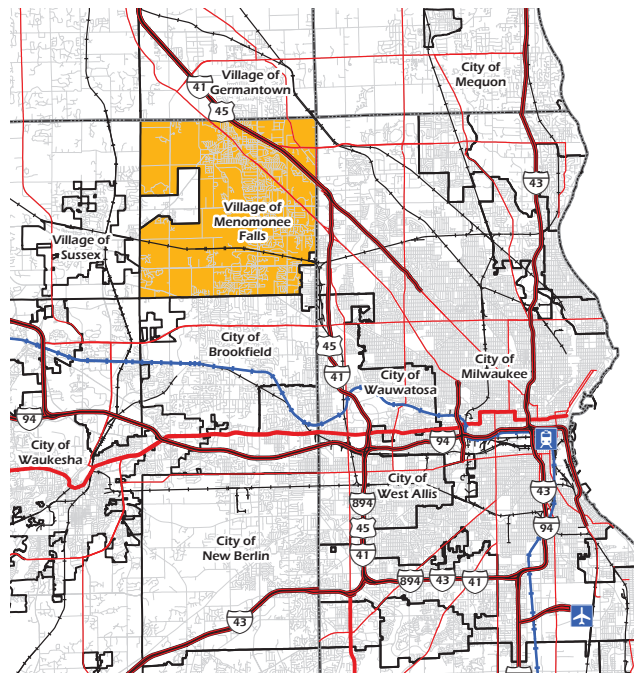
# Village Overview



Shoppers at the Downtown Farmers Market during the summer of 2018

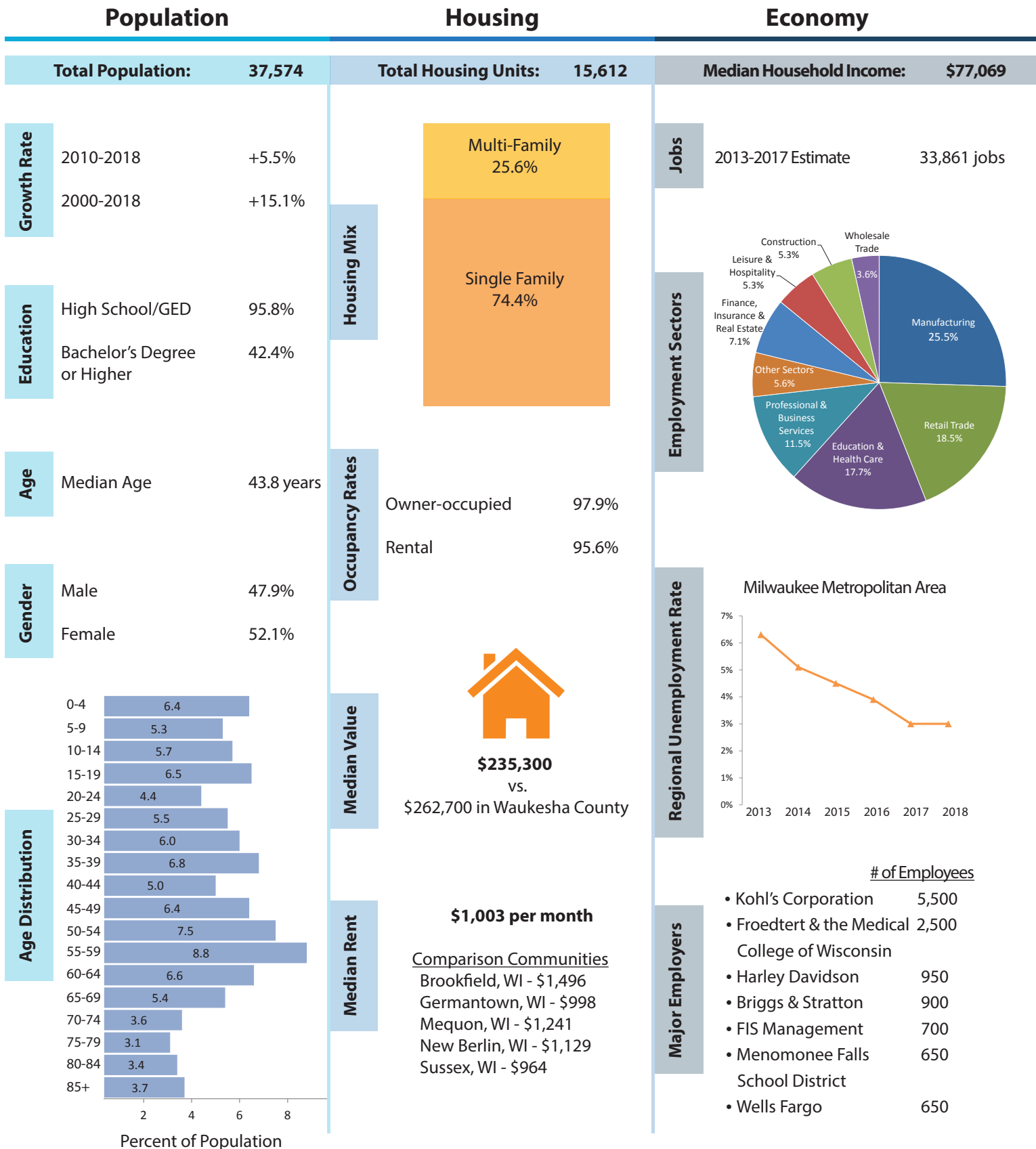
Menomonee Falls embodies small town charm while providing first class amenities and convenient access to the entire Milwaukee Metropolitan Area. Incorporated in 1892, Menomonee Falls now has a total land area of 32.92 square miles and an estimated population of 37,574. The Village's high quality of life is rooted in diverse economic opportunities, a wide variety of housing options, and its natural assets. The Village was recognized in 2018 by the following organizations:

- *Wallet Hub* ranked Menomonee Falls as the **38<sup>th</sup> Best Small City in America** out of over 1,200 communities.
- *The National Council for Home Safety and Security* ranked Menomonee Falls as the **2<sup>nd</sup> safest city in Wisconsin with more than 25,000 residents**.
- *Wallet Hub* ranked Menomonee Falls as the **9<sup>th</sup> best place in Wisconsin to raise a family**.
- *Niche.com* ranked the Village in the **top 35 Best Places to Live in Wisconsin** rankings (out of 440 places).
- *US News & World Report* awarded Menomonee Falls High School and Hamilton High School silver medals with **both schools ranking in the top 40 in the state** (out of 494) for college readiness.





# Menomonee Falls at a Glance



# Value

Menomonee Falls has a growing residential sector and continues to be a desirable location for both large and small businesses to locate and expand. This development trend supports a resilient tax base and was evidenced by the Village having **the 6<sup>th</sup> highest gain in net new construction value in Wisconsin in 2018**.

Menomonee Falls' assessed value has grown consistently in recent years. In 2018, the Village had the **11<sup>th</sup> highest real estate assessed value in the state at \$4.74 Billion**. Notably, Menomonee Falls is the only Village represented and has the lowest population among municipalities ranked in the top 11 in the state (population ranks 19<sup>th</sup> in the state).

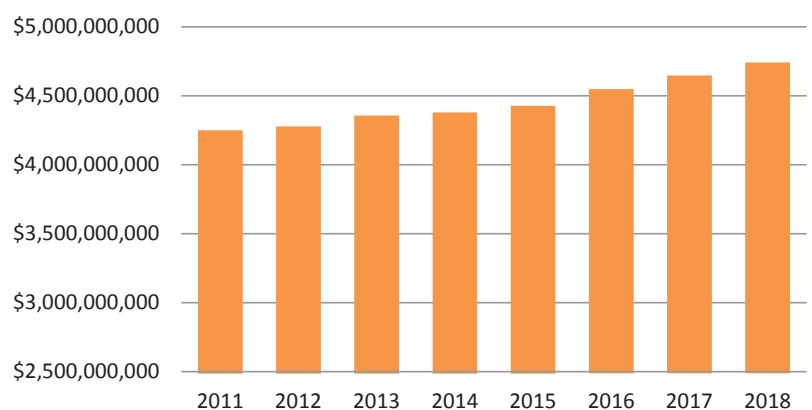
**Wisconsin's Top Real Estate Assessed Value Municipalities**

Rank	Municipality	2014	2015	2016	2017	2018	% Change	2018 Population
1	Milwaukee	\$24.10B	\$24.39B	\$25.13B	\$26.15B	\$27.72B	6.0	595,555
2	Madison	\$21.26B	\$22.22B	\$23.21B	\$25.53B	\$26.98B	5.7	252,546
3	Brookfield	\$6.44B	\$6.50B	\$6.59B	\$6.73B	\$6.81B	1.2	39,323
4	Kenosha	\$5.27B	\$5.44B	\$5.65B	\$5.72B	\$6.34B	10.8	99,263
5	Waukesha	\$5.25B	\$5.45B	\$5.52B	\$5.97B	\$6.01B	0.7	71,731
6	Green Bay	\$5.82B	\$5.85B	\$5.89B	\$5.97B	\$6.00B	0.5	105,477
7	Wauwatosa	\$5.06B	\$5.16B	\$5.30B	\$5.42B	\$5.46B	0.7	47,781
8	New Berlin	\$4.33B	\$4.62B	\$4.66B	\$4.70B	\$5.18B	10.2	40,349
9	Eau Claire	\$4.12B	\$4.19B	\$4.26B	\$4.34B	\$5.09B	17.3	68,043
10	Appleton	\$4.63B	\$4.67B	\$4.77B	\$4.80B	\$4.94B	2.9	74,734
11	<b>Menomonee Falls</b>	<b>\$4.38B</b>	<b>\$4.43B</b>	<b>\$4.55B</b>	<b>\$4.65B</b>	<b>\$4.74B</b>	<b>1.9</b>	<b>37,574</b>

Source: WI Department of Revenue 2018 Statements of Assessment, WI Department of Administration 2018 Municipal Population Estimates

The Village's real estate assessed value in 2018 was \$4,741,865,260 which represents an increase of nearly **2%** from 2017's real estate assessed value of \$4,646,965,460. Development in residential, commercial and industrial sectors has remained steady in recent years. Accordingly, real estate assessed values in Menomonee Falls have also grown steadily. When comparing the assessed value from 2013 (\$4.36 billion) to 2018, the Village's value has risen nearly **9%** in five years.

**Menomonee Falls' Assessed Value by Year**



Source: WI Department of Revenue 2011 - 2018 Statements of Assessment



# Population & Projections

Menomonee Falls has the 4<sup>th</sup> largest municipal population in Waukesha County after the cities of Brookfield, New Berlin, and Waukesha. The 2018 population of Menomonee Falls has been estimated at 37,574 which makes it the most populous village in the state by nearly 11,000 residents (Mount Pleasant has an estimated population of 26,912). Several new residential projects were approved in 2018, making it likely the Village's population will grow in the near future.

Menomonee Falls' population is projected to increase by over **12%** (more than 4,600 new residents) by 2035 which represents the **4<sup>th</sup> largest projected gain** in residents among Waukesha County municipalities. Based on the same projections, the Village will also become the **3<sup>rd</sup> largest community** in the county by 2025.

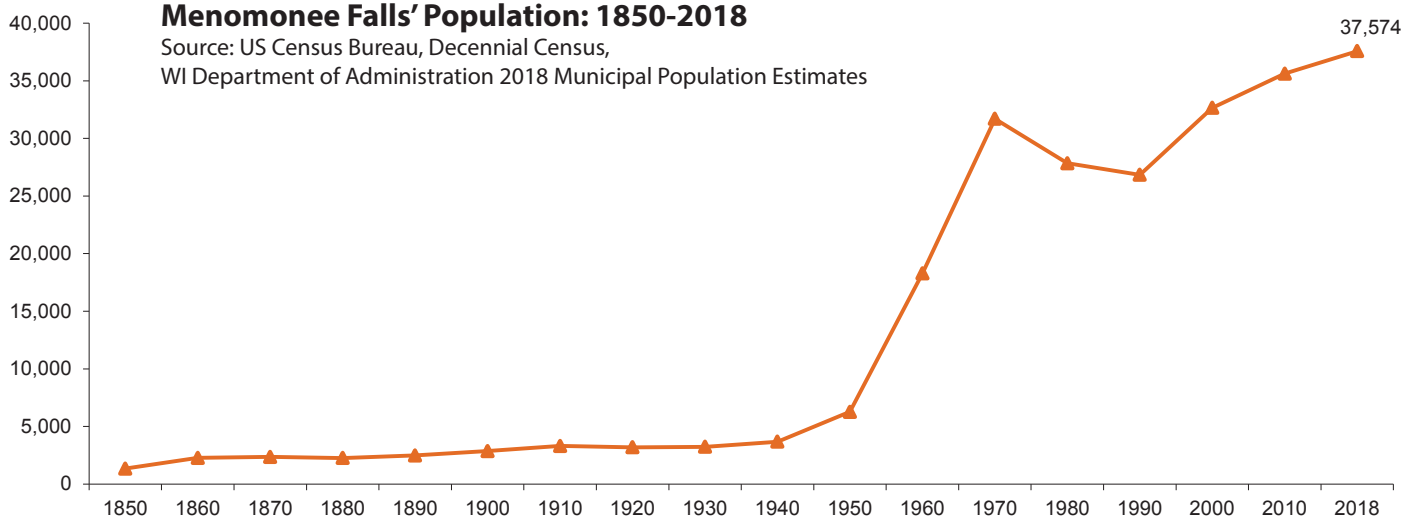
**Projected Population Gain for the Ten Largest Municipalities in Waukesha County**

Municipality	2018 Population	2020 Projection	2025 Projection	2030 Projection	2035 Projection	Net Gain 2018-2035
Waukesha	71,731	74,800	78,100	81,000	81,900	10,169
New Berlin	40,349	41,930	43,650	45,140	45,530	5,181
Brookfield	39,323	38,560	39,330	39,870	39,440	117
<b>Menomonee Falls</b>	<b>37,574</b>	<b>37,970</b>	<b>39,840</b>	<b>41,510</b>	<b>42,160</b>	<b>4,586</b>
Muskego	24,812	26,120	27,630	29,010	29,690	4,878
Oconomowoc	16,889	17,630	18,910	20,110	20,820	3,931
City of Pewaukee	14,436	15,310	16,590	17,800	18,580	4,144
Sussex	11,114	11,830	12,780	13,670	14,230	3,116
Town of Lisbon	10,369	10,820	11,340	11,790	11,960	1,591
Hartland	9,293	9,770	10,290	10,770	10,980	1,687

Source: WI Department of Administration Municipal Population Estimates and Projections (projections created in 2013)

## Menomonee Falls' Population: 1850-2018

Source: US Census Bureau, Decennial Census,  
WI Department of Administration 2018 Municipal Population Estimates



\*Note: Graph totals include the population of the Town of Menomonee prior to the 1960 Census

# Development Summary

The Department of Engineering and Development strives to work cooperatively with private and public sector partners to attract business development which fulfills community goals, creates jobs, and enhances overall quality of life. 2018 economic development initiatives facilitated redevelopment, business expansion, and new development projects which strengthened the short and long-term viability of Menomonee Falls.

## Redevelopment

The revitalization of downtown Menomonee Falls continued in 2018 with the construction of the Riverwalk on the Falls apartments and two adaptive reuse projects which invested nearly \$1.5 million into historic buildings along Appleton Avenue for a new restaurant and coffee house. Projects at Colonial Plaza shopping center and other business renovations and expansions contributed another \$1.3 million of construction value to downtown.

Dozens of other businesses across the Village reinvested into their existing properties with Aurora Health (\$4.5 million), Kroger (\$2 million), Froedtert & the Medical College of Wisconsin (\$1.4 million), and US Foods (\$1.2 million) undertaking the projects with the highest construction values.

The School District of Menomonee Falls completed \$1.4 million in redevelopment projects across the Village in 2018 including interior renovations at four schools and the installation of a new rubberized turf surface on the Menomonee Falls High School field.



Occupancy of the Riverwalk on the Falls apartments at the former site of Associated Bank began in 2018



The Menomonee Falls High School Football field was reconstructed with a turf surface in the summer of 2018



# Development Summary

## New Development

Residential projects accounted for the majority of the new development within the Village in 2018. Single family home construction (109 homes) contributed over **\$35 million** in construction value and two family homes (20 units) added \$4.5 million in construction value. Construction moved forward on the Jade at North Hills apartment project (139 units) which is valued at over **\$15 million** and construction began on the 228 unit Grace Commons senior housing project which has an estimated construction value of **\$29 million**.

Building permits were issued for several new industrial and commercial projects which added **\$14.1 million** in construction value to the Village. These projects included the Manhardt Drive LLC 157,000 square-foot multi-tenant manufacturing building, the Westbrook at Old Orchard manufacturing building, the Brook Falls Veterinary Clinic addition, and Moore Construction's corporate office and warehouse.

## Tax Incremental Financing

Tax Incremental Districts (TIDs) are an economic development tool used to aid redevelopment, infrastructure and other improvement projects by using future tax revenues to subsidize current projects. Often, TIDs create incentives for development without tax increases or creating any financial strain on Village residents while simultaneously improving property values for the community. Many TIDs have the added benefit of creating new jobs as businesses move into redevelopment districts. There were 9 active TIDs in the Village in 2018. TID-financed projects include downtown redevelopment projects, the White Stone Station mixed-use area, and industrial projects along Manhardt Drive and Old Orchard Road.



The number of building permits issued for single family homes in 2018 was the 2<sup>nd</sup> highest since 2005



This \$6.5 million Manhardt Drive LLC multi-tenant building was completed in 2018 in TID #12

# Downtown Menomonee Falls

The downtown Menomonee Falls business district is located along Main Street and Appleton Avenue in the historic core of the Village. The growing mix of businesses and amenities in downtown provide residents and visitors with a valuable community destination. The Business Improvement District (BID) continues to play a leading role in promoting downtown as the ideal location to live, work and play. In 2018, the BID operated a Beer Garden at Mill Pond Plaza and oversaw the third year of Falls Memorial Festival, drawing thousands of people to downtown.

The Village supported the continued revitalization of downtown in 2018 through the second phase of the Main Street reconstruction project (extending west from the Four Corners intersection to Hoyt Drive), downtown park projects, and public parking improvements along Garfield Drive.

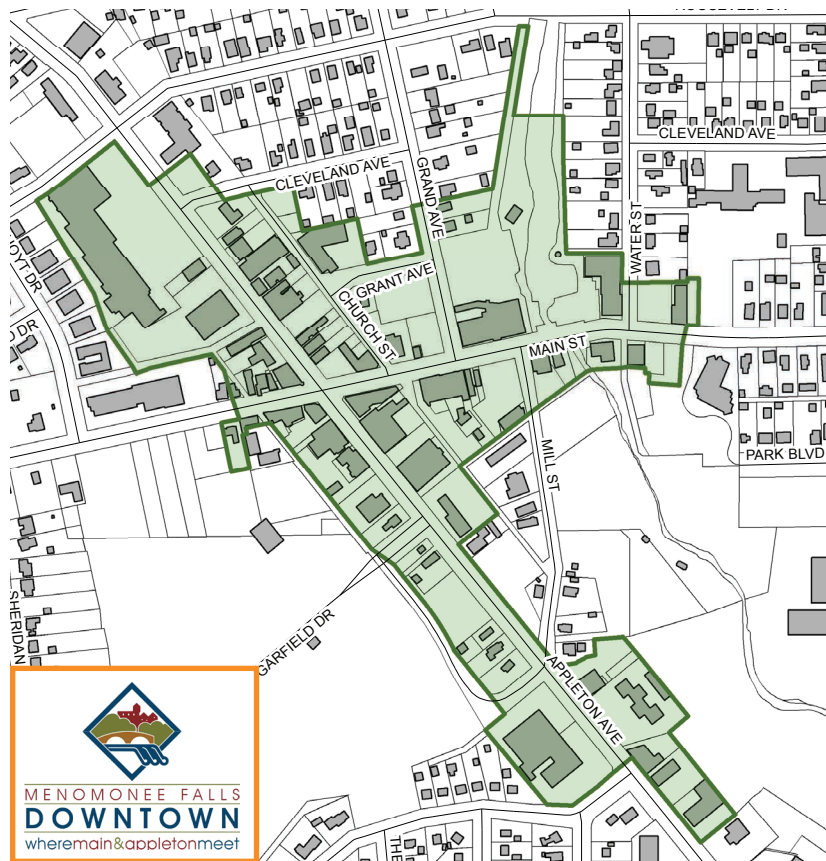
## Downtown Economic Development

The Village continued to work with the BID to support creative downtown improvement programs like the Economic Development Master Fund (EDMF), which features matching grants for qualified projects. The Village awarded one \$20,000 EDMF grant in 2018 to Robin's Nest. The Village also continued to support the Business Development Loan Pool program, partnering with First Bank Financial Centre to provide low interest loans to downtown businesses and property owners. In 2018, two downtown businesses (Bradley Realty and Prime Time Performance Rehab) were awarded a total of \$40,000 in low-interest loans.

Since 2013, Menomonee Falls has been a member of the Wisconsin Economic Development Corporation's Connect Communities program. BID representatives participated in a variety of Connect Communities events and webinars in 2018 including the Wisconsin Governor's Conference on Tourism.



Crowds, vendors, and music stages activated Main Street during Falls Memorial Festival in 2018





# Building Permits

The Building Inspection division of the Department of Engineering and Development issues permits for commercial, institutional, industrial, and residential projects. In 2018, the Village issued 802 residential and 149 non-residential building permits for an estimated construction value of more than **\$133 million**. This was the **2<sup>nd</sup> highest estimated construction value ever recorded**. Major contributors to the 2018 value include construction and remodeling of single family homes/duplexes (\$49.9 million), Grace Commons Senior Living development (\$29 million), Jade at North Hills apartments (\$15.3 million), and new industrial buildings (\$10 million). At 951, the total number of permits issued in 2018 exceeded last year's total and was **highest recorded total** since the Village staff began tallying these totals electronically in 1997.

**Building Permits and Estimated Construction Value by Year**

Year	Residential Construction		Non-Residential Construction		Total	
	# of Permits	Value	# of Permits	Value	# of Permits	Value
1997	717	\$35.65M	145	\$33.05M	862	\$68.70M
1998	716	\$38.70M	144	\$36.51M	860	\$75.22M
1999	751	\$39.00M	134	\$22.04M	885	\$61.04M
2000	642	\$28.54M	142	\$64.82M	784	\$93.36M
2001	673	\$30.26M	115	\$54.21M	788	\$84.48M
2002	752	\$39.00M	113	\$23.35M	865	\$62.34M
2003	705	\$42.72M	95	\$29.55M	800	\$72.27M
2004	762	\$61.22M	68	\$38.23M	830	\$99.45M
2005	727	\$52.40M	98	\$45.25M	825	\$97.65M
2006	555	\$37.69M	137	\$49.63M	692	\$87.33M
2007	620	\$36.23M	171	\$51.10M	791	\$87.34M
2008	512	\$23.27M	124	\$36.64M	636	\$59.90M
2009	439	\$15.60M	77	\$21.65M	516	\$37.24M
2010	617	\$23.06M	128	\$36.98M	745	\$60.04M
2011	573	\$18.71M	147	\$47.33M	720	\$66.04M
2012	608	\$22.75M	126	\$34.16M	734	\$56.91M
2013	688	\$27.31M	177	\$32.99M	865	\$60.30M
2014	695	\$24.50M	166	\$89.11M	861	\$113.62M
2015	696	\$37.79M	169	\$115.54M	865	\$153.33M
2016	740	\$47.56M	146	\$70.02M	886	\$117.58M
2017	761	\$53.59M	143	\$48.02M	904	\$101.60M
2018	802	\$49.95M	149	\$83.11M	951	\$133.06M

Source: Menomonee Falls Department of Engineering and Development Services

# Residential Overview

The Village reviews all subdivision plans and multifamily development proposals and works with developers on plans which are expected to result in new multifamily and single family projects. In 2018, the Village approved five subdivisions creating 92 single family lots and 11 duplex lots. In addition, plans for 170 apartment units are moving forward and construction continued on residential developments across the community. The following summary includes reviewed residential developments that were underway in 2018 or are likely to proceed in the near future.

Approved Single Family Lots		Undeveloped Single Family Lots		Conceptual Single Family Lots	
Total Units	528	Total Units	206	Total Units	275
Silver Spring Estates	107 units	Silver Spring Estates	28 units	Silver Spring Estates	20 units
Weyerhaven	119 units	Weyerhaven	39 units	Weyerhaven	21 units
Tamarind	27 units	Tamarind	22 units	Tamarind	76 units
Spencers Pass West	68 units	Spencers Pass West	8 units	Flint Drive	47 units
Christman Park	31 units	Christman Park	11 units	Highlands at Aero Park	18 units
Fox Meadow	60 units	Fox Meadow	27 units	Edgewood Preserve	45 units
Lilly Creek Highlands	22 units	Lilly Creek Highlands	16 units	Aero Park	41 units
Brookdale Estates	75 units	Brookdale Estates	36 units	Brehmer Estates	7 units
Aero Park	19 units	Aero Park	19 units	The anticipated 481 single family units will provide homes for an estimated 1,251 future Village residents	



# Residential Overview

In 2018, the Village issued building permits for 20 duplex condominiums, 165 senior apartments and 139 market rate apartments.

Multifamily		Senior Housing	
Total Units	429	Total Units	602
Riverwalk on the Falls	120 units	Grace Commons	228 units
Jade at North Hills	139 units	Highlands at Aero Park	200 units
Tamarack Springs	170 units	Dickson Hollow	174 units



The anticipated 1,031 multifamily and senior units will provide homes for an estimated 1,237 future Village residents

\*Note: Construction was completed on 176 units at Dickson Hollow in 2016. Future phases of development at Dickson Hollow call for another 174 units.



Construction proceeded in 2018 on the Jade at North Hills apartments along Good Hope Road

# Single Family Lots

While many of the developments in Menomonee Falls in 2018 were conceptual multi-phase developments, the Village ultimately approved 96 new single family lots in five subdivisions and four Certified Survey Maps. This total was lower than 2016 and 2017, but pretty typical for the years following the Great Recession. The 109 single family housing starts in 2018 reveal the continued strength of the post-recession housing market and mark the second highest number of housing starts since 2005.

**Single Family Lots Created in Menomonee Falls by Year**

Year	Single Family Lots Created in Subdivisions	Single Family Lots Created in CSMs	Total Single Family Lots Created	Single Family Homes Constructed
1990	174	5	179	131
1991	66	8	74	175
1992	287	13	300	167
1993	216	10	226	241
1994	191	5	196	276
1995	187	11	198	222
1996	88	10	98	229
1997	235	10	245	181
1998	81	15	96	187
1999	81	4	85	175
2000	80	3	83	95
2001	171	1	172	108
2002	132	6	138	161
2003	219	2	221	151
2004	65	6	71	174
2005	233	0	233	133
2006	140	4	144	86
2007	49	-4	45	58
2008	0	1	1	42
2009	0	-1	-1	24
2010	0	0	0	40
2011	0	-3	-3	33
2012	34	2	36	53
2013	26	4	30	58
2014	132	2	134	43
2015	70	0	70	86
2016	117	-3	114	102
2017	117	3	120	121
<b>2018</b>	<b>92</b>	<b>4</b>	<b>96</b>	<b>109</b>
Totals	3,283	116	3,401	3,661

Source: Menomonee Falls Department of Engineering and Development Services

The Village issued more building permits for single family homes in 2018 than any other community in southeastern Wisconsin

# Housing Starts

## Single Family

Menomonee Falls' 109 single family housing starts in 2018 accounted for nearly **12%** of all new single family homes constructed in Waukesha County. This percentage of county housing starts was higher than the typical percentage of around 9.8 percent, and was third largest percentage of housing starts within Waukesha County during the last decade.

## Multifamily

In recent years, the development of market-rate multifamily housing has increased in Menomonee Falls. New multifamily projects have met the demand for smaller, high quality, and lower maintenance housing options for young professionals, empty nesters, and smaller households. Suburban multifamily housing built in proximity to amenities like shops, restaurants, and parks is especially desirable in today's market. Developments like Riverwalk on the Falls and Jade at North Hills are keeping the Village competitive in this housing market niche.



A new home in the Lilly Creek Highlands subdivision in eastern Menomonee Falls in the fall of 2018

## Single Family Housing Starts in Waukesha County and Menomonee Falls

Year	Waukesha County Housing Starts	Menomonee Falls Housing Starts	% of County Housing Starts
2008	599	42	7.0%
2009	396	24	6.1%
2010	452	40	8.8%
2011	434	33	7.6%
2012	583	53	9.1%
2013	657	58	8.8%
2014	705	43	6.1%
2015	724	86	11.9%
2016	910	102	11.2%
2017	852	121	14.2%
<b>2018</b>	<b>926</b>	<b>109</b>	<b>11.8%</b>
Mean	658	64.6	9.8%

Source: Wisconsin Builders Association Permits Data, Menomonee Falls Department of Community Development

The Village of Menomonee Falls had more single and two family home starts in 2018 than Brookfield, Germantown, Lisbon, Lannon, and Milwaukee combined

## Communities with the Most Single and Two Family Housing Starts in the state of Wisconsin in 2018

Municipality	Total Housing Starts	Average Value	Total Value
Madison	298	\$317k	\$94.4M
Sun Prairie	181	\$293k	\$53.0M
<b>Menomonee Falls</b>	<b>129</b>	<b>\$306k</b>	<b>\$39.5M</b>
Fitchburg	115	\$293k	\$33.7M
Grand Chute	111	\$270k	\$30.0M
Oconomowoc	95	\$307k	\$29.1M
Green Bay	80	\$263k	\$21.0M
Waukesha	80	\$287k	\$22.9M
Ledgeview	79	\$319k	\$25.2M
New Berlin	79	\$421k	\$33.2M
Mequon	78	\$637k	\$49.7M
Waunakee	78	\$397k	\$31.0M

Source: Wisconsin Builders Association Permits Data, Menomonee Falls Department of Community Development



# Residential Development

## Brookdale Estates Subdivision

In 2018, building permits were issued for 39 single family homes in this 75 lot subdivision which is located near the intersection of Pilgrim Road and Lisbon Road in southeast Menomonee Falls. Home construction in Brookdale Estates outpaced all other subdivisions in the Village and the overall totals of most Waukesha County communities.

## Lilly Creek Highlands VI

The Village approved a final plat for 13 single family lots to be developed north of Daylilly Drive in eastern Menomonee Falls. The lots in the approved phase range from 20,015 square-feet to 26,472 square-feet with an average lot size of 21,838 square-feet.

## Silver Spring Estates V & VI

Plans were approved for the fifth and sixth phases of Silver Spring Estates Subdivision which is located to the east of Town Line Road and to the north of Silver Spring Drive in southwest Menomonee Falls. These phases added 29 lots to the development with an average lot size of 19,003 square-feet.

## Weyerhaven Subdivision Addition No. II

The Village approved a final plat for 31 single family lots to be developed near the intersection of Mill Road and Lilly Road in southeast Menomonee Falls in 2018. Lots for the proposed subdivision range in size from 13,477 to 34,268 square-feet, and the average lot size is 18,762 square-feet.

## Aero Park Subdivision

Plans were approved for 19 single family lots to be developed near the intersection of Lannon Road and Lisbon Road in southwest Menomonee Falls. This development will be one of the sites for the 2019 MBA Parade of Homes with lots ranging from 18,063 square-feet to 22,673 square-feet and an average lot size of 19,058 square-feet. When complete, the Aero Park subdivision will include 60 lots to the east of Wanaki Golf Course.



The Lisbon Road (south) entrance to Brookdale Estates subdivision as seen during fall of 2018



New homes in the Silver Springs Estates subdivision in southwest Menomonee Falls



New roads being built in 2018 at Weyerhaven subdivision in southeast Menomonee Falls



# Residential Development

## Jade at North Hills

In 2018, construction moved forward on a 139-unit apartment development at the corner of Good Hope Road and Highland Drive in eastern Menomonee Falls. The proximity of the Jade at North Hills to nearby services, along with a retail component and an indoor common area/recreational space, are expected to increase the desirability of these apartments for young professionals.

## Riverwalk on the Falls

Construction continued in 2018 on the 114 unit Riverwalk on the Falls apartment building along the Mill Pond in downtown Menomonee Falls. Occupancy of units along Main Street began before the end of the year. This apartment building is being built on the site of the former Associated Bank and will include underground parking, a gallery, terrace, and a commercial component. The second phase of this development includes 6 town-homes with attached garages along Grand Avenue. When complete, the apartment project will add vitality to downtown through the increased foot traffic and buying power of new residents and their visitors. Riverwalk on the Falls supports the broader vision for redevelopment in the historic core of Menomonee Falls as outlined in the 2010 *Village Centre Master Plan*.

## Grace Commons Senior Housing

The Village approved building permits in 2018 for 165 senior apartments to be constructed near the intersection of County Line Road and Cross View Way in northern Menomonee Falls. This is the first phase of a senior living community which offers a mix of units to serve seniors across the continuum of care. When complete, the Grace Commons project will include 228 units with 153 independent living, 48 assisted living, and 27 memory care units.



The leasing office at the Jade at North Hills was active by the end of 2018



Exterior work at the Riverwalk on the Falls project was nearly completed in 2018



Grading and foundation work has begun to transform the Grace Commons site



# Commercial Development

The Village reviews all commercial proposals from conceptual projects through to occupancy permits. Commercial development activity was strong in 2018 with 67 commercial projects. The total construction value of commercial projects approved in 2018 was **\$13.3 million** with a significant portion of the total coming from downtown projects (\$2.8 million), a major addition at Brook Falls Veterinary Clinic (\$2.3 million), and improvements at two Kroger grocery stores (\$2.0 million).

## Brook-Falls Veterinary Clinic

Building permits were issued for a major addition at Brook-Falls Veterinary Clinic which is located off of Lisbon Road in southeastern Menomonee Falls. The 12,250 square foot addition will allow Brook-Falls to offer more comprehensive pet daycare and boarding services.



This rendering shows the addition that was approved for Brook-Falls Veterinary Clinic

## Fire Station Restaurant

Building permits were issued in 2018 for the transformation of the 9,000 square-foot former Fire Station No. 1 into a restaurant along Appleton Avenue in downtown Menomonee Falls. The project includes outdoor seating spaces at both the front and rear of the building and has an estimated construction value of \$1.1 million.



With the interior build out well underway, the restaurant is expected to open spring of 2019

## Colonial Plaza

Construction proceeded on exterior improvements and interior build-outs of two tenant spaces (Evie's Bistro and Cassia Nails & Spa) between Fresh Thyme Farmers Market and Planet Fitness at Colonial Plaza in downtown Menomonee Falls. Together, these projects are revitalizing nearly 8,000 square feet of retail space and have an estimated construction value of over \$900,000.



Exterior work and new tenants completed a revitalization project which began in 2016



# Commercial Development

## Pick n' Save Marketplace & Metro Market

Kroger completed significant interior renovations at both their Pick n' Save store on Appleton Avenue and their Metro Market location (formerly branded as Pick n' Save) on County Line Road. The projects updated over 26,000 square feet of retail space and had an estimated construction value of \$2 million.

## US Foods

Construction moved forward in 2018 on the renovation of nearly 2,500 square feet of office, operations, and truck maintenance areas at the US Foods location on Highway 145 in northeastern Menomonee Falls. The combined value of these projects was nearly \$1.2 million.

## McDonald's

Building permits were issued in 2018 for an interior renovation at the McDonald's location near the intersection of Silver Spring Drive and Pilgrim Road in southeast Menomonee Falls. The project had an estimated value of \$500,000.

## Fiddleheads Coffee

The historic Koehler-Zahn house on Appleton Avenue in downtown was converted into a Fiddleheads Coffee house in 2018. The 3,290 square foot project included an interior remodel and an addition. The project had an estimated construction value of \$400,000 and included a patio and a rooftop seating area.

## Moore Construction

Building permits were issued in 2018 for Moore Construction's new 13,000 square foot office and warehouse space on the northeast corner of Silver Spring Drive and Enterprise Avenue in southeast Menomonee Falls. The building had an estimated construction value of \$1 million and will serve as the company's corporate headquarters.



This store on County Line Road was updated and re-branded as a Metro Market in 2018



US foods reinforced their commitment to the Village with a several renovation projects



Moore Construction's corporate headquarters and warehouse as seen in early 2019

# Institutional Development

## Aurora Health Center

The Village issued building permits in 2018 for Aurora Health to renovate 56,258 square feet of clinical, reception, office, laboratory, and storage space at their facility on Menomonee Avenue in northern Menomonee Falls. The approved renovations (construction valued at **\$4.5 million**) amount to a comprehensive rebuild of the Health Center which offers a variety of medical services including primary care, specialized treatment, diagnostic testing/imaging, general surgery, and lab work.

## Community Memorial Hospital

Froedtert and the Medical College of Wisconsin renovated over 5,000 square feet of make-ready, reception, and clinical space at Community Memorial Hospital on Town Hall Road in central Menomonee Falls. The estimated construction value of these interior alterations was \$1.4 million.

## We Energies Power Distribution Facility

We Energies constructed equipment and an accessory building in 2018 to house circuit breakers for the local electrical distribution system. The project is located on Water Street adjacent to Costco and had an estimated construction value of over \$1 million.

## Menomonee Park Beach House

Waukesha County completed a \$745,000 renovation of the Menomonee Park Beach House in 2018. The project updated 2,932 square feet of space and was finished in time for the summer beach season. The Beach House is located in Menomonee Park in northwest Menomonee Falls.



The Aurora Health project is the Village's largest medical investment since 2015



The main entrance at Community Memorial Hospital in early 2019



The view from outside the Menomonee Park Beach House on Lannon Pond



# Institutional Development

## Menomonee Falls High School

In 2018, the School District of Menomonee Falls completed a 6,000 square-foot renovation of a student collaboration space on the second floor of the High School. The collaboration space includes a reception area, meeting tables, charging stations, and wifi access. This project had an estimated construction value of \$280,000 and complements a number of recent projects including a major update to the library/media center and the completion of a new cooperative learning environment/fabrication lab in 2017.

A new rubberized artificial turf surface was installed on the Menomonee Falls High School football field in 2018. This project was constructed at an estimated cost of \$600,000 and was fully funded through private donations.

## School District of Menomonee Falls

Staff bathrooms were renovated at North Middle School and Valley View Elementary School in 2018. These projects brought the bathrooms into compliance with ADA accessibility standards and gave the facilities a modern and professional appearance. The School District also renovated the main office and reception spaces at Ben Franklin Elementary School. The combined value of these projects is estimated to have been \$525,000. The projects were funded through a 2016 referendum which designated over \$30 million for capital improvements across the School District of Menomonee Falls.

## Falls Presbyterian Church

In 2018, Falls Presbyterian (also known as Falls Church) moved forward with a \$130,000 lower level remodel and completed a parking lot and driveway expansion. These projects follow an estimated \$50,000 in site improvements completed in 2017 which included a canopy repair and the installation of a new monument sign along Pilgrim Road.



Menomonee Falls High School as pictured in early 2019



The remodeled office space at Ben Franklin Elementary School



2018 projects at Falls Presbyterian Church added to a series of site improvements which began in 2017.



# Industrial Development

According to the Wisconsin Department of Revenue's 2018 Statement of Assessments, the Village of Menomonee Falls continues to have the **3<sup>rd</sup> highest manufacturing real estate assessed value** in Wisconsin. Menomonee Falls only trails Milwaukee and Green Bay in 2018 manufacturing assessed property value at over \$307 million.

## Wisconsin's Top Ten Manufacturing Assessed Real Estate Value Municipalities

Rank	Municipality	2014	2015	2016	2017	2018	% Change	2018 Population
1	Milwaukee	\$697.0M	\$715.9M	\$719.1M	\$754.5M	\$753.4M	-0.1%	595,555
2	Green Bay	\$385.1M	\$381.5M	\$386.6M	\$380.8M	\$358.1M	-6.3%	105,477
3	<b>Menomonee Falls</b>	<b>\$311.9M</b>	<b>\$313.4M</b>	<b>\$318.7M</b>	<b>\$300.4M</b>	<b>\$307.5M</b>	<b>2.4%</b>	<b>37,574</b>
4	Pleasant Prairie	\$199.4M	\$214.6M	\$228.7M	\$222.8M	\$278.4M	25.0%	21,166
5	Madison	\$247.8M	\$249.4M	\$257.2M	\$261.8M	\$261.1M	-0.3%	252,546
6	Waukesha	\$228.4M	\$235.0M	\$231.2M	\$248.9M	\$242.6M	-2.6%	71,731
7	Fitchburg	\$207.4M	\$212.5M	\$215.9M	\$229.4M	\$228.1M	-0.6%	28,316
8	Oshkosh	\$219.7M	\$217.5M	\$231.8M	\$224.8M	\$218.6M	-2.8%	66,945
9	Germantown	\$201.1M	\$216.5M	\$219.4M	\$220.4M	\$216.8M	-1.7%	20,183
10	New Berlin	\$181.8M	\$197.9M	\$205.6M	\$196.9M	\$207.9M	5.6%	40,349

Source: WI Department of Revenue 2017 Statement of Assessments, WI Department of Administration 2018 Municipal Populations

Menomonee Falls is one of the most significant manufacturing hubs in Wisconsin and is home to a number of industry leading companies. The Village continued to be a preferred location for manufacturing development in 2018 with several noteworthy construction and expansion projects totaling **\$11.4 million** in construction value.

### Manhardt Drive LLC

Building permits were issued for the development of a 157,152 square-foot speculative industrial space along Manhardt Drive in southeast Menomonee Falls. The building has an estimated construction value of nearly **\$6.5 million** and will provide industrial and warehousing space for a variety of businesses.



# Industrial Development

## **Westbrook at Old Orchard LLC**

Construction proceeded in 2018 on a 57,047 square foot speculative light industrial building at the corner of Old Orchard Road and Stratton Circle in northeast Menomonee Falls. The estimated construction value of this project is **\$3.6 million**.

## **Eaton Corporation**

Building permits were issued in 2018 for the interior renovation of a 6,257 square foot area inside Eaton Corporation's existing facility on Flint Drive in eastern Menomonee Falls. The project will create an innovation lab and customer experience center and it has an estimated construction value of \$526,320.

## **Anixter Incorporated**

Construction moved forward on a 7,148 square-foot build out for a tenant space in a speculative industrial building along Manhardt Drive that was completed in 2016. Anixter is a distributor of wire, cable, networking, security, and utility power solutions. The estimated value of the project is \$300,000.



This new speculative industrial building filled one of the final developable sites in the Westbrook Corporate Center



A view of Eaton Corporation from Flint Drive in the Woodland Prime office park



# 2018 Planning Projects

## Main Street Reconstruction & Streetscape Phase II

In 2018, the Department of Engineering and Development Services led the redesign and reconstruction of Main Street between Appleton Avenue and Hoyt Drive. This project carried out recommendations in the adopted *2010 Village Centre Master Plan* to calm traffic, improve pedestrian safety, and enhance the aesthetics of the area. Key outcomes include:

- Reconstruction of the Main Street and Appleton Avenue intersection
- New mid-block crossing at the Main Street parking lot
- Six curb extensions reducing crossing distance
- Four raised street tree planters and two at-grade planters
- Street furnishings including bollards, benches, and litter receptacles



This project rebuilt the Four Corners intersection for the first time in 25 years

## Comprehensive Outdoor Recreation Plan Update

The Village adopted revisions to the *2016-2020 Comprehensive Outdoor Plan* in the spring of 2018 in order to guide future expansion/improvements at Village park, Old Falls Village, and Mill Pond Park. With the adopted changes, the Department of Engineering and Development Services staff contributed to the implementation of the following COR Plan projects:

- Acquisition of five properties and demolition of several structures to expand Village Park to Appleton Avenue
- Planning for the first phase of Village Park improvements including designs for a public plaza at the corner of Garfield Drive and Appleton Avenue
- Expansion/reconfiguration of the parking areas adjacent to Village Park along Garfield Drive
- Acquisition, demolition, and site remediation for the expansion of Mill Pond Park along Roosevelt Drive
- Wetland delineation and planning for the Village's first boardwalk project



A 2018 rendering showing some of the features being planned for Village Park



Dozens of new parking spaces were created adjacent to Village Park with the reconstruction of Garfield Drive



# 2018 Development Numbers

## Approved Building Permits

**129**

.....  
New Construction

**821**

.....  
Alteration/Renovation

## Conditional Use Permits

**9**

.....  
Issued

**5**

.....  
Amended

## Rezoning Amendments

Approvals 13

## Industrial Use Permits

Approvals 2

## Planned Infill Developments

Approvals 2

## Municipal Code

Amendments 3

## Architectural Control Board

Approvals 20

## Comprehensive Plan Amendments

Land Use 5

## Zoning Board of Appeals

Variance Approvals 10

## Certified Survey Maps

Approvals 15

## Miscellaneous Development Approvals

- 5 final plats
- 1 preliminary plats
- 2 planned residential developments
- 3 conceptual reviews
- 4 zoning adjustments
- 1 right-of-way vacations
- 4 sign exceptions
- 3 easement modifications

## Miscellaneous Development Initiatives

- Assisted in implementation & reporting for a DNR Urban Forestry grant funded Village tree inventory
- Collective impact partnership with the School District of Menomonee Falls

The total revenue for 2018 building and zoning permits was \$975,194.84

# Looking Ahead to 2019

## Residential Outlook

The strong recent pace of residential development in the Village is likely to continue in 2019 given the number of approved and conceptual projects and the acreage of available land. There is capacity to build 100+ new single family homes annually for several years to come. Over 200 lots are available in approved single family developments across the community and there are hundreds more in conceptual developments. Construction and occupancy of multifamily residential projects will boost Menomonee Falls population by several hundred people in 2019 with **253 units** coming on line at Riverwalk at the Falls and the Jade at North Hills. The approved Grace Commons and Tamarack Springs projects will create hundreds of additional living units.

## Business Development

The approved expansion and relocation of US Navy contractor **Leonardo DRS** will add hundreds of jobs and a multi-million dollar facility bolstering industrial construction value in the Village in 2019. Additionally, planned expansions at packaging supplier Glenroy Incorporated and Alto-Shaam Incorporated, and several approved commercial projects will add to Menomonee Falls economic base. Planned commercial projects likely to proceed in 2019 include:

- Two International Autos Dealerships on east Main Street
- Olive Garden Restaurant on Falls Parkway
- Aldi Grocery on Leon Road
- Burger King and Dunkin Donuts on Appleton Avenue

## Village Park

The first phase of the Village Park project will proceed in 2019 and will include the following amenities:

- Flexible use plaza and market space
- Performance amphitheater
- Entrance promenade
- A modern restroom with covered gathering space
- Reconstructed roadway and parking areas
- Inviting seatwalls, grade changes, and landscaping



New home construction is likely to keep pace with numbers from the last few years



The Leonardo DRS project will have the second largest roof in the Village (after Harley-Davidson)



The demolition of structures along Appleton Avenue has set the stage for 2019 park projects