

The Current

Summer 2019

VILLAGE OF
Menomonee Falls

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VILLAGE HALL

W156 N8480 Pilgrim Road
Menomonee Falls, WI 53051-3140

262-532-4200

Monday - Friday
8 am - 4:30 pm

Offices Closed

Fourth of July 7/4/19
Labor Day 9/2/19

VILLAGE BOARD

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QUICK CONTACTS

Village Manager.....532-4240
Public Works.....532-4700
Protective Services Business Office.....532-8700
Protective Services Non-Emergency...446-5070
Clerk Services.....532-4200
Engineering & Development.....532-4400
Building Inspector.....532-4282

The Current: Your Village Newsletter

It's summer in Menomonee Falls which means there is a lot going on! Warm weather brings the busy season in Wisconsin for travel, community events and outdoor activities of all kinds. It's also the busiest time of the year in the Falls for roadwork and construction projects. The aim of this newsletter is to concisely inform residents about some of the noteworthy things happening across our 38,000 person Village by sharing project updates, celebrating local points of pride and providing answers to frequently asked seasonal questions.

Starting with the summer 2019 issue, the Village of Menomonee Falls will be sharing *The Current* newsletter on a quarterly basis. The newsletter is part of a broader approach to provide effective and consistent information to Village residents and businesses regarding Village services, projects and initiatives. *The Current* will be primarily distributed as an online newsletter with links from the Village website, social media platforms and through Notify Me email updates. Hard copies of the newsletter will also be available at Village Hall, the Menomonee Falls Public Library, the Community Center and by request.

The online version of the newsletter is designed as an interactive document to allow readers to quickly navigate to the content that interests them most. Readers can hover over and click on selected images and text to view related web pages and information. Where links are present, the typical cursor will be replaced by a hand icon like this: 

Although the topics and length of the newsletter will vary from season to season, *The Current* will always include the following:

- Construction and development updates
- Protective Services updates
- Seasonal information from Public Works
- Featured community stories
- Community event calendar



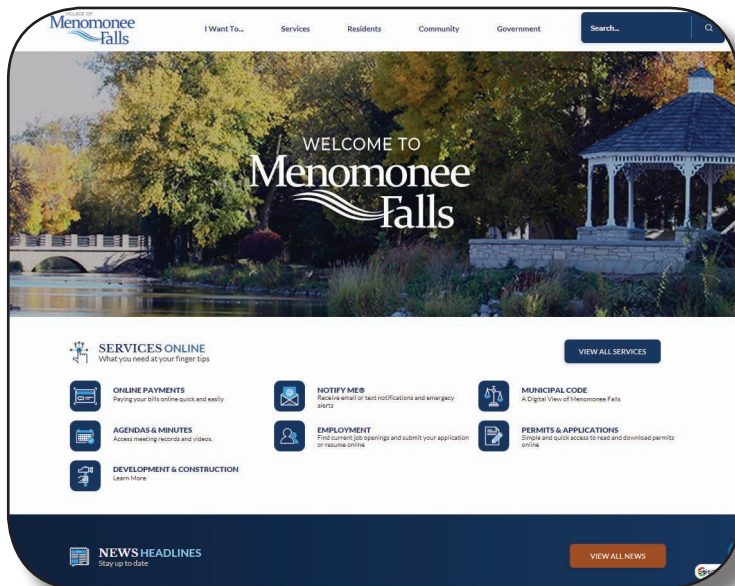
Aerial perspective looking south
over Harmony Hills subdivision



A Resident-Centered Communication Plan

When Village staff first met to work on an update to the Village's website, we anticipated that most of the focus/discussion would be about the look and feel of the website and ways to make the pages more convenient for mobile devices. However, it was soon determined that the most important goal for the

departments. For the first time, the 2019 website update (launched in May) organized web pages around what residents and business owners are most likely looking for. Tabs including "I Want to", "Services", and "Residents" capture most of the common topics and a prominent search box and scrolling icons make it easy to find the most frequently requested information in just one or two clicks.



A screen shot of the new Village website

update would be to reorganize the website into a format that puts residents first. Staff analyzed page visits and realized that most users were there to make online payments, apply for permits, report concerns, view meeting agendas, learn about community projects and keep up to date on news and elections.

Since the first generation of the Village's website was created in the late 1990s, the pages and navigation have been organized around the various Village

The website update meetings also got Village staff talking about how to communicate more effectively beyond the website. We noted that both residents and elected leaders alike have expressed interest in the Village taking a more comprehensive approach to communication. This spring the Village developed a Public Communications Strategy which will be implemented in the coming months through a combination of website updates, a more robust social media approach and the continued publication of *The Current* newsletter.

Public Communication Strategy Guiding Principles

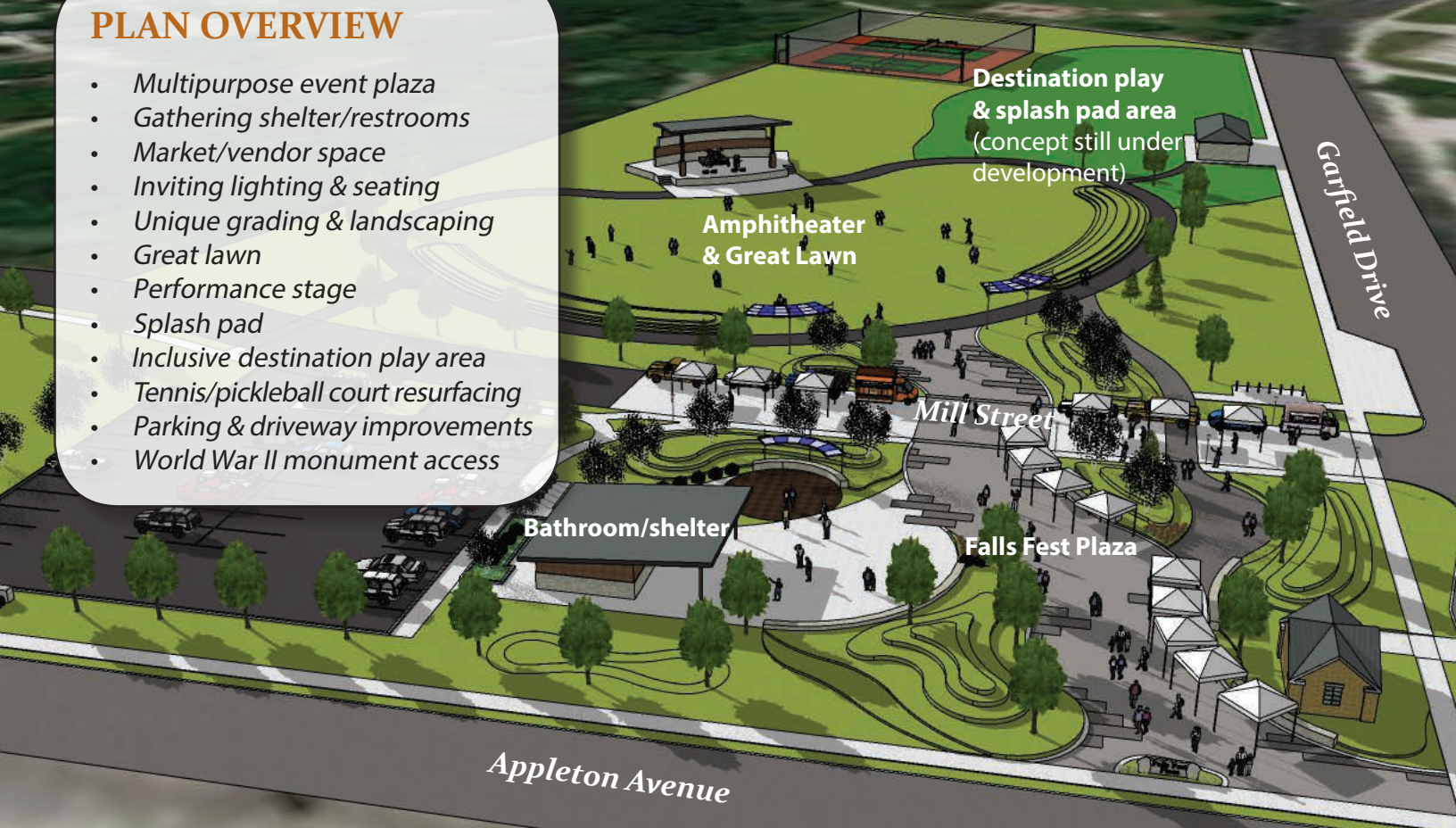
- Provide timely, accurate and complete information
- Utilize a variety of platforms to reach as many people as possible in a cost-effective manner
- Deliver consistent messaging about our services in a standardized appearance and format
- Respond to changing public expectations and implement new initiatives to meet demand

Village Park Update

Construction starting spring 2020

PLAN OVERVIEW

- Multipurpose event plaza
- Gathering shelter/restrooms
- Market/vendor space
- Inviting lighting & seating
- Unique grading & landscaping
- Great lawn
- Performance stage
- Splash pad
- Inclusive destination play area
- Tennis/pickleball court resurfacing
- Parking & driveway improvements
- World War II monument access



Village Park has long been a central location for leisure, recreation and events. In accordance with the *Comprehensive Outdoor Recreation Plan*, Village Park will be transformed into a more vibrant destination for the benefit of downtown and the entire Menomonee Falls community. The planned changes for Village Park over the next couple of years will result in one of the most visible and impactful public projects in Menomonee Falls in decades. Plans envision Village Park as:

- A hub for community life and events
- Menomonee Falls' premier park
- A catalyst for downtown revitalization
- An attraction for businesses & residents
- A unique regional destination

The design for Village Park was developed through a partnership of Village staff and park planning consultant Ayers and Associates of Madison, WI. The plan links park visitors to downtown, celebrates Village identity, creates capacity to host community events and includes a combination of classic and modern architectural elements.

The Village Park project will be **constructed in 2020 with demolition and grading work moving forward in 2019.**

The project will contain several "first in the Village" features including a large linear plaza (with ample electricity access for event vendors), playful landscaping berms, a "great lawn" open space, a performance amphitheater, a splash pad and an all children's destination play area. The aim is that Village Park will become an inviting gathering space for visitors of all ages, and it will be able to support a full range of events throughout the year. For future project updates, see menomonee-falls.org/villagepark

Design Features & Programming

The Village Park design was prepared to create a space that is attractive, interesting and functional when being used by anywhere from five to 5,000 residents and visitors.

Plaza width, vehicle access routes, lighting, seating, shade structures, landscaping and building materials were thoughtfully chosen in order to create a destination area that will draw people into the park and will accommodate a wide variety of activities. Among the activities envisioned for Village Park are:

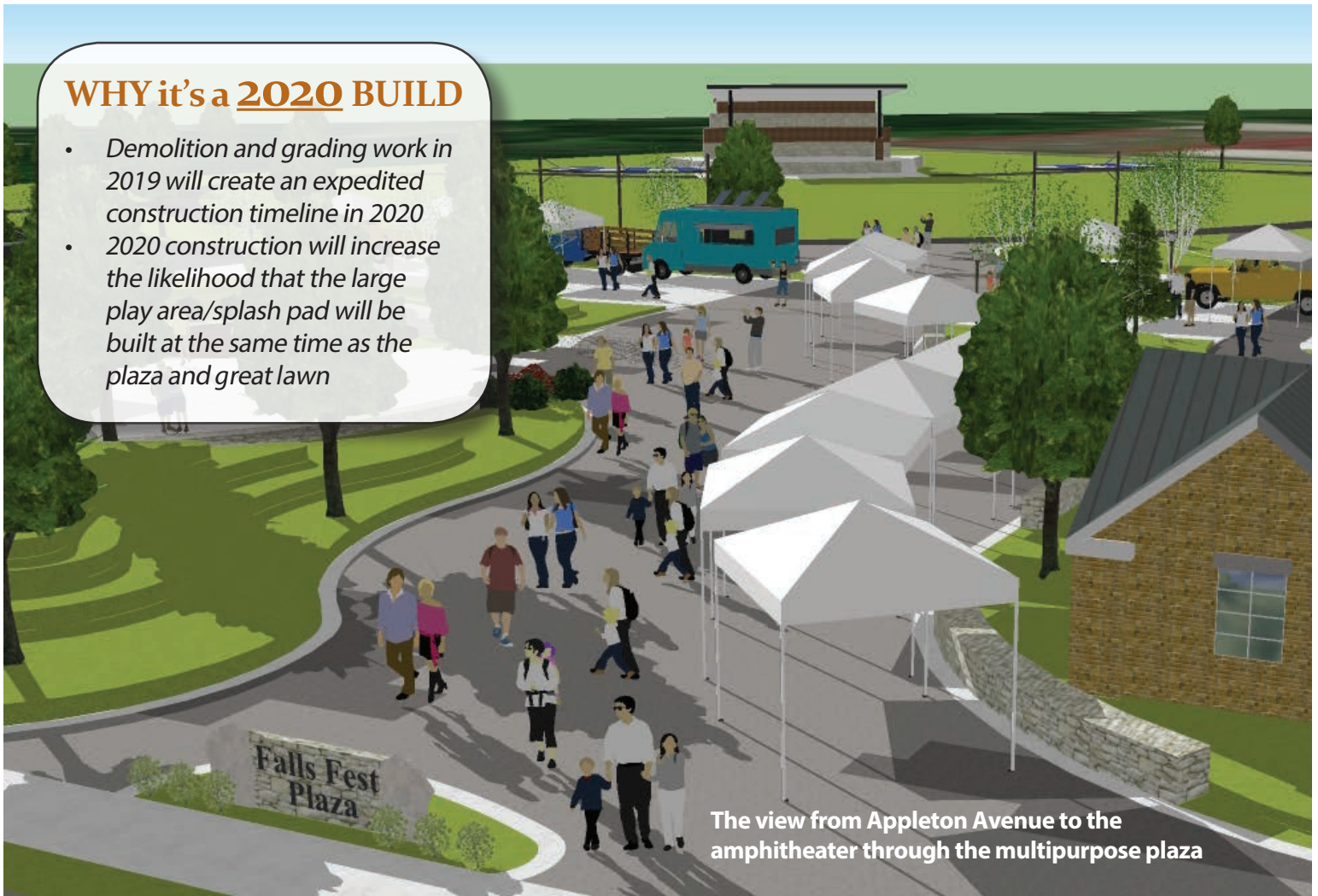
- Concerts
- Family gathering & play
- Farmers markets
- Movie nights
- Beer gardens
- Food trucks/trailers
- Fitness programming
- Outdoor games
- School programs
- Art & makers markets



Removable bollards on Mill Street will allow for additional vendor space during markets and events

WHY it's a **2020 BUILD**

- Demolition and grading work in 2019 will create an expedited construction timeline in 2020
- 2020 construction will increase the likelihood that the large play area/splash pad will be built at the same time as the plaza and great lawn



The view from Appleton Avenue to the amphitheater through the multipurpose plaza

Summer 2019

Construction & Development Projects



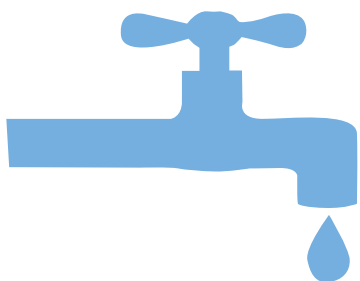
Public Projects

Street Reconstruction

In 2019, the Village is reconstructing portions of **Ann Avenue** and **Cheyenne Drive**. These projects will include new water main and storm sewer, along with roadway replacement.

Water Main & Sewer

The Village will also be constructing or reconstructing water main and sewer sections in various areas across Menomonee Falls. Impacted streets include:



- Cleveland Avenue
- Lisbon Road
- Patton Drive
- Roosevelt Drive
- Russell Court
- St Francis Drive
- St Regis Drive

For specific project locations see menomonee-falls.org/construction

Did You Know?

The Village maintains

- 238 miles of right-of way
- 479 lane miles of road
- 72 miles of sidewalk
- 857 street lights
- 419 traffic signals
- 2,977 fire hydrants
- 4 water towers
- 5 pump stations



Infrastructure Maintenance Programs

The Village will also be proceeding on annual programs for asphalt paving, curb and gutter replacement, and sidewalk replacement on/along various streets across the community.

Park & Trail Projects (in addition to the Village Park project)

- Trail extension with a boardwalk component at the north end of the Menomonee River Parkway – this project is being funded in part through a 50 percent matching Stewardship grant from the Wisconsin DNR
- Mill Pond Park soil remediation & parking lot expansion along Roosevelt Drive
- Tennis/pickleball court improvements at Willowood Park and Oakwood Park
- Renovation of bathrooms at Rotary Park (east of the Menomonee River)

Emerald Ash Borer

The Emerald Ash Borer beetle (EAB) is an exotic wood boring beetle that was first confirmed to be infesting trees in the Village in 2016. A Tree Inventory Report was prepared in 2018, and it determined there are over 1,000 ash trees currently located on Village-owned property. Within the next five years, the Village intends to remove roughly 750 trees that have been affected by EAB and have a 50% or greater canopy loss. Some progress has been made to replace ash trees that have already been removed. The Village has received a \$5,000 Tree Planting Grant from the Bay Lake Regional Planning Commission to replace 16 trees removed from medians on Appleton Avenue and Woosencraft Drive. A replacement plan for other public ash trees has not yet been determined. See menomonee-falls.org/publictrees for more information.



Homes under construction in the Aero Park subdivision, May 2019

43

single family home
building permits
issued through
April 2019

Private Development Projects

Business

In summer of 2019, work is expected to begin on the expansion and relocation of US Navy contractor Leonardo DRS near the intersection of Good Hope Road and Flint Drive. **The Leonardo DRS** project will result in a multi-million dollar facility and hundreds of new jobs. Planned expansions at Glenroy Incorporated and Alto-Shaam Incorporated will add industrial capacity in northern Menomonee Falls.

Construction is expected to begin on two International Autos dealerships along Main Street and an Olive Garden Restaurant on Falls Parkway. New Burger King and Dunkin Donuts locations are being built along Appleton Avenue, and an Aldi grocery store is being constructed near Woodman's.

Residential

The Village anticipates over 100 single family homes will be constructed across Menomonee Falls in 2019. With over 100 single family homes constructed in 2017 and 2018, more homes have been built in Menomonee Falls than in any other community in the region over the last three years.

Aero Park subdivision has led the way for home starts in 2019, and it will be one of three host sites across the region for the MBA Parade of Homes this summer. The pace of home building in **Brookdale Estates** subdivision also continues to be strong. Last year building permits were issued for 39 single family homes in Brookdale Estates alone.

The **Jade at North Hills** apartment development is adding 139 residential units near the intersection of Good Hope Road and Highland Drive in eastern Menomonee Falls. The first phase of **Grace Commons** will construct 165 new senior housing units near the intersection of Cross View Way and County Line Road in northern Menomonee Falls.

For more information on these and other development projects, see menomonee-falls.org/development

*In 2018, 26 single family permits had been issued through April





Seasonal Information & Reminders

Summer Yard Waste Disposal

Need to get rid of leaves, branches or other natural yard waste? As a Menomonee Falls resident, you have several different options for dropping off yard waste at the **Orchard Ridge Composting Site**:

- **Residents with a Yard Waste Permit** – Can access the site up to 35 times from April through December 7th. Up to one cubic yard, or seven 30 gal bags of your own residential yard waste (grass, leaves and brush only) can be dropped off per visit. Permits are free to all Menomonee Falls residents and can be obtained at Village Hall. If you received a permit in the past, one will automatically be mailed to you before the effective date in April.
- **Residents without a Yard Waste Permit** – Will be charged \$0.015 per pound. There is a minimum fee of three dollars (\$3.00) per load, and proof of residency is required.
- **Businesses** – Will be charged business rates and anyone interested should call 262-253-8620 option #3 for current rates and other questions.

Branches or stumps larger than 6" in diameter or 4' in length will not be accepted and must be dumped as trash in the Yard Waste Area at the site.

The Orchard Ridge Composting Site is located at W124 N9355 Boundary Road. Look for the scale house on the west side of the road. Hours of operation are Monday through Friday from 6:30 am to 4 pm, Saturday from 7 am to 11:45 am.

FREE Mulch!

The Village manages a brush grinding operation which produces shredded wood mulch for residents. The mulch is free, clean and good quality. Menomonee Falls residents can grab as much mulch as they need at the self-serve location at the end of MacArthur Drive through the end of October. See menomonee-falls.org/mulch for a map of the pick up location.

Keeping Pollution out of Storm Drains

Did you know your neighborhood waterway is linked to Lake Michigan and the Mississippi River? Storm drains are located throughout the Menomonee River and Fox River watersheds in neighborhoods, villages, and cities. When it rains, the water that runs along the gutters on your street and down the storm drains. Stenciling "No Waste-Drains To River" near the storm drains within Menomonee Falls is a great reminder that storm water often drains directly to the rivers and waterways. Pollutants such as oil or paint illegally dumped into the storm drain can kill aquatic life and degrade our water system. For more information on storm sewer stenciling, follow this link:

menomonee-falls.org/stormstenciling

Park Shelter Reservations

All park reservations must be made in person at Village Hall, for further information please call 262-532-4200.



A large picnic shelter at Rotary Park

Dogs in Parks

Dogs are permitted in parks if they are on leashes no longer than 6 feet. The Village has 16 pet waste disposal systems in parks which include bags to pick up pet waste. It is the owner's responsibility to clean up after pets.

FIT^{in the} PARKS

Menomonee Falls, Wisconsin

Partnering to Promote Health & Wellness



This summer, organizations across the Village are teaming up to offer 15 free fitness activities in community parks through the inaugural Fit in the Parks Program. The program is part of the Live Well Waukesha County initiative which is targeting increased levels of physical activity and improved nutrition for residents across the county.

Fit in the Parks Menomonee Falls is trying to raise the profile of personal fitness by holding free programming in high traffic park locations during the warm weather months. The hope is that the visible locations of the activities will get people's attention, and the removal of fees will eliminate a barrier for some participants. The overall goal is to get more residents outside and active.

A Sunset Hike was held on Friday, May 3rd in Menomonee Park as a kick off to the Fit in the Parks season. An estimated **265 people** participated in the hike which included an illuminated trail around the quarry pond and information tables from each of the eight partner organizations.

The hike in Menomonee Park was one of four kick off events in Waukesha County. Free fitness programming is also being offered throughout the summer in Waukesha, Oconomowoc and Mukwonago. The county is promoting healthy nutrition through their Harvest of the Month program which highlights a healthy locally harvested food and provides seasonal recipes to enjoy at home. Learn more about the broader Live Well Waukesha County initiative at waukeshacounty.gov/livewell

While all the Fit in the Parks activities will be offered free of charge, Community Education & Recreation is taking registrations so the hosts for each activity have a sense for how many participants they will need to accommodate. Registration for some of the activities is limited, but drop-ins will be welcome as space and equipment allows. Learn more and register at fallsschools.org/divisions/community-education-recreation/fitp

Fit in the Parks 2019 FREE Activities

- Family Bootcamp @ Oakwood Park
- Bootcamp @ Rotary Park (ages 18+)
- Walking Club @ Lime Kiln Park
- Barre Fitness Mat (ages 18+) @ Oakwood Park
- Yoga (ages 8+) @ Mill Pond Plaza & Old Falls Village
- Family Yoga @ Rotary Park
- Plein Air Painting (ages 18+) @ Old Falls Village

Sponsored by:



Fit in the Parks 2019 community partners



New Approaches to Fill the MFPD Ranks

In the recent past, due to retirements and resignations, the Menomonee Falls Police Department (MFPD) had as many as eight open police officer positions in a department of 59. Filling open positions in a police department can be a challenge, especially with a historically low unemployment rate and rigorous hiring requirements including an oral interview, situation assessments, a background investigation and physical, psychological and fitness examinations.

So what is the Department doing to ensure high caliber men and women serve the Village? The answer entails the use of social media, increased recognition of prior experience and an expedited selection process for working officers while maintaining the same high standards for employment.

The days of simply placing newspaper ads and making recruiting trips to local colleges have passed. Job candidates are more tuned-in to electronic devices than these traditional resources. To this end, the Department recently began using its [Twitter account](#) to advertise open positions and attract worthy candidates. All around the Midwest, Twitter users are opening their accounts to an invitation for them (or someone they know) to join the MFPD.

In cooperation with the Menomonee Falls Police Association, the Department has also offered an **enhanced lateral entry program** that provides credit for candidates' prior law enforcement service. In the program, advanced pay scale placement can be authorized by the Chief and veteran officers can begin employment with advanced vacation and sick time banks commensurate with their years on the job. The program ultimately allows

experienced officers (with at least three years of service) to join the MFPD at or near the level of pay/benefits he or she earned with a previous employer.

The MFPD has also developed a means of expediting the traditional situational assessment center phase of the hiring process. The assessment places candidates in "police situations" to gauge their ability to perform. **An abbreviated assessment** is now held for veteran officers, and it can be accomplished in one afternoon instead of an entire day. What's more, the Police and Fire Commission make themselves available to interview the candidate so the Chief knows whether a conditional offer can be made the same day. All told, a veteran officer can begin employment within weeks of the assessment, which is much quicker compared to the traditional time line.

The MFPD is proud of the people that make up the Department. Its strength has and will continue to be its members, sworn and non-sworn alike. These and other measures will be used to ensure the ranks continue to be filled with people who uphold the values of the MFPD: service, respect, integrity, accountability, community, innovation, teamwork and loyalty.



Screenshot from MFPD (@MenoFallsPolice) Twitter



Fire Department Update

The Menomonee Falls Fire Department (MFFD) is a progressive, professional urban fire department serving the citizens of Menomonee Falls and Lannon with five strategically located fire stations and 72 full-time and part-time staff. Today, the MFFD continues its rich tradition of serving the community by working around the clock to keep citizens safe and by researching and implementing innovative ways to provide the most efficient, effective and professional services.

2018-2019 Initiatives

- Improved fire prevention and education processes
- Revised staffing and response procedures to answer calls more efficiently and effectively
- Created the first [Citizen Fire Academy](#)
- Added a third paramedic unit to provide a higher level of emergency medical service
- Purchased battery operated extrication equipment for all fire engines/trucks to increase availability as needed at the scene of a motor vehicle accident
- Implemented **LUCAS chest compression devices** at three fire stations to assist crews in CPR and reduce morbidity and mortality rates for pulseless non-breathing patients
- Implemented a "Keep the Wreath Green" campaign during the Christmas season to reduce holiday related fires and promote fire safety
- Launched an "Adopt a Hydrant" program where citizens could "adopt" a fire hydrant near their home to keep it shoveled throughout the winter /snow season

In 2018, the Department responded to approximately **4,460 calls for service** and is on track to respond to between 4,000 and 5,000 calls again in 2019. MFFD places a high value on members acting as good ambassadors of the organization and treating people with dignity.



LUCAS chest compression systems are designed to perform CPR at proper rate and depth which frees up first responders to perform other critical life-saving duties

MFFD Department Values

- Professionalism at all times
- Safety and proficiency in all tasks
- Honesty and integrity
- Excellent customer service
- Respect for diversity
- Forward thinking



Summer Calendar

Welcome to Menomonee Falls!

Menomonee Falls is a growing community and is now home to nearly 38,000 people. Whether you own or rent we would like to help you become familiar with all that Menomonee Falls has to offer. Follow this link to help you settle in: menomonee-falls.org/newresident

Points of Pride

[Safewise](#) ranks Menomonee Falls as the 2nd safest city in Wisconsin (over 15,000 residents) and the 86th safest city in the United States

[Wallet Hub](#) ranks the Falls as the 38th best small city in America

[US News & World Report](#) ranks both Menomonee Falls High School & Hamilton High School in the top 20 schools in Wisconsin

Weekly Events



Thursday & Friday nights
from 5 pm to 9 pm



Saturdays afternoons/nights
from 3 pm to 9 pm



The Downtown
Farmers Market
will be held in the
Main Street parking lot
by North Middle School
on Wednesdays
from 9 am to 2 pm

SATURDAY JUNE 15, SUNDAY JUNE 16
World War II Days
Battle reenactment & entertainment
Old Falls Village

THURSDAY JUNE 20 @ 5 pm
Party in the Park A La Carte
Food-focused networking event
Rotary Park

WEDNESDAY JULY 3 @ 7 pm
Independence Day Parade & Fireworks
Menomonee Falls High School
and Appleton Avenue

TUESDAY AUGUST 6 @ 6 pm
National Night Out
Promotes Village - Police partnership
Rotary Park

SATURDAY AUGUST 10 @ 7:30 am
Wheeling for Healing Bike Ride
Fund raiser to support cancer care
Froedtert Comm. Memorial Hospital

SATURDAY AUGUST 17 @ 9 am
HAWs Pet Fair
Vendors, demonstrations & adoptions
Rotary Park

SATURDAY SEPTEMBER 22 @ 9 am
Cheery Cherry Fall Fair
Arts & crafts, food and live music
Rotary Park

VILLAGE OF
**Menomonee
Falls**

Village of Menomonee Falls
W156 N8480 Pilgrim Road
Menomonee Falls, WI 53051-3140