

2019

DEVELOPMENT REPORT

Village of Menomonee Falls Waukesha County, Wisconsin



Leonardo DRS constructed this high-tech industrial building and renovated an existing 123,000 square foot office building (shown in background) along Flint Drive in 2019

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2019 Development Highlights

This report focuses on noteworthy developments within Menomonee Falls and summarizes the Village's development-related activities in 2019. Development activity was strong in 2019 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. 2019 highlights include:

- Projects totaling nearly **\$121 million in construction value** (3rd highest total ever recorded)
- **The second highest residential construction value ever recorded (\$56.8 million)**
- Building permits issued for **118 single family homes** totaling nearly \$42 million in construction value (2nd highest number of new homes in the last ten years)
- **Nine commercial projects worth over \$1 million** in construction value including five new buildings
- **Seven new restaurants** added value and vitality throughout the Village
- An increase of **\$3.3 million in tax incremental value** within TIF districts from 2018 to 2019 – two TIF districts (#4 and #5) closed in 2019 with a combined incremental value of nearly \$212 million
- Major projects on Flint Drive (**Leonardo DRS & Milwaukee Tool**) totaled \$25 million in construction value
- Plans to transform Village Park into a community destination were revised to reduce costs and the project was successfully rebid – Village Board approved a contract for the project in January, 2020

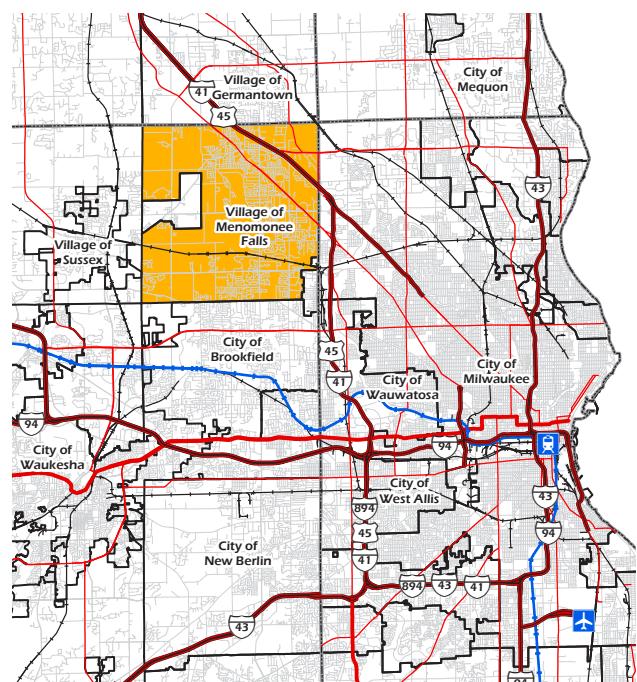


Village Overview



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 38,999. 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 2019 by the following organizations:

- *Chamber of Commerce.org* ranked Menomonee Falls **#8 on its Best Cities to Live in Wisconsin list**.
- *Safewise.com* ranked Menomonee Falls as the **2nd safest city in Wisconsin with more than 15,000 residents**.
- *Niche.com* ranked Menomonee Falls in the top 10 percent on their **Best Places to Raise a Family in America** list
- *Niche.com* ranked the Village **36th** in their **Best Places to Live in Wisconsin** rankings (out of 440 places).
- *US News & World Report* awarded Menomonee Falls High School and Hamilton High School gold medals with **both schools ranking in the top 20 in the state** (out of 517) for college readiness and student performance.

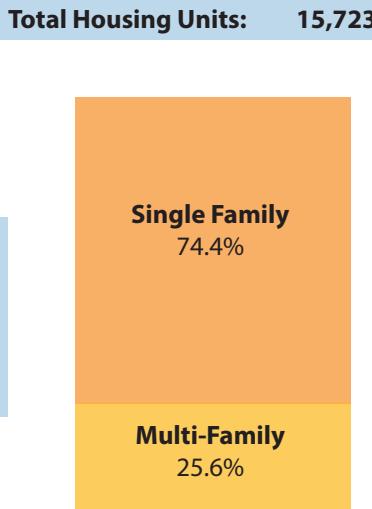


Menomonee Falls at a Glance

Population

Total Population:		38,999
Growth Rate	2010-2019	+9.5%
	2000-2019	+19.5%
Education	High School/GED	96.5%
	Bachelor's Degree or Higher	44.3%
Age	Median Age	43.7 years
Gender	Male	47.4%
	Female	52.6%
Age Distribution		
0-4	6.6	6.6
5-9	5.4	5.4
10-14	5.9	5.9
15-19	6.0	6.0
20-24	4.3	4.3
25-29	5.1	5.1
30-34	6.1	6.1
35-39	7.2	7.2
40-44	4.8	4.8
45-49	6.0	6.0
50-54	7.5	7.5
55-59	8.7	8.7
60-64	7.1	7.1
65-69	5.1	5.1
70-74	3.8	3.8
75-79	3.4	3.4
80-84	3.5	3.5
85+	3.6	3.6

Housing



Economy

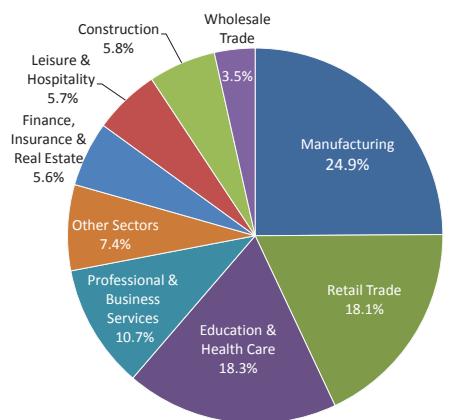
Median Household Income: \$79,367

Jobs

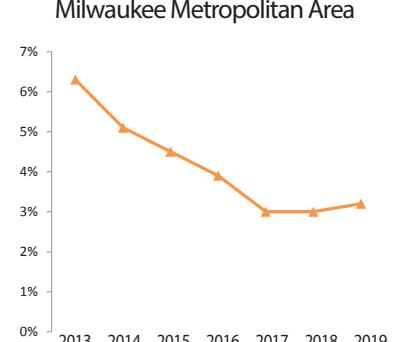
2014-2018 Estimate

33.659 jobs

Employment Sectors



Regional Unemployment Rate



Major Employers

Comparison Communities
Brookfield, WI - \$1,519
Germantown, WI - \$1,061
Mequon, WI - \$1,321
New Berlin, WI - \$1,046
Sussex, WI - \$993

\$1,000 per month

Comparison Communities
Brookfield, WI - \$1,519
Germantown, WI - \$1,061
Mequon, WI - \$1,321
New Berlin, WI - \$1,046
Sussex, WI - \$993

of Employees

- Kohl's Corporation 5,500
- Froedtert & the Medical 3,000
- College of Wisconsin
- Harley Davidson 950
- FIS Management 700
- Menomonee Falls 650
- School District
- Wells Fargo 650
- Arandell Corporation 625

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 2nd highest gain in net new construction value in Waukesha County in 2019**.

Menomonee Falls' equalized value has grown consistently in recent years. In 2019, the Village had the **11th highest real estate equalized value in the state at \$5.17 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 19th in the state).

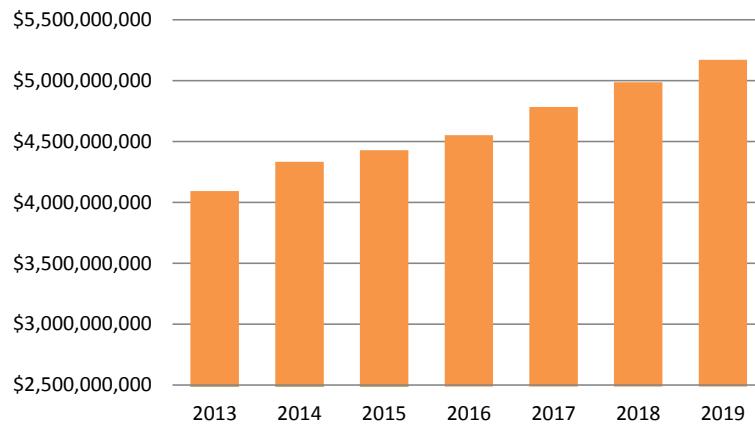
Wisconsin's Top Real Estate Equalized Value Municipalities

Rank	Municipality	2015	2016	2017	2018	2019	% Change	2019 Population
1	Madison	\$22.95B	\$23.88B	\$26.01B	\$28.12B	\$30.29B	7.7	255,650
2	Milwaukee	\$25.21B	\$26.20B	\$26.09B	\$27.69B	\$29.07B	5.0	590,547
3	Brookfield	\$6.29B	\$6.62B	\$6.69B	\$7.08B	\$7.41B	4.7	39,951
4	Kenosha	\$5.66B	\$5.32B	\$5.62B	\$6.50B	\$7.14B	9.8	99,841
5	Green Bay	\$5.70B	\$5.78B	\$6.05B	\$6.36B	\$6.72B	5.7	105,693
6	Waukesha	\$5.48B	\$5.69B	\$5.95B	\$6.25B	\$6.58B	5.3	72,043
7	Wauwatosa	\$5.34B	\$5.46B	\$5.90B	\$6.10B	\$6.31B	3.4	48,341
8	Appleton	\$4.69B	\$4.81B	\$5.08B	\$5.33B	\$5.75B	7.9	74,739
9	New Berlin	\$4.66B	\$4.80B	\$5.02B	\$5.31B	\$5.61B	5.6	40,596
10	Eau Claire	\$4.33B	\$4.69B	\$4.94B	\$5.14B	\$5.38B	4.7	68,057
11	Menomonee Falls	\$4.43B	\$4.55B	\$4.78B	\$4.99B	\$5.17B	3.6	38,999
12	Janesville	\$3.83B	\$4.00B	\$4.42B	\$4.76B	\$5.17B	8.6	63,433

Source: WI Department of Revenue 2019 Statement of Changes in Equalized Values, WI Department of Administration 2019 Municipal Population Estimates

The Village's real estate equalized value in 2019 was \$5,169,742,400 which represents an increase of **3.6%** from 2018's real estate equalized value of \$4,986,326,700. Development in residential, commercial and industrial sectors has remained consistent in recent years. Accordingly, real estate equalized values in Menomonee Falls have grown steadily. When comparing the real estate equalized value from 2014 (\$4.33 billion) to 2019, the Village's value has risen **over 19%** in five years.

Menomonee Falls' Real Estate Equalized Value by Year



Source: WI Department of Revenue 2013 - 2019 Statement of Changes in Equalized Values

Population & Projections

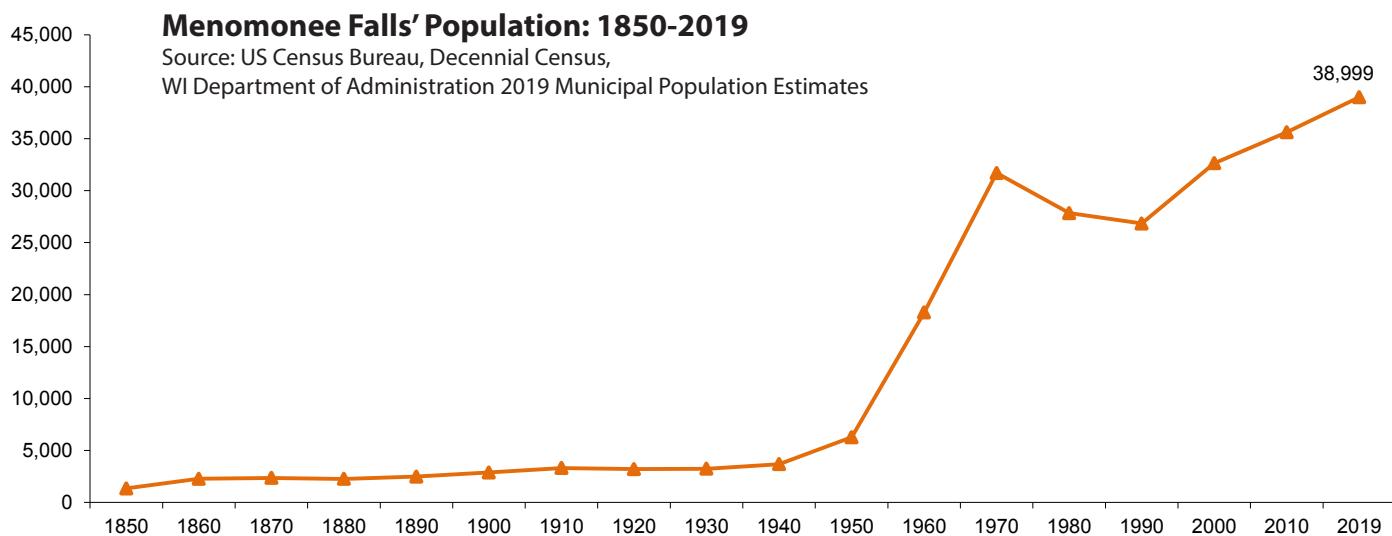
Menomonee Falls has the 4th largest municipal population in Waukesha County after the cities of Brookfield, New Berlin, and Waukesha. The 2019 population of Menomonee Falls has been estimated at 38,999 which makes it the most populous village in the state by over 12,000 residents (Mount Pleasant has an estimated population of 26,976). Several new residential projects were approved in 2019, making it likely the Village's population will grow in the near future.

Menomonee Falls' population is projected to increase by over **8%** (more than 3,200 new residents) by 2035 which represents the **6th largest projected gain** in residents among Waukesha County municipalities. Based on the same projections, the Village will also become the **3rd largest community** in the county by 2025.

Projected Population Gain for the Ten Largest Municipalities in Waukesha County

Municipality	2019 Population	2025 Projection	2030 Projection	2035 Projection	Net Gain 2019-2035
Waukesha	72,043	78,100	81,000	81,900	9,857
New Berlin	40,596	43,650	45,140	45,530	4,934
Brookfield	39,951	39,330	39,870	39,440	-511
Menomonee Falls	38,999	39,840	41,510	42,160	3,161
Muskego	24,999	27,630	29,010	29,690	4,691
Oconomowoc	17,212	18,910	20,110	20,820	3,608
City of Pewaukee	14,772	16,590	17,800	18,580	3,808
Sussex	11,273	12,780	13,670	14,230	2,957
Town of Lisbon	10,523	11,340	11,790	11,960	1,437
Hartland	9,286	10,290	10,770	10,980	1,694

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



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

Development Summary

The Department of Engineering and Development Services 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. 2019 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 2019 with the opening of three new restaurants, three new retailers, the construction of a new parking area at Mill Pond Park, and access improvements at the World War II monument in Village Park. The transformation of Village Park into a community gathering space is expected to increase downtown visits and foot traffic when the first phase of the project is completed in 2020.

Dozens of businesses across the Village reinvested into existing buildings and properties in 2019 with Milwaukee Tool (\$4.5 million), Target (\$3.2 million), Delta Hotels by Marriot (\$2.8 million), and Falls Storage (\$2.2 million) undertaking the projects with the highest construction values.

The School District of Menomonee Falls completed \$3 million in redevelopment projects across the Village in 2019 including major renovations of Menomonee Falls High School's Schumann Stadium and the high school auditorium.



The Radisson Hotel on Main Street was renovated and re-branded as a Delta Hotel (by Marriot) in 2019



Permits were issued in 2019 for a \$4.5 million interior renovation of this office building for Milwaukee Tool

Development Summary

New Development

Residential projects accounted for the majority of the new development within the Village in 2019. Single family home construction (118 homes) contributed over **\$42 million** in construction value and two family homes (12 units) added \$3.1 million in construction value. Construction also moved forward in 2019 on 16 senior living units at Grace Commons which have an estimated construction value of \$3.4 million. The units at Grace Commons are being built in four unit structures.

Building permits were issued for several new non-residential buildings which added **\$33.8 million** in construction value to the Village. These projects included 347,350 square foot Leonardo DRS high tech industrial building, two International Autos car dealerships, Aldi grocery store, Olive Garden restaurant, The Learning Experience daycare, Burger King restaurant, Dunkin Donuts, and a new Waukesha State Bank branch.

Tax Increment 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 7 active TIDs in the Village at the end of 2019 (TID #4 and TID #5 closed in 2019). TID-financed projects in 2019 included the Leonardo DRS campus and the Milwaukee Tool expansion project underway on Flint Drive.



The number of building permits issued for single family homes in 2019 was the 2nd highest since 2005



International Autos constructed two car dealerships in TID #6 in 2019 with a combined value of \$6.8 million

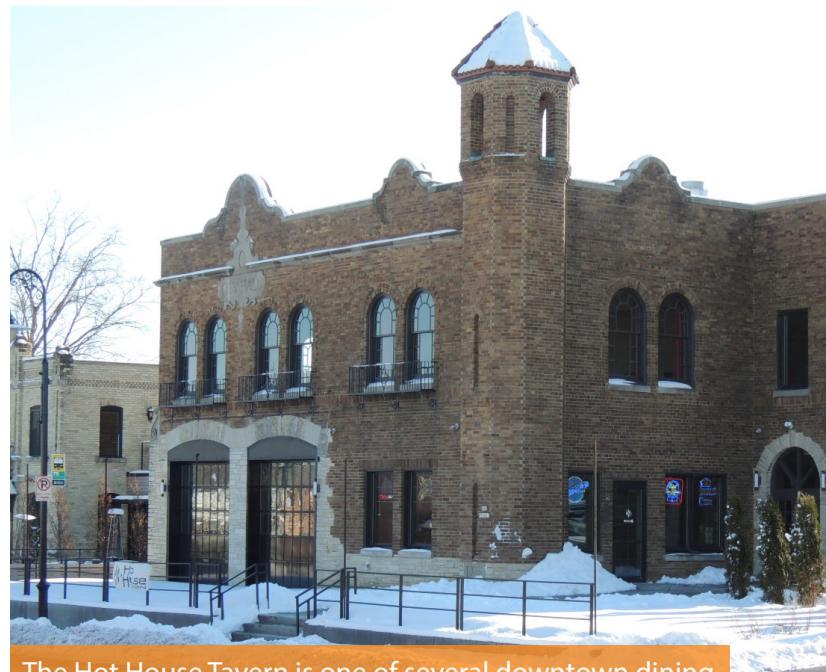
Downtown Menomonee Falls

The growing mix of businesses and amenities in Menomonee Falls' historic 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 2019, the BID operated the *Concerts at the Beer Garden* series at Mill Pond Park, organized special events (including the new *Taste of Menomonee Falls* and *Around the World Ladies Night*), and oversaw the fourth year of Falls Memorial Fest, drawing thousands of people to downtown. The BID also enhanced downtown in 2019 through new planters, colorful cafe tables and Adirondack chairs, entry banners, and wayfinding signage.

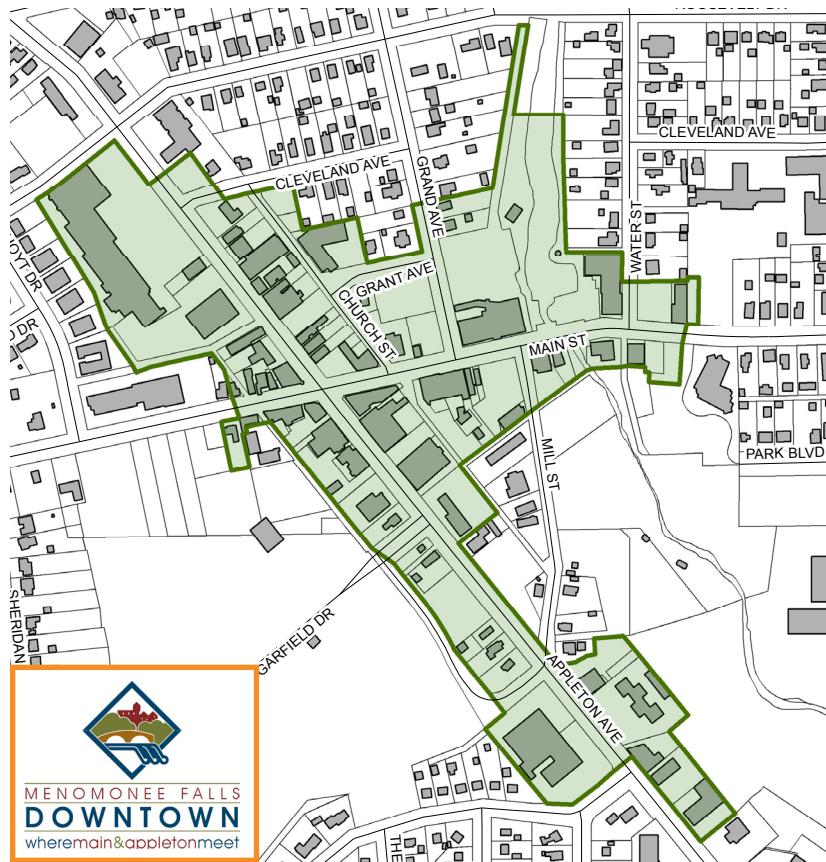
The Village supported the continued revitalization of downtown in 2019 by revising plans for the 2020 Village Park project, constructing a new parking area at Mill Pond Park, and by securing a long-term lease for public parking from the owners of Nino's Italian Bakery & Deli.

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 \$8,000 EDMF grant in 2019 to the BID to install lighting along the roof lines of buildings at the intersection of Main Street and Appleton Avenue. The lighting project is expected to be completed in early 2020. The Village also supported the Business Development Loan Pool program, partnering with First Bank Financial Centre to provide low interest loans to downtown businesses and property owners. In 2019, three downtown businesses (Nino's, Inglenook, and Dunne Commercial Properties) were awarded a total of \$75,000 in low-interest loans. The loans were used for exterior repairs, interior remodeling, and business startup costs.



The Hot House Tavern is one of several downtown dining and retail destinations to open its doors in 2019



Building Permits

The Building Inspection division of the Department of Engineering and Development Services issues permits for commercial, institutional, industrial, and residential projects. In 2019, the Village issued 738 residential and 117 non-residential building permits for an estimated construction value of nearly **\$121 million**. This was the **3rd highest estimated construction value ever recorded**. Major contributors to the 2019 value include construction and remodeling of single family homes/duplexes (\$56.8 million), the new Leonardo DRS campus (\$20.8 million), two International Autos dealerships (\$6.8 million), and Milwaukee Tool's interior renovation on Flint Drive (\$4.5 million). At 855, the total number of permits issued in 2019 was fewer than the number issued in 2018, but pretty typical for the Village in the years since the Great Recession. **The construction value of residential projects was the highest since 2004.**

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
2019	738	\$56.81M	117	\$64.11M	855	\$120.92M

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 2019, the Village approved three subdivisions creating 75 single family 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 2019 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	160	Total Units	178
Silver Spring Estates	107 units	Silver Spring Estates	9 units	Silver Spring Estates	20 units
Weyerhaven	119 units	Weyerhaven	23 units	Weyerhaven	21 units
Tamarind	55 units	Tamarind	37 units	Tamarind	48 units
Brehmer Estates	7 units	Brehmer Estates	7 units	Highlands at Aeropark	18 units
Christman Park	31 units	Christman Park	9 units	Edgewood Preserve	45 units
Fox Meadow	60 units	Fox Meadow	7 units	Schmitz Farm	26 units
Lilly Creek Highlands	22 units	Lilly Creek Highlands	8 units		
Brookdale Estates	75 units	Brookdale Estates	15 units		
Aeropark	59 units	Aeropark	45 units	The anticipated 338 single family units will provide homes for an estimated 879 future Village residents	

Residential Overview

In 2019, the Village issued building permits for 12 duplex condominiums and 16 senior apartments. Construction also continued on the 165 unit Grace Commons senior housing development.

Multifamily	Senior Housing
Total Units	198
Tamarack Springs	170 units
Hillcrest Condominiums	28 units
Dickson Hollow	174 units
 The plans for Tamarack Springs include 4 to 10 unit apartment buildings	<p>Grace Commons</p> <p>Highlands at Aeropark</p> <p>*Note: Construction was completed on 176 units at Dickson Hollow in 2016. Future phases of development at Dickson Hollow call for another 174 units.</p> <p>The anticipated 856 multifamily and senior units will provide homes for an estimated 1,028 future Village residents</p>
 Construction proceeded in 2019 on the Grace Commons senior housing project along County Line Road	

Single Family Lots

While many of the developments in Menomonee Falls in 2019 were conceptual multi-phase projects, the Village ultimately approved 75 new single family lots in three subdivisions and five Certified Survey Maps. This total was lower than the last few years. The 118 single family housing starts in 2019 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
2018	92	4	96	109
2019	75	5	80	118
Totals	3,358	121	3,406	3,779

Source: Menomonee Falls Department of Engineering and Development Services

The Village issued more building permits for single family homes in 2019 than any other community in southeastern Wisconsin

Housing Starts

Single Family

Menomonee Falls' 118 single family housing starts in 2019 accounted for **15%** of all new single family homes constructed in Waukesha County. This percentage of county housing starts was higher than the typical percentage of around 10.6 percent, and was the largest percentage of housing starts within Waukesha County during the last decade.

Multifamily & Senior Housing

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, seniors, and smaller households. Suburban multifamily housing built in proximity to amenities like shops, restaurants, and parks is especially desirable in today's market. Projects like Grace Commons meet the demand for senior living options across the continuum of care while providing a variety of on-site amenities.



A new home in the Brookdale Estates subdivision in eastern Menomonee Falls in the winter of 2019

Single Family Housing Starts in Waukesha County and Menomonee Falls

Year	Waukesha County Housing Starts	Menomonee Falls Housing Starts	% of County Housing Starts
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%
2018	926	109	11.8%
2019	787	118	15.0%
Mean	675	71.5	10.6%

Source: Wisconsin Builders Association Permits Data, MTD Marketing Services LLC, Menomonee Falls Department of Community Development

The Village of Menomonee Falls had more single and two family home starts in 2019 than Brookfield, Germantown, Lisbon, Lannon, and Sussex combined

Communities with the Most Single and Two Family Housing Starts in the Greater Milwaukee & Madison Areas

Municipality	Total Housing Starts	Average Value	Total Value
Madison	373	\$323k	\$120.6M
Menomonee Falls	129	\$364k	\$45.1M
Sun Prairie	98	\$315k	\$30.8M
Mequon	81	\$538k	\$43.6M
McFarland	81	\$351k	\$28.5M
Oconomowoc	79	\$285k	\$22.5M
Summit	79	\$356k	\$28.1M
DeForest	77	\$341k	\$26.3M
Oregon	73	\$370k	\$27.0M
Fitchburg	67	\$323k	\$21.6M
Waunakee	62	\$430k	\$26.7M
Muskego	61	\$388k	\$23.7M

Source: MTD Marketing Services LLC Single Family and Duplex Permits Municipality Report

Residential Development

Brookdale Estates Subdivision

In 2019, building permits were issued for 21 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 in 2019.



The Pilgrim Road (west) entrance to Brookdale Estates subdivision as seen during summer of 2019

Silver Spring Estates

Building permits were issued for 19 single family homes in the Silver Spring Estates subdivision in 2019. This subdivision is located east of Hamilton High School along Town Line Road and (conceptually) has capacity for 29 additional single family homes.

Weyerhaven Subdivision

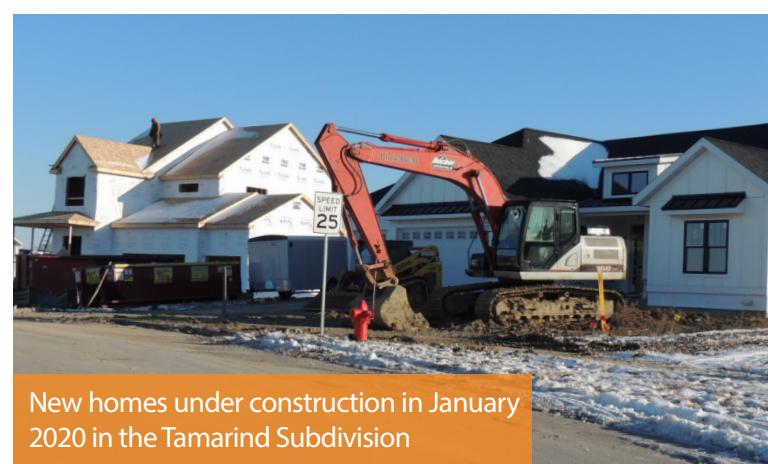
In 2019, building permits were issued for 16 single family homes in the Weyerhaven subdivision. Weyerhaven is located at the southeast corner of the intersection Mill Road and Lilly Road in southeast Menomonee Falls, and the subdivision has the (conceptual) capacity for another 44 single family homes.



A new home in the Aeropark subdivision in southwest Menomonee Falls

Aeropark Subdivision

Aeropark, located on the east side of Lannon Road south of Silver Spring Drive, was selected as one of three sites for the Metropolitan Builders Association's 2019 Parade of Homes, and it will be featured in the Parade of Homes again in 2020. Building Permits were issued for 14 single family homes at Aeropark in 2019, and the Village approved a Final Plat for 40 new single family lots (Aeropark Addition No. 1) with an average lot size of 18,959 square feet.



New homes under construction in January 2020 in the Tamarind Subdivision

Residential Development

Brehmer Estates

The Village approved a Final Plat in 2019 for a subdivision with 7 single family lots to be located to the east of Marcy Road and to the south of Ridgeline Trail in southern Menomonee Falls. Lots in the subdivision range in size from 26,940 square feet to 83,849 square feet with an average lot size of 51,071 square feet.



A new home under construction on Badger Drive in southeast Menomonee Falls

Infill Development of Single Family Homes

In 2019, over 10 percent of new homes (12) were constructed on sites outside of recently developed subdivisions. Some of these single family properties were created through recent property divisions, others were made available through the Village's sale of excess lands, some were purely infill projects on remaining lots within older residential subdivisions, and some were homes built on large parcels in largely rural parts of the Village.

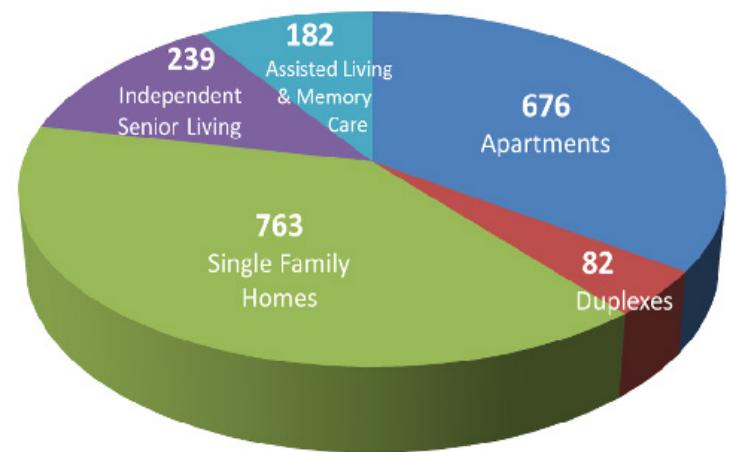
Jade at North Hills

In 2019, construction continued 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, is expected to increase the desirability of these apartments for young professionals.

Grace Commons Senior Housing

Construction moved forward in 2019 for 165 senior apartments near the intersection of County Line Road and Cross View Way in northern Menomonee Falls. The large apartment building (started in 2018) is part of a first phase for this senior living community which will offer a mix of units to serve seniors across the continuum of care. New building permits were issued in 2019 for 16 units in four structures. These smaller buildings are designed for independent senior living. When complete, the Grace Commons project will include 228 units with 153 independent living, 48 assisted living, and 27 memory care units.

Housing Units Created in Menomonee Falls by Type from 2010 to 2019



Grace Commons' main building taking shape in February 2020

Commercial Development

The Village reviews all commercial proposals from conceptual projects through to occupancy permits. Commercial development activity was strong in 2019 with 65 commercial projects. The total construction value of commercial projects approved in 2019 was **\$34.3 million** with a significant portion of the total coming from the two International Autos dealerships (\$6.8 million), Milwaukee Tool's office space remodel (\$4.5 million), Target's interior renovations (\$3.2 million), and Delta Hotel and Waterlin Bistro (\$2.8 million).

International Autos

Construction proceeded in 2019 on two new car dealerships (Volkswagen and Buick/GMC franchises) near the intersection of Main Street and Lilly Road in northeast Menomonee Falls. The combined area of the two buildings is 42,000 square feet with an estimated construction value of \$6.8 million.

Milwaukee Tool

Building permits were issued in 2019 for a 23,580 square foot interior renovation that will transform an existing office building along Flint Drive into a research and development facility for Milwaukee Tool. This \$4.5 million project marks the start of what is expected to be a \$100+ million investment by Milwaukee Tool for a new research and development campus in the Woodland Prime office park.

Target

Building permits were issued in 2019 for a 54,356 square foot interior remodel at the Target store on Shady Lane in northern Menomonee Falls. This \$3.2 million project will update the interior to corporate standards and accommodate an improved in-store pick up for online orders.

Delta Hotel

The former Radisson Hotel along Main Street underwent a major renovation in 2019 before reopening under the Delta Hotels by Marriot flag. Interior renovations included updates to guest rooms, common areas, and the hotel's restaurant which was redesigned and reopened as the Waterlin Coffee Bar & Bistro. These projects had an estimated construction value of \$2.8 million.



The Volkswagen and Buick GMC dealerships were completed along Main Street in early 2020



Major interior renovations at Target are underway and will be completed in early 2020



The former Radisson Hotel on Main Street as viewed during the summer of 2019

Commercial Development

Falls Storage

Construction moved forward in 2019 on a 79,620 square foot addition to the Falls Self Storage facility located at along the north side of Megal Drive west of Pilgrim Road in northern Menomonee Falls. The estimated construction value of this project was \$2.2 million.



Falls Self Storage as seen in fall 2019

Aldi

A new Aldi grocery store was built in 2019 along 124th Street near Woodman's Food Market. This 21,861 square foot store had an estimated construction value of \$1.9 million.



Aldi opened in 2019 on Leon Road (near 124th Street) on an outlet next to Woodman's

The Learning Experience

Building permits were issued in 2019 for a daycare facility located on the south side of Shawn Circle near Pilgrim Road. The 10,000 square foot facility will have capacity for 180 children and will employ approximately 22 staff. The project has an estimated construction value of \$1.9 million.



The Learning Experience daycare under construction in January 2020

Olive Garden

Construction moved forward in 2019 on an Olive Garden restaurant on the east side of Falls Parkway in the White Stone Station mixed use development. The 7,794 square foot building had an estimated construction value of \$1.5 million.



Olive Garden Restaurant as seen in late 2019

Institutional Development

Schumann Stadium

Building permits were issued in 2019 for a \$2 million renovation project at Menomonee Falls High School's Schumann Stadium. New ADA accessible bleachers (1,500 on the home side and 750 of the visitors side), a new press box, and a new restroom are being built at the stadium which is used for football games and track & field competitions. The improvements will complement the 2018 installation of a rubberized turf field which was funded entirely through private donations.



The new visitors bleachers at Schumann Stadium in late 2019

School District of Menomonee Falls

The Menomonee Falls High School 5,800 square foot auditorium underwent a major renovation in 2019 as part of the district's broader capital improvements program. The \$850,000 project added new seating, lighting, and technology throughout the facility. Other projects completed in 2019 included updates to science classrooms and the building exterior at North Middle School, new windows and office space at Shady Lane Elementary, and paint/flooring updates across the district.



The updates to the high school auditorium are similar to those completed in 2018 at North Middle School (shown)

Froedtert Health

An interior remodel at Froedtert North Hills Health Center and roofing projects at Froedtert Menomonee Falls Hospital were completed in 2019 with an estimated combined construction value of \$560,000.

2019 Park Projects

The Village of Menomonee Falls completed a number of capital projects in Village parks including:

- Boardwalk & trail connection in the Menomonee River Parkway near Shady Lane
- Mill Pond Park soil remediation & parking lot expansion along Roosevelt Drive
- Oakwood Park & Willowood Park court improvements
- Rotary Park bathroom renovations



A view of the Menomonee River Parkway boardwalk and interpretive sign in fall

Industrial Development

According to the Wisconsin Department of Revenue's 2019 Statement of Assessments, the Village of Menomonee Falls has the **4th highest manufacturing real estate assessed value** in Wisconsin. Menomonee Falls trailed only Milwaukee, Green Bay, and Madison in 2019 with a manufacturing assessed property value at over \$302 million.

Wisconsin's Top Ten Manufacturing Assessed Real Estate Value Municipalities

Rank	Municipality	2015	2016	2017	2018	2019	% Change	2019 Population
1	Milwaukee	\$715.9M	\$719.1M	\$754.5M	\$753.4M	\$790.6	4.9%	590,547
2	Madison	\$249.4M	\$257.2M	\$261.8M	\$261.1M	\$351.4	34.6%	255,650
3	Green Bay	\$381.5M	\$386.6M	\$380.8M	\$358.1M	\$344.6	-3.9%	105,693
4	Menomonee Falls	\$313.4M	\$318.7M	\$300.4M	\$307.5M	\$302.1	-1.8%	38,999
5	Waukesha	\$235.0M	\$231.2M	\$248.9M	\$242.6M	\$255.5	5.3%	72,043
6	Fitchburg	\$212.5M	\$215.9M	\$229.4M	\$228.1M	\$248.7	9.0%	29,177
7	Germantown	\$216.5M	\$219.4M	\$220.4M	\$216.8M	\$230.0	6.1%	20,590
8	Pleasant Prairie	\$214.6M	\$228.7M	\$222.8M	\$278.4M	\$226.6	-22.9%	21,599
9	Oshkosh	\$217.5M	\$231.8M	\$224.8M	\$218.6M	\$219.7	0.5%	67,201
10	New Berlin	\$197.9M	\$205.6M	\$196.9M	\$207.9M	\$201.4	-3.2%	40,596

Source: WI Department of Revenue 2019 Statement of Assessments, WI Department of Administration 2019 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 2019 with several noteworthy construction and expansion projects totaling **\$22.3 million** in construction value.

Leonardo DRS

Defense contractor Leonardo DRS relocated and expanded their corporate headquarters and operations to Menomonee Falls in 2019. Building permits were issued for the development of a 347,350 square-foot high tech manufacturing facility and a 25,841 square-foot addition along Flint Drive in eastern Menomonee Falls. The new industrial building has an estimated value of nearly \$18.4 million and it complements Leonardo DRS' adjacent 123,267 square-foot office space renovation. These projects will add around 600 new jobs to Menomonee Falls.



A view of the new Leonardo DRS manufacturing facility in February 2020

Industrial Development

N59 W13401 Manhardt Drive

Building permits were issued in 2019 for the interior build-outs totaling over 63,000 square feet in this industrial building. New tenants on Manhardt Drive included Union Supply and Polymer Shapes and the total construction value of projects was \$1.1 million.

N83 W12650 Stratton Circle

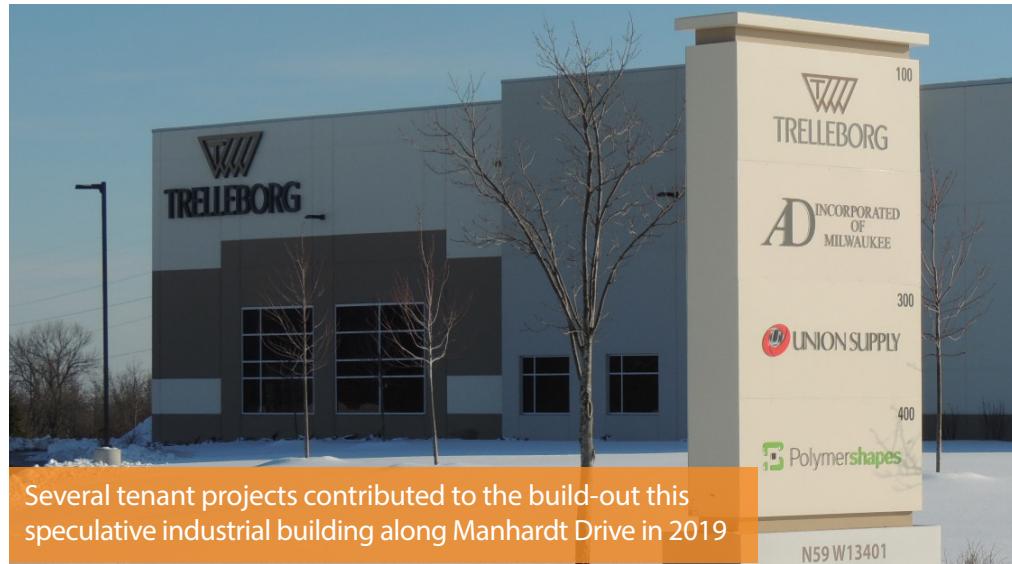
Construction proceeded in 2019 on 28,000 square feet of interior build-outs at this new speculative industrial building on Stratton Circle. Industrial projects at Stratton Circle had an estimated construction value of \$1.1 million.

Wastebuilt Environmental

A building permit was issued in 2019 for a 5,652 square foot interior renovation including improvements to reception, office space, and restrooms at their full-service equipment facility on Kaul Drive in southeast Menomonee Falls. The project had an estimated construction value of \$380,000.

Ad Tape & Label

Construction moved forward on a 2,989 square-foot interior renovation to update the clean room and mechanicals at their location on Fountain Boulevard in northeast Menomonee Falls. The estimated value of the project is \$325,000.



Several tenant projects contributed to the build-out this speculative industrial building along Manhardt Drive in 2019



This 57,000 square foot building was completed along Stratton Circle in 2018



Wastebuilt Environmental's location as seen in January of 2020

2019 Planning Projects

Village Park

In spring of 2019, the bids for the first phase of the Village Park project came in well over the engineer's estimate, and the Village Board directed staff to identify design changes and process efficiencies to reduce cost. Village staff worked with Ayers Associates to modify the plan without diminishing the design quality and functionality of the space. Through a competitive process, a contract was awarded for the project below the approved budget and construction is expected to begin in early 2020.

Village staff also assisted the Optimist Club of Menomonee Falls in evaluating the potential for a fundraising campaign for the second phase of the Village Park project. A destination play area and splash feature are among the key elements of the planned second phase which is likely to be constructed starting in 2021.

Resident-Centered Village Communication

In updating the Village website in early 2019, staff found that residents were visiting the site most frequently to make online payments, fill out permit applications, view meeting agendas, and learn about community news and projects. In response, the site was reorganized to make the most requested information accessible in just one or two clicks. Beyond the website, Engineering and Development Department Services staff led a variety of initiatives in 2019 to improve communication with residents including the roll out of an online quarterly Village newsletter (*The Current*), the drafting of a Village



A plaza, restroom/shelter building, performance stage, and great lawn will accommodate a variety of events

social media policy, and the creation of a Public Communications Strategy document. Guiding principles of the Public Communications Strategy include:

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



Screen shot of the updated Village website which was launched in May of 2019



Each edition of *The Current* newsletter includes seasonal information about Village services, projects, and initiatives.

2019 Development Numbers

Approved Building Permits

140

New Construction

715

Alteration/Renovation

Conditional Use Permits

8

Issued

5

Amended

Rezoning Amendments

Approvals

7

Industrial Use Permits

Approvals

1

Planned Infill Developments

Approvals

6

Municipal Code

Amendments

7

Architectural Control Board

Appearances

33

Comprehensive Plan Amendments

Land Use

3

Zoning Board of Appeals

Appearances

11

Miscellaneous Development Approvals

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

Certified Survey Maps

Approvals

16

The total revenue for 2019 building and zoning permits was \$1,035,344.41

Miscellaneous Development Initiatives

- Led the 2020 Census Complete Count Committee
- Created Housing Affordability Reports
- Developed draft Zoning Code revisions
- Contributed to Village communications updates including website, newsletter, and social media

A Collaborative Development Process

The work of the Department of Engineering & Development Services is just one part of a collective effort to promote high quality development for the benefit of the entire community. Our development process relies on the ongoing commitment of Village Board members and appointed volunteers serving on Plan Commission, the Architectural Control Board, and the Zoning Board of Appeals.

Development outcomes also ultimately rely on input from the public and on the hard work of homeowners, businesses, developers and contractors that complete projects across the Village. Development and redevelopment in 2019 added value throughout Menomonee Falls. Below are a few more images commemorating significant investments in 2019.



A look down Appleton Avenue in summer of 2019 with new businesses in the foreground



A crew installs sections of boardwalk on the Menomonee River Parkway trail in summer 2019



The garage addition at Wittlin's Service as seen in fall of 2019



Brook-Falls Animal Hospital completed a major addition in 2019 along Lisbon Road

Looking Ahead to 2020

Residential Outlook

The strong recent pace of residential development in the Village is likely to continue in 2020 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. Nearly 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 hundreds of people in 2020 with 165 units being completed at Grace Commons senior community and 170 planned apartments at Tamarack Springs likely to begin construction.



New single family home construction is likely to continue to lead the region in 2020

Business Development

The approved expansion of Milwaukee Tool will add hundreds of jobs and a multi-million dollar office facility bolstering commercial construction value in the Village in 2020. Planned expansions at packaging supplier Glenroy Incorporated and Alto-Shaam Incorporated, and several approved commercial and institutional projects will add to Menomonee Falls economic base. Additional planned business projects likely to proceed in 2020 include:

- Ascension Health Hospital
- Dogwood Run dog daycare and bar
- Chick-Fil-A Restaurant



Milwaukee Tool will expand its operations to a new Flint Drive location in 2020

Village Park

The first phase of the Village Park project will be built in 2020 and will include several amenities including:

- Flexible use plaza and market space
- Performance amphitheater
- A modern restroom with covered gathering space
- Reconstructed roadway and parking areas
- Stone slab seating, grade changes, and landscaping



The first phase will create a unique community gathering space in downtown Menomonee Falls

Plans for the second phase of the Village Park project (including a destination play area and splash feature) will be developed in 2020.