

2020 DEVELOPMENT & COMMUNITY STATUS REPORT

Village of Menomonee Falls
Waukesha County, Wisconsin



Glenroy Incorporated completed this 121,486 square foot addition to expand their manufacturing capacity in 2020

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2020 Development Highlights

This report focuses on noteworthy developments within Menomonee Falls and summarizes the Village's development-related activities in 2020. Despite the COVID-19 pandemic, development activity was strong in 2020 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. 2020 highlights include:

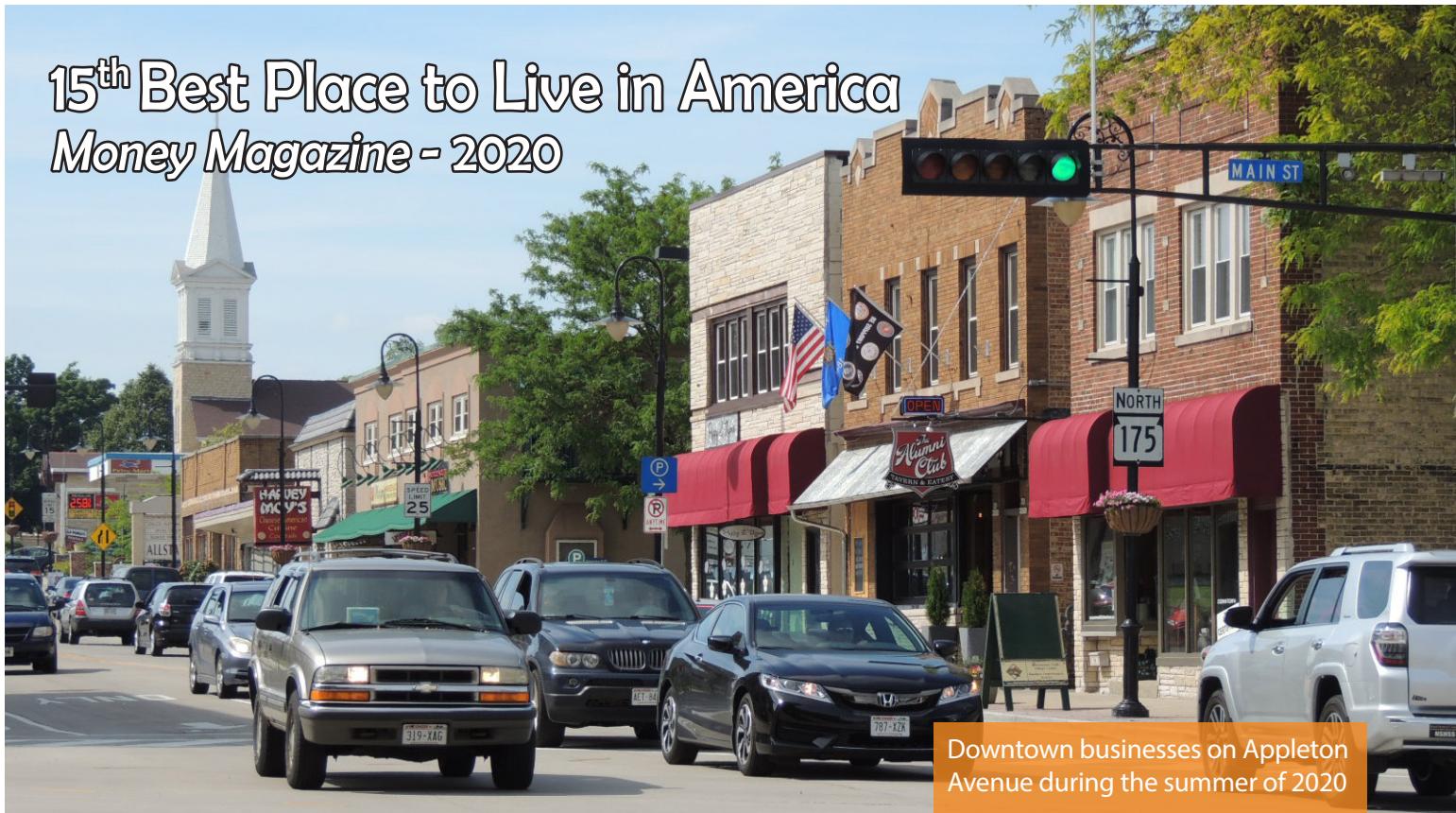
- Projects totaling over **\$123 million in construction value** (3rd highest total ever recorded)
- **Industrial projects totaling \$28.8 million in construction value and supporting hundreds of new jobs**
- **The highest number of residential building permits ever issued** (825 permits)
- Multifamily & senior housing projects (including Tamarack Springs apartments) totaling \$18.4 million in value
- Construction of **Ascension Hospital** on Main Street adjacent to Interstate 41/US 45
- An increase of **\$74.3 million in tax incremental value** within existing Tax Incremental Districts from 2019 to 2020
- Redevelopment of Village Park into a community event space featuring a multipurpose plaza, performance amphitheater, great lawn, and a combination restroom/shelter building



The Ascension Hospital project (pictured in November of 2020) redeveloped a high visibility site along the south side of Main Street

Village Overview

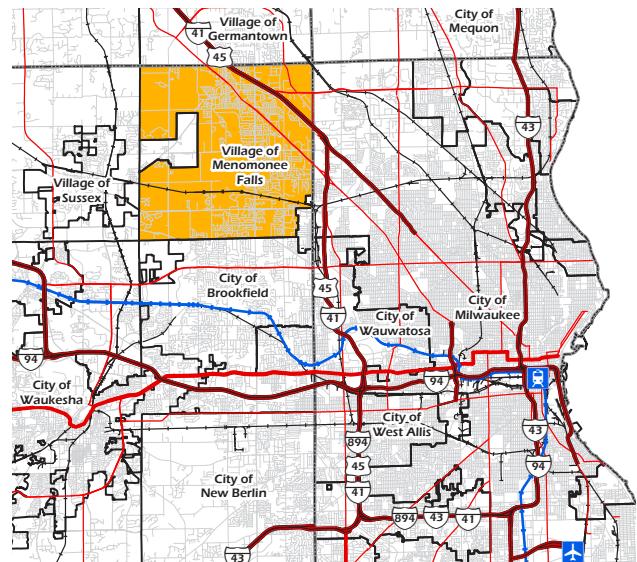
15th Best Place to Live in America Money Magazine - 2020



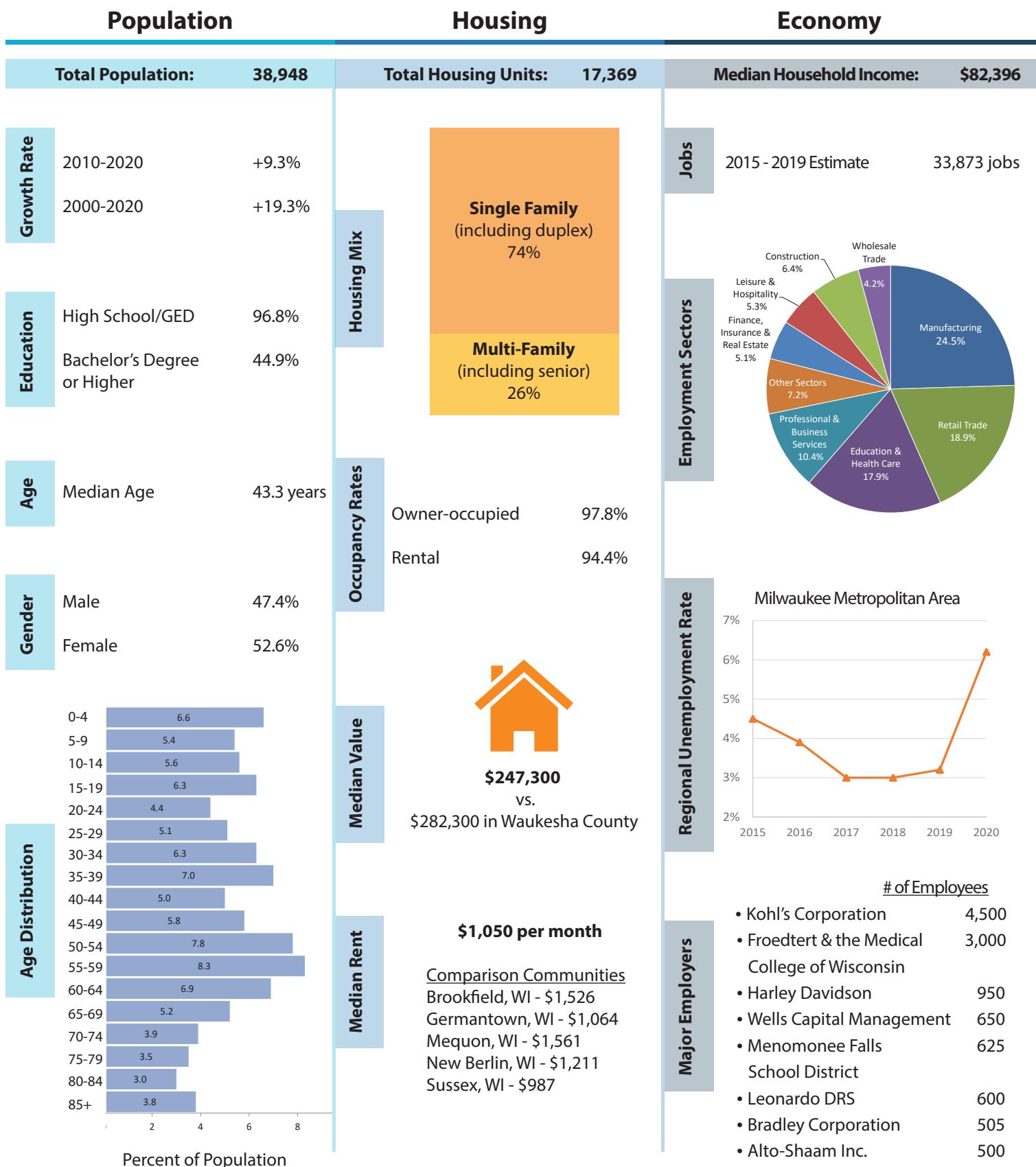
Downtown businesses on Appleton Avenue during the summer of 2020

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 38,948. 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 2020 by the following organizations:

- **Money Magazine** ranked Menomonee Falls **#15** on its **Best Places to Live in America** list.
- **Safewise.com** ranked Menomonee Falls as the **2nd safest city in Wisconsin with more than 30,000 residents**.
- **Niche.com** ranked Menomonee Falls in the top 10 percent on their **Best Places to Raise a Family in America** list.
- **US News & World Report** awarded Menomonee Falls High School and Hamilton High School gold medals with **both schools ranking in the top 25 in the state** for college readiness and student performance.



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 2nd highest gain in net new construction value in Waukesha County in 2020**.

Menomonee Falls' equalized value has grown consistently in recent years. In 2020, the Village had the **11th highest real estate equalized value in the state at \$5.51 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).

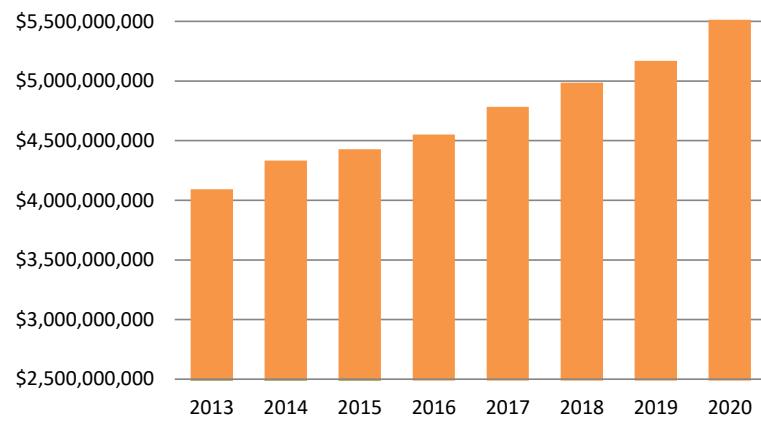
Wisconsin's Top Real Estate Equalized Value Municipalities

Rank	Municipality	2016	2017	2018	2019	2020	% Change	2020 Population
1	Madison	\$23.88B	\$26.01B	\$28.12B	\$30.29B	\$32.37B	6.9	257,197
2	Milwaukee	\$26.20B	\$26.09B	\$27.69B	\$29.07B	\$30.69B	5.6	587,072
3	Brookfield	\$6.62B	\$6.69B	\$7.08B	\$7.41B	\$7.58B	2.3	40,044
4	Kenosha	\$5.32B	\$5.62B	\$6.50B	\$7.14B	\$7.50B	5.0	98,891
5	Green Bay	\$5.78B	\$6.05B	\$6.36B	\$6.72B	\$7.12B	6.0	105,599
6	Waukesha	\$5.69B	\$5.95B	\$6.25B	\$6.58B	\$6.94B	5.5	71,952
7	Wauwatosa	\$5.46B	\$5.90B	\$6.10B	\$6.31B	\$6.63B	5.1	48,478
8	Appleton	\$4.81B	\$5.08B	\$5.33B	\$5.75B	\$6.08B	5.7	74,465
9	Eau Claire	\$4.69B	\$4.94B	\$5.14B	\$5.38B	\$5.76B	7.1	68,429
10	New Berlin	\$4.80B	\$5.02B	\$5.31B	\$5.61B	\$5.74B	2.3	40,600
11	Menomonee Falls	\$4.55B	\$4.78B	\$4.99B	\$5.17B	\$5.51B	6.6	38,948
12	Janesville	\$4.00B	\$4.42B	\$4.76B	\$5.17B	\$5.44B	5.2	63,403

Source: WI Department of Revenue 2020 Statement of Changes in Equalized Values, WI Department of Administration 2020 Municipal Population Estimates

The Village's real estate equalized value in 2020 was \$5,512,418,200 which represents an increase of **6.6%** from 2019's real estate equalized value of \$5,169,742,400. 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 2015 (\$4.43 billion) to 2020, the Village's value has risen **over 24%** in five years.

Menomonee Falls' Real Estate Equalized Value by Year



Source: WI Department of Revenue 2013 - 2020 Statement of Changes in Equalized Values

Population & Projections

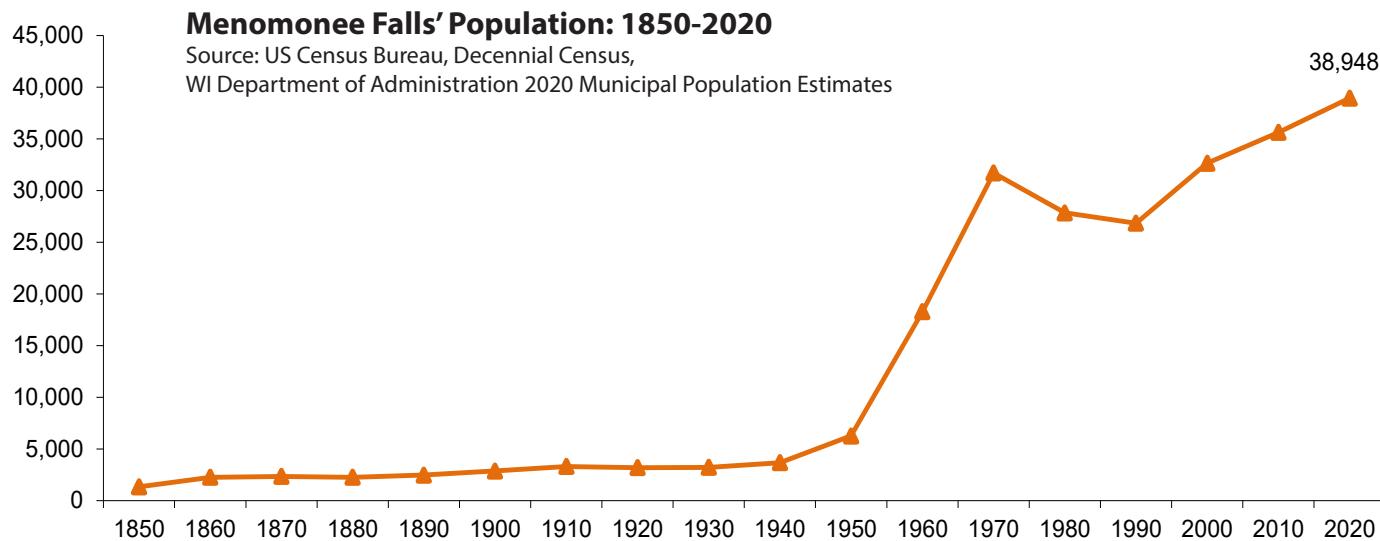
Menomonee Falls has the 4th largest municipal population in Waukesha County after the cities of Brookfield, New Berlin, and Waukesha. The 2020 population of Menomonee Falls has been estimated at 38,948 which makes it the most populous village in the state by over 12,000 residents (Mount Pleasant has an estimated population of 26,922). Several new residential projects were approved in 2020, 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	2020 Population	2025 Projection	2030 Projection	2035 Projection	Net Gain 2020-2035
Waukesha	71,952	78,100	81,000	81,900	9,948
New Berlin	40,600	43,650	45,140	45,530	4,930
Brookfield	40,044	39,330	39,870	39,440	-604
Menomonee Falls	38,948	39,840	41,510	42,160	3,212
Muskego	25,271	27,630	29,010	29,690	4,419
Oconomowoc	17,501	18,910	20,110	20,820	3,319
City of Pewaukee	14,775	16,590	17,800	18,580	3,805
Sussex	11,373	12,780	13,670	14,230	2,857
Town of Lisbon	10,564	11,340	11,790	11,960	1,396
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. 2020 economic development initiatives facilitated redevelopment, business expansion, and new development projects which strengthened the short and long-term viability of Menomonee Falls.

Redevelopment and Expansion

Dozens of businesses across the Village reinvested into existing buildings and properties in 2020 with Glenroy Incorporated (\$8 million), Milwaukee Tool (\$4.0 million), Aquinas Academy (\$3.7 million), and Harley Davidson (\$2.8 million) undertaking the projects with the highest construction values.

The revitalization of downtown Menomonee Falls continued in 2020 with the transformation of Village Park into a community gathering space. The project included the redevelopment of adjacent parcels to expand the park's footprint and visibility from Appleton Avenue. Downtown also benefited in 2020 from the creation of a new public parking area and a very successful mural project. These improvements are expected to increase downtown visits, foot traffic, and business investment in 2021 and beyond.

Smaller interior and exterior alteration projects added over \$6.1 million of construction value to businesses across the community. Some of the higher visibility improvements to existing properties in the Village included projects at Falls Plaza I, Pop's Custard, and the Martin Plaza office building at the corner of Appleton Avenue and Pilgrim Road (pictured at right).

Permits were issued in 2020 for a \$4 million interior renovation of this office building for Milwaukee Tool



The Martin Plaza project transformed an office building that dates to the 1970s



Development Summary

New Development

Residential projects (including multifamily/senior housing) accounted for the majority of the new development within the Village in 2020. Single family home construction (106 homes) contributed almost **\$39.5 million** in construction value and two family homes (4 units) added \$1.1 million in construction value. Construction also moved forward in 2020 on 98 townhouse style apartments at Tamarack Springs which have an estimated construction value of **\$17.1 million** and 16 senior living units at the Highlands at Aero Park which have an estimated construction value of \$2.2 million.



A new home in the Aeropark subdivision

Building permits were issued for several new non-residential buildings which added **\$26.4 million** in construction value to the Village. These projects included Ascension Hospital, the build-out of the Leonardo DRS high tech industrial building, the Milwaukee Tool Technology Center, and the Hounds and Tap tavern and dog daycare.



The Hounds & Tap began construction in 2020 and expects to open in late spring of 2021



Building permits were issued for a 280,000 square foot build-out of the new Leonardo DRS building on Flint Drive

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 an ideal location to live, work and play. The BID supported downtown businesses in 2020 by marketing them on social media, hosting outdoor events (including the summer *Concerts at the Beer Garden* series), and spearheading the highly successful Downtown Mural Project which drew thousands of visitors to downtown. The BID enhanced downtown in 2020 through the placement of new planters, a creative donation brick project, and the installation of rooftop lighting at the Four Corners intersection. The BID also launched a new website and adopted several cost-saving measures to more efficiently serve the interests of downtown businesses.

The Village supported the continued revitalization of downtown in 2020 through the completion of the Village Park project, installation of lighting at the Lepper Dam, construction of a new parking area behind Nino's Italian Bakery & Deli, and the addition of new directional signs to public parking areas.

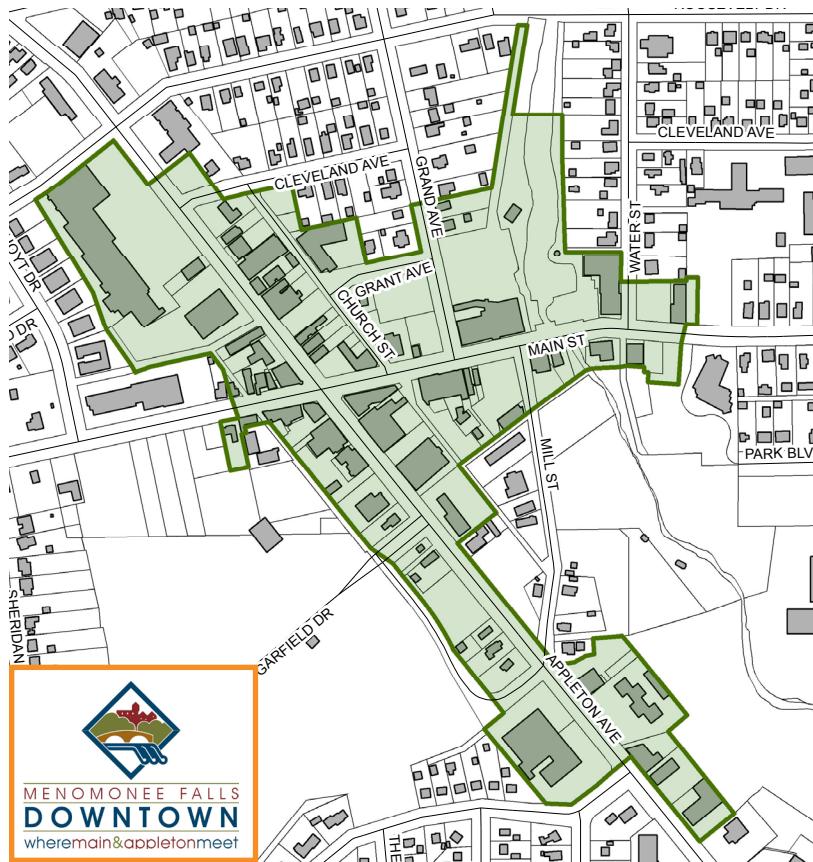
Downtown Economic Development

The Village continued to work with the BID to offer creative downtown improvement programs like the Economic Development Master Fund (which features matching grants for qualified projects), and the Business Development Loan Pool program. These programs offer businesses and property owners access to capital for exterior repairs, interior remodeling, and business startup costs.

Village staff also supported downtown businesses and property owners in 2020 by encouraging residents to shop local, directing new businesses to available tenant spaces, and by contributing to the non-profit Menomonee Falls Downtown Inc. (MFDI) group in support of future downtown programing and placemaking.



One of nine new murals completed as part of the 2020 Downtown Mural Project



Building Permits

The Building Inspection division of the Department of Engineering and Development Services issues permits for commercial, institutional, industrial, and residential projects. In 2020, the Village issued 825 residential and 109 non-residential building permits for an estimated construction value of over **\$123 million**. This was the **busiest year on record for residential projects** (more permits were issued for residential projects than ever before), and we had the **3rd highest estimated construction value ever recorded**. Major contributors to the 2020 value include construction and remodeling of single family homes/duplexes (\$52.4 million), Tamarack Springs apartments (\$17.1 million), Ascension Hospital (\$8.8 million), Glenroy Incorporated's addition (\$8 million), the Milwaukee Tool Technology building (\$8 million), and the interior build-out of the new Leonardo DRS facility (\$7.3 million). **At 934, the total number of permits issued in 2020 was the second highest ever recorded.**

Building Permits and Estimated Construction Value by Year

Year	Residential Construction		Non-Residential Construction		Total	
	# of Permits	Value	# of Permits	Value	# of Permits	Value
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
2020	825	\$52.38M	109	\$71.09M	934	\$123.47M

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 2020, the Village approved three subdivisions creating 59 single family lots. In addition, plans for 38 duplex condominium units and 256 age-restricted apartments were approved. The following table includes reviewed residential developments that were underway in 2020 or are likely to proceed in the near future.

Approved Single Family Lots	Undeveloped Single Family Lots	Conceptual Single Family Lots			
Total Units	496	Total Units	113	Total Units	776
Silver Spring Estates	128 units	Silver Spring Estates	17 units	Evergreen Fields	122 units
Weyerhaven	140 units	Weyerhaven	24 units	Fox River Falls	440 units
Tamarind	55 units	Tamarind	18 units	Tamarind	47 units
Lilly Creek Highlands	22 units	Lilly Creek Highlands	4 units	Edgewood Preserve	44 units
Aeropark	59 units	Aeropark	15 units	The Sanctuary at Good Hope	27 units
The Landings at Aero Park	17 units	The Landings at Aero Park	17 units	Sommersfield	29 units
Brookdale Estates	75 units	Brookdale Estates	7 units	Prairie Walk (single family condos)	16 units
*Other subdivisions		11 units	The Glen at Wanaki	51 units	

The anticipated 889 single family units will provide homes for an estimated 2,311 future Village residents

Residential Overview

In 2020, the Village issued building permits for 4 duplex condominiums, 16 senior apartments, and 98 market-rate apartments. Construction also concluded in 2020 on the first phase of the 228 unit Grace Commons senior housing development. The following table includes multifamily developments that were approved or underway in 2020.

Duplex	Multifamily	Senior Housing			
Total Units	87	Total Units	170	Total Units	256
Silver Spring Estates	22 units	Tamarack Springs	170 units	Highlands at Aeropark	256 units
Pilgrims Landing	27 units				
Evergreen Fields	38 units			The anticipated 513 multifamily and senior units will provide homes for an estimated 616 future Village residents	



Single Family Lots

The 106 single family housing starts in 2020 reveal the continued strength of the post-recession housing market and are consistent with the rate of home construction in the Village over the last five years. While many of the developments in Menomonee Falls in 2020 were conceptual multi-phase projects, the Village ultimately approved 59 new single family lots in three subdivisions and one Certified Survey Map. This total was lowest since 2013.

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
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
2020	59	1	60	106
Totals	3,417	122	3,466	3,885

Source: Menomonee Falls Department of Engineering and Development Services

The Village issued more building permits for single family homes in 2020 than any other community in southeastern Wisconsin

Housing Starts

Single Family

Menomonee Falls' 106 single family housing starts led Waukesha County again in 2020. In fact, Menomonee Falls led the seven county region of Southeastern Wisconsin and had the **3rd most new single family homes of any municipality in the state**. Although Menomonee Falls makes up five percent of the land area in Waukesha County, the 106 home starts accounted for over 13 percent of all new single family homes in the county.

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. Senior projects like the Highlands at Aeropark meet the demand for age-restricted living options with access to a variety of on-site amenities.

Single Family Housing Starts in Waukesha County and Menomonee Falls

Year	Waukesha County Housing Starts	Menomonee Falls Housing Starts	% of County Housing Starts
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%
2020	795	106	13.3%
Mean	711	79	11.1%

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 2020 than Brookfield, Lannon, and Sussex combined



A new home in the Tamarind subdivision in southwestern Menomonee Falls in the autumn of 2020

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	371	\$356k	\$132.1M
Sun Prairie	171	\$321k	\$54.8M
Menomonee Falls	110	\$383k	\$42.1M
Fitchburg	108	\$333k	\$36.0M
Oconomowoc	87	\$320k	\$27.8M
Oak Creek	85	\$263k	\$22.4M
Summit	76	\$350k	\$26.6M
Franklin	75	\$455k	\$34.1M
Waunakee	66	\$455k	\$30.0M
Windsor	65	\$410k	\$26.6M
Mequon	63	\$580k	\$36.5M

Source: MTD Marketing Services LLC Single Family and Duplex Permits Municipality Report and Department of Engineering & Development

Residential Development

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 2020 Parade of Homes. Building Permits were issued for 30 single family homes at Aeropark in 2020, and home construction in Aeropark outpaced all other subdivisions in the Village in 2020.



New homes in the Aeropark subdivision as seen during the summer of 2020

Weyerhaven Subdivision

The Village approved a Final Plat in 2020 for 21 single family lots near the intersection of Mill Road and Lilly Road in southeast Menomonee Falls. Lots for this phase of the subdivision range in size from 12,869 to 29,737 square feet with an average lot size of 18,116 square feet. Building permits were issued for 20 single family homes in the Weyerhaven subdivision in 2020, and the subdivision has the capacity for another 24 single family homes.



A new home in the Weyerhaven subdivision in southeast Menomonee Falls

Silver Spring Estates

The Village approved a Final Plat in 2020 for a subdivision with 21 lots located adjacent to Hamilton High School on the east side of Town Line Road in southwest Menomonee Falls. Lots in this phase range in size from 12,000 square feet to 29,483 square feet with an average lot size of 17,241. Building permits were issued for 13 single family homes and 2 duplexes (4 units) in the Silver Spring Estates subdivision in 2020. This subdivision has capacity for 17 additional single family homes.



Tamarind subdivision entrance in the fall of 2020

Tamarind Subdivision

Building Permits were issued for 19 single family homes in the Tamarind Subdivision in 2020 which is located on the north side of Lisbon Road just to the east of Lannon Road. This subdivision has the capacity for another 18 single family homes.

Brookdale Estates Subdivision

In 2020, building permits were issued for eight single family homes in this 75 lot subdivision which is located near the intersection of Pilgrim Road and Lisbon Road in southeast Menomonee Falls. This subdivision has the capacity for another seven single family homes.

Residential Development

The Landings at Aeropark

The Village approved a Final Plat in 2020 for a subdivision with 17 lots located on the north side of Lisbon Road to the east of Tamarind Way in southwest Menomonee Falls. These single family lots range in size from 14,025 square feet to 26,499 square feet with an average lot size of 17,753 square feet.

Tamarack Springs

In 2020, building permits were issued for 98 townhome style apartment units at the southeast corner of the intersection of Town Hall Road and Custer Lane near Froedtert Menomonee Falls Hospital. This project includes a total of 170 townhome style apartment units and a 4,986 square foot community center building with a pool, fitness center, and other amenities.

Highlands at Aeropark

Construction moved forward in 2020 on 16 senior townhomes located on the north side of Lisbon Road to the east of Tamarind Way in southwest Menomonee Falls. The townhomes represent the first phase for this senior living community which will incorporate a 224 unit senior apartment building and on-site amenities including a fitness center, club room, and indoor heated pool.

Village Residential Overview

According to the Village's Assessing Department, the Village's housing stock consists of 17,369 dwelling units. Single family homes and duplex buildings accounted for 74 percent of these living units. Of the multifamily units in the Village, 42 percent are age-restricted to people 55 and older. Approximately 15 percent of the Village housing stock is found in non-age restricted multifamily units.

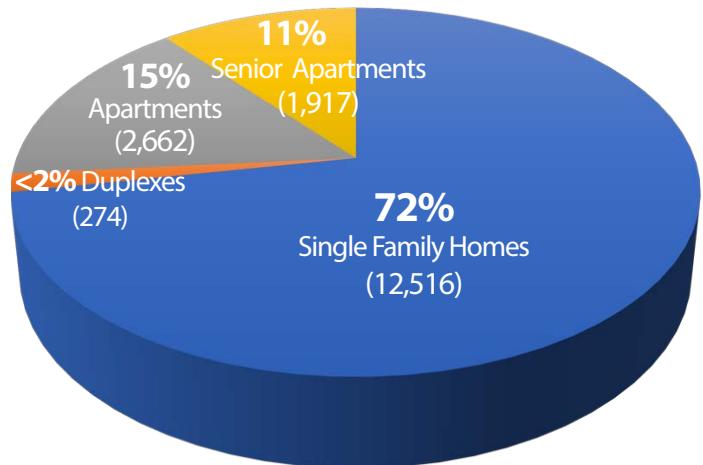


Townhome apartments at Tamarack Springs as seen in late fall of 2020



Senior apartments at Highlands at Aeropark seen in late fall of 2020

Housing Units in Menomonee Falls



Commercial Development

The Village reviews all commercial proposals from conceptual projects through to occupancy permits. Due largely to the impact of the COVID-19 pandemic, commercial development activity in Menomonee Falls was slower than usual in 2020. The Village issued permits for 44 commercial projects compared to 65 in 2019. The total construction value of commercial projects approved in 2020 was **\$8.9 million** with a significant portion of the total coming from Milwaukee Tool's office space remodel (\$4.0 million), The Hounds & Tap tavern and dog daycare (\$1.5 million), and the Tamarack Springs Clubhouse (\$1 million).

Milwaukee Tool

Building permits were issued in 2020 for a 18,000 square foot interior renovation that transformed an existing office building along Flint Drive into a research and development facility for Milwaukee Tool. This \$4.0 million project contributed to an anticipated \$100+ million total investment by Milwaukee Tool for a new research and development campus in the Woodland Prime office park.

The Hounds & Tap

Construction moved forward in 2020 on a 12,000 square foot dog daycare and tavern facility located at the corner of Silver Spring Drive and Technology Drive in southern Menomonee Falls. The project includes a bar where visitors can drink in the company of their dogs. There is also a planned outdoor space designed for food trucks. The Hounds & Tap is marketing itself as Wisconsin's first combination tavern, dog daycare, and groomer.

Tamarack Springs Community Center

Constructed began in 2020 on a 4,986 square foot clubhouse for residents of the approved 170 unit Tamarack Springs Apartments development. The clubhouse features a 24-hour fitness center, pet spa, catering kitchen, swimming pool, and a BBQ picnic area. The Community Center is intended to serve as a social and recreational hub for residents and the estimated construction value of this project was nearly \$1 million.



Milwaukee Tool completed a \$4 million interior renovation of this office building along Flint Drive



The Hounds & Tap project as seen in early 2021



Clubhouse entrance from a similar development

Commercial Development

Falls Plaza I

Building permits were issued in 2020 for a 15,914 square foot exterior renovation for Falls Plaza I shopping center which is located on the east side of Appleton Avenue. The project updated the facade of the shopping center (which includes the Piggly Wiggly grocery store) that dates back to the 1970s. The estimated construction value of this project was \$500,000.



The new facade of Falls Plaza I as pictured in early 2021

Sola Salons

Sola Salon Studios completed a 5,305 square foot interior build-out for a new location in The Shops on Appleton (formerly known as Falls Plaza III). The new space features 27 individual salon studios for use by hair stylists and other independent cosmetology professionals. The project had an estimated construction value of \$512,000.



Sola Salon Studios moved forward on their project in the spring of 2020

Affordable Dentures

Construction moved forward in 2020 on the interior build-out of an Affordable Dentures & Implants dental office. The 2,716 square foot facility is located in the Crossroads shopping center along County Line Road, and the project had an estimated construction value of \$400,000.



Chick-fil-A will be built on an outlot adjacent to JC Penny

Institutional Development

Development activity for institutional projects was strong in 2020 with the Village issuing 23 building permits for hospital, school, and park projects totaling an estimated **\$13.9 million** in construction value.

Ascension Hospital

Construction moved forward in 2020 on a 33,000 square foot hospital and health center located on the south side of Main Street just east of Interstate 41/US 45. The project includes a licensed hospital with eight inpatient beds, eight emergency room exam beds, and a primary and specialty care clinic on the second floor. The hospital/clinic will operate 24 hours a day, 365 days a year and will create approximately 70 jobs. The estimated construction value of the project (not including the planned second floor build out) was \$8.8 million.



Ascension Hospital in early 2021

Aquinas Academy

Building permits were issued in 2020 for a 30,757 square foot addition to Aquinas Academy which is located on the south side of Good Hope Road west of Pilgrim Road in central Menomonee Falls. The addition will create capacity for 50 additional students and will provide a gymnasium, chapel, library, classrooms and office space. The estimated construction value for this project was over \$3.7 million.



The Aquinas Academy addition as seen in February 2021

Menomonee Falls Public Library

A 2,400 square foot interior remodel on the second floor of the Library was completed in 2020. The renovation added programmable space including a teen gathering area and a makers space which will be furnished with a 3D printer. The project had an estimated construction value of \$385,000.



The Library's Teen Space in the fall of 2020

Institutional Development



The 2020 improvements at Village Park represent the largest investment in the park system in the last two decades



The restroom building is located adjacent to the multi-purpose plaza space and is heated for all season use

Village Park

Building Permits were issued for a performance stage and a new restroom/shelter building at Village Park in 2020. These structures were part of a larger capital project which transformed the park into a community gathering space complete with a multipurpose plaza, great lawn, electric access for vendors, and inviting gathering areas and landscaping. The structures had a combined estimated construction value of \$645,000. Planned programing for the park space in 2021 includes concerts, festivals, a beer garden and the farmers market.

Industrial Development

According to the Wisconsin Department of Revenue's 2020 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 2020 with a manufacturing assessed property value at over \$293 million.

Wisconsin's Top Ten Manufacturing Assessed Real Estate Value Municipalities

Rank	Municipality	2016	2017	2018	2019	2020	% Change	2020 Population
1	Milwaukee	\$719.1M	\$754.5M	\$753.4M	\$790.6M	\$819.3M	3.6%	587,072
2	Green Bay	\$386.6M	\$380.8M	\$358.1M	\$344.6M	\$385.6M	11.9%	105,599
3	Madison	\$257.2M	\$261.8M	\$261.1M	\$351.4M	\$359.3M	2.2%	257,197
4	Menomonee Falls	\$318.7M	\$300.4M	\$307.5M	\$302.1M	\$293.2M	-3.0%	38,948
5	Fitchburg	\$215.9M	\$229.4M	\$228.1M	\$248.7M	\$285.7M	14.9%	30,391
5	Waukesha	\$231.2M	\$248.9M	\$242.6M	\$255.5M	\$256.4M	0.4%	71,952
9	Oshkosh	\$231.8M	\$224.8M	\$218.6M	\$219.7M	\$235.4M	7.1%	66,595
7	Germantown	\$219.4M	\$220.4M	\$216.8M	\$230.0M	\$234.4M	1.9%	20,686
8	Pleasant Prairie	\$228.7M	\$222.8M	\$278.4M	\$226.6M	\$218.1M	-3.9%	22,456
10	New Berlin	\$205.6M	\$196.9M	\$207.9M	\$201.4M	\$212.5M	5.5%	40,600

Source: WI Department of Revenue 2020 Statement of Assessments, WI Department of Administration 2020 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 2020 with building permits issued for 26 industrial projects totaling **\$28.8 million** in construction value.

Milwaukee Tool Technology Center

Construction is underway on a 121,635 square foot research and development building which will be located on Leatherwood Court (east of Flint Drive) in the Woodland Prime office park. This building will be part of Milwaukee Tool's growing corporate campus in Menomonee Falls, and it will be primarily used to market and test construction tools. The building includes an open atrium, operations office, a large laboratory space, and product demonstration areas. The project has an estimated construction value of **\$8 million**.



Industrial Development

Glenroy Incorporated

Building permits were issued in 2020 for an addition at Glenroy Incorporated which is located on Megal Drive just north of Interstate 41/US 45. The addition connected two existing buildings and created 121,486 square feet of new manufacturing space. The expansion will increase Glenroy's production capacity and is expected to generate approximately 100 new jobs. The total construction value of the addition was **\$8 million**.



Glenroy Incorporated's addition as seen in early 2021 provides space to meet future demand

Leonardo DRS

Construction proceeded in 2020 on a 280,000 square foot interior build-out at the new Leonardo DRS high-tech industrial building on Flint Drive in eastern Menomonee Falls. This project expanded operational capacity for Leonardo DRS and completed a corporate relocation for this defense contractor that began in 2019. This project had an estimated construction value of **\$7.3 million**.



This 347,350 square foot building was completed along Flint Drive in 2019

Harley-Davidson

The Village approved building and electrical permits in 2020 for the rooftop installation of an 8,000 solar panel array at the Harely-Davidson Powertrain facility located along Pilgrim Road on the north side of Interstate 41/US 45. This We Energies project represents the largest single rooftop solar panel system in Wisconsin, and the estimated construction value of this project was **\$2.8 million**.



Solar panel system as seen from the air in late 2020 - *photo courtesy of We Energies*

2020 Planning Projects

Village Park & Downtown Programming

In addition to overseeing the Village Park project, Engineering & Development staff worked closely with representatives from the Downtown Business Improvement District, Menomonee Falls Downtown Inc. (MFDI), the GMFF Farmers Market, and the School District of Menomonee Falls in 2020 to facilitate and plan for events at Village Park. In support of dynamic programming for the new Village Park space, Village staff adjusted park design details and coordinated Public Works and Police assistance as needed. Village staff will continue to work with MFDI in 2021 and beyond to support the safe and successful roll out of community-oriented programming in Village Park and other public spaces in downtown. The Village supports programming and other placemaking efforts as part of our commitment to active and vibrant downtown.



Concert stage on Main Street during Falls Memorial Fest in spring of 2019

New Communication Platforms

With the constantly changing circumstances in 2020 (COVID-19 impacted everything from meeting protocols to elections and access to Village services), providing residents and businesses with timely and accurate information was more important than ever. The Village met increased demand for information through the launch of *The Rapid* at-a-glance electronic newsletter, increased frequency of Facebook posts, and the installation of a new digital readerboard monument sign along Pilgrim Road. In 2020, these platforms expanded the Village's ability to reach thousands of residents in a cost-effective manner.

Zoning Code Update

Engineering and Development staff continued to review the Village's existing Zoning Code (initially adopted in 1972) to identify potential revisions to update the Code to read more clearly and reflect the needs of a 21st century community. Existing Zoning Districts will be maintained in the update, but the proposed changes would simplify how the Zoning Code is organized and eliminate redundancies and outdated references.



New digital sign at Village Hall in late 2020



2020 Development Numbers

Approved Building Permits

131

New Construction

803

Alteration/Renovation

9

Issued

4

Amended

Rezoning Amendments

Approvals

6

Industrial Use Permits

Approvals

2

Planned Infill Developments

Approvals

3

Municipal Code

Amendments

6

Architectural Control Board

Appearances

23

Comprehensive Plan Amendments

Land Use

4

Zoning Board of Appeals

Appearances

6

Miscellaneous Development Approvals

- 3 final plats
- 4 preliminary plats
- 3 planned residential development
- 6 conceptual reviews
- 1 Village Centre project review
- 1 right-of-way vacation
- 2 sign exceptions
- 3 easement modifications

Certified Survey Maps

Approvals

9

The total fee revenue for 2020 Engineering & Development permits was \$ 1,012,834.74

Miscellaneous Development Initiatives

- Designed and planned for downtown parking signs
- Created Housing Affordability Reports
- Developed draft Zoning Code revisions
- Contributed to Village communications updates including website, newsletters, 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 projects in 2020 added value throughout Menomonee Falls. Below are a few more images commemorating noteworthy 2020 projects.



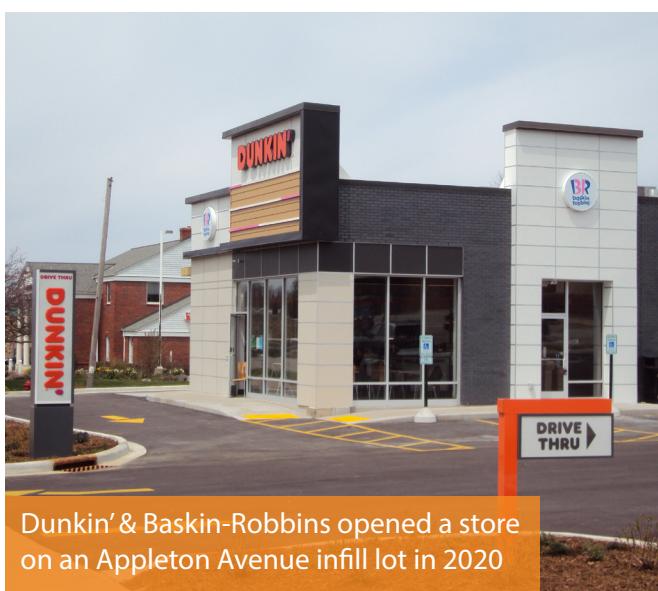
A large LED sign was installed in 2020 adjacent to the Whitestone Station development area



Cafe Zupas installed a new walk up window to meet demand for take out



Work at Grace Commons senior living community was completed in early 2020



Dunkin' & Baskin-Robbins opened a store on an Appleton Avenue infill lot in 2020



Several downtown area businesses made curb appeal investments in 2020

Looking Ahead to 2021

Residential Outlook

The strong pace of residential development in the Village is likely to continue in 2021 given the number of approved and conceptual projects, but the inventory of undeveloped single family lots is tighter than in recent years. There is capacity to build 100+ new homes in 2021, but lots in conceptual developments will need to be approved this year to meet the anticipated demand for new single family homes in the coming years. Construction and occupancy of multifamily residential projects will boost Menomonee Falls population in 2021 with 170 units being completed at Tamarack Springs, 32 senior town homes being built at the Highlands at Aero Park, and 29 condominium units likely to begin construction at Pilgrim's Landing.

Sustaining Residential Momentum

Since 2015, the pace of development in Menomonee Falls has been steady with a projects across all sectors contributing to **an average of \$125 million in construction value per year**. Residential projects have accounted for the majority of the overall construction value since 2015 with single family projects (including renovations) contributing nearly 40 percent and multifamily/senior housing projects contributing over 19 percent of the construction value. The residential real estate market is more competitive than any time in recent history, and demand for new housing is likely to continue into 2021 and beyond.

With the number of available undeveloped lots lower than at any point in the last 10 years and the demand for housing high, there is a an increasing likelihood that (despite having available land and concepts for residential development) the supply of single family lots will not meet the market demand for new homes in our community in the short-term.

Multifamily projects (including senior housing) provide housing options for residents of all ages and will continue to play a critical role in the redevelopment of underutilized and infill properties. Multifamily concepts that are situated and designed in a manner that adds value to the community and connects residents to existing neighborhoods/amenities should be encouraged in the years to come.



The pace of single family home construction will depend on the pace of subdivision approvals



Consistent residential development has contributed to one percent annual population growth since 2000



The Junction Apartments are a recent example of a multifamily project contributing to redevelopment

Looking Ahead to 2021

Business Development

Despite the challenging public health circumstances of 2020, the local business community displayed remarkable resilience and found new and innovative ways to deliver services and products to the public. The COVID-19 pandemic accelerated trends already underway in shifts to remote work, online shopping, and delivery services. It is yet to be determined how these changes will impact brick and mortar retail, businesses offices, restaurants, and the entertainment/hospitality industry over time.

Notwithstanding the uncertainty about the months ahead, the Village of Menomonee Falls is well positioned for continued business growth and investment as the economy recovers from the pandemic, and several business projects expected to move forward in 2021. The continued expansion of Milwaukee Tool will create hundreds of jobs and a multi-million dollar office facility bolstering the Village's industrial and commercial construction value. A planned expansion at Alto-Shaam Incorporated, a speculative industrial building, and several approved commercial projects will further add to Menomonee Falls economic base. Additional planned business projects likely to proceed in 2021 include:

- Chick-fil-A restaurant
- (2) Falls Parkway restaurants
- A Mixed use project at Good Hope Rd. & Appleton Ave.

Comprehensive Outdoor Recreation (COR) Plan Update

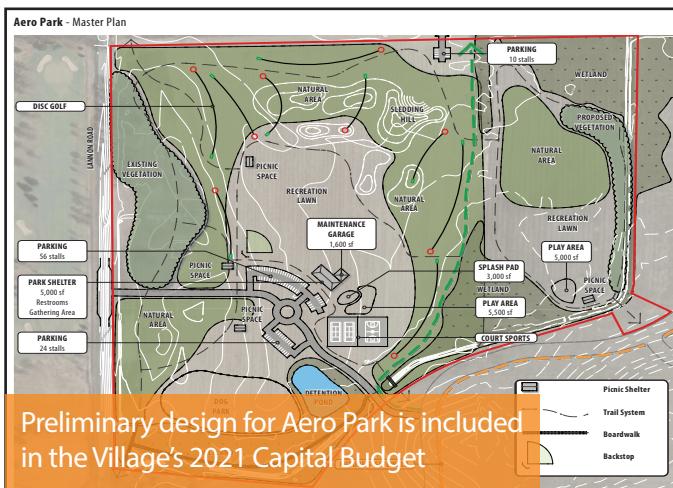
The Village will begin updating the COR Plan in 2021 to guide development of the Village's parks, trails, and outdoor public spaces for the next five years. The update will also allow the Village to maintain eligibility for grant funding opportunities through the Wisconsin DNR and other state agencies and is expected to be completed in 2022. The update will include:

- Planning for the second phase of the Village Park project which will include a destination play/splash area
- Planning for the development of Aero Park
- Re-evaluation of the needs and recommendations for parks and trails across Menomonee Falls

Local businesses are looking forward to 2021 after a year of unprecedented challenges in 2020



Milwaukee Tool broke ground on their new Technology Center building in 2020



Preliminary design for Aero Park is included in the Village's 2021 Capital Budget