

2021 DEVELOPMENT & COMMUNITY STATUS REPORT

Village of Menomonee Falls Waukesha County, Wisconsin



The recently completed community gathering space at Village Park hosted concerts, festivals, markets, and other programs drawing an estimated 75,000+ people in 2021

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2021 Development Highlights

This report focuses on noteworthy developments within Menomonee Falls and summarizes the Village's development-related activities in 2021. Development activity was strong in 2021 with redevelopment projects and new development across all sectors. Approved business projects created facilities supporting hundreds of new jobs and new residential developments maintained the Village's moderate population growth rate (Menomonee Falls has averaged <1 percent annual growth since 2000). 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. 2021 highlights include:

- Projects totaling over **\$114 million in construction value** (6th highest total ever recorded)
- **The highest estimated residential construction value ever** (\$64.2 million)
- **Milwaukee Tool Technology Center, RJ Schinner's addition, and Tailored Label Products corporate headquarters** contributed \$20.2 million in construction value and will support hundreds of new jobs
- Multifamily & senior housing projects (including Tamarack Springs apartments) totaling \$15.2 million in value
- An increase of **\$67.5 million in tax incremental value** within existing Tax Incremental Districts from 2020 to 2021
- Activation of the new Village Park community event spaces drew tens of thousands of visitors to downtown and added momentum for a second phase of improvements planned for 2022



Tamarind subdivision is one of four residential developments in Menomonee Falls where at least ten new homes were built in 2021

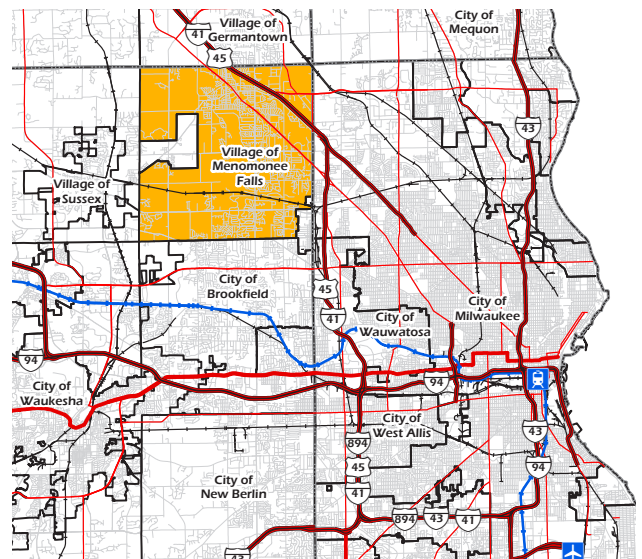
Village Overview

Silver Level Wisconsin Healthy Community *UW Population Health - 2021*

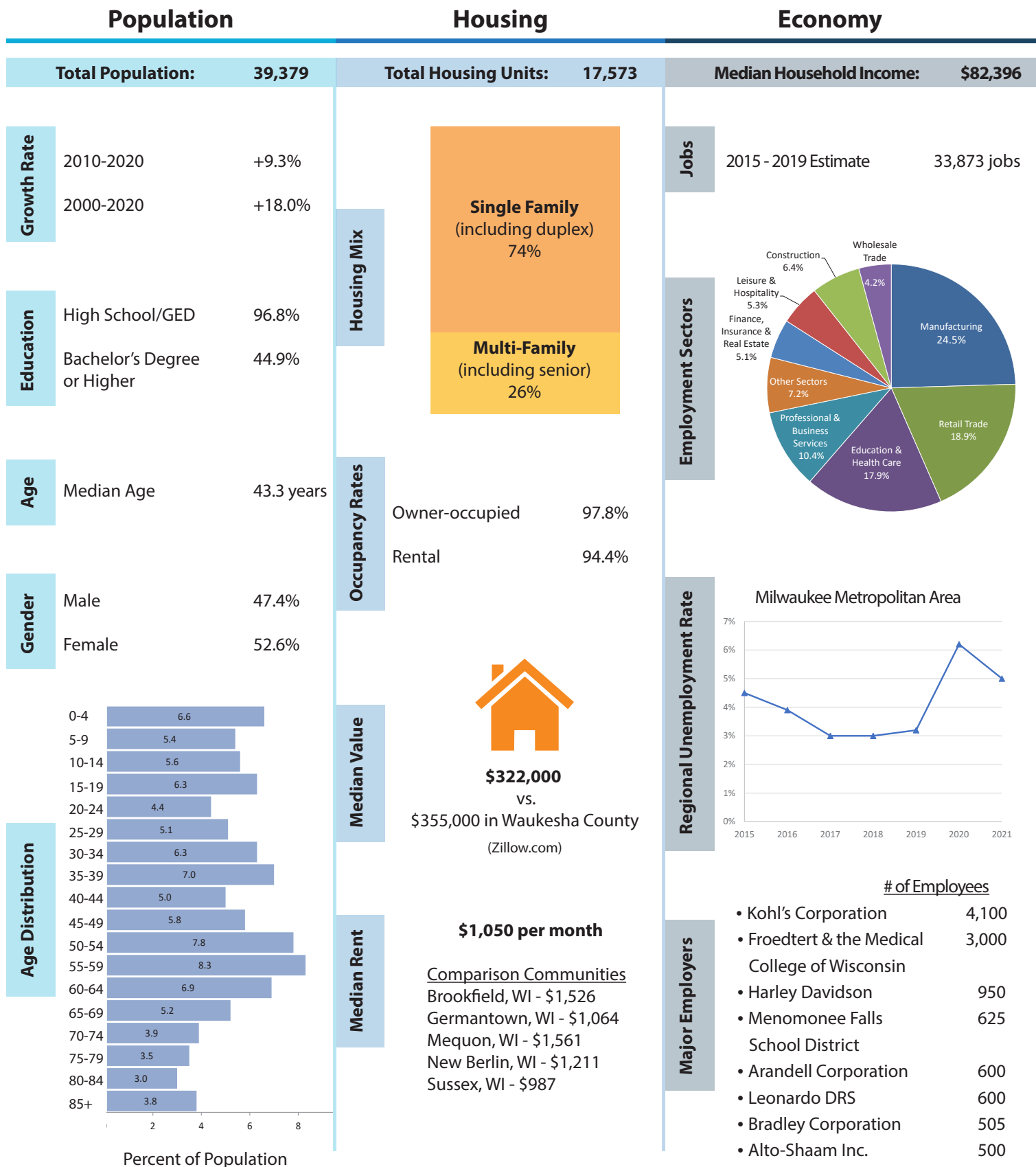


Menomonee Falls embodies small town charm while providing first class amenities and convenient access to the entire Milwaukee Metropolitan Area. Incorporated in 1892, Menomonee Falls now has a total land area of 32.92 square miles and an estimated population of 39,379. The Village's high quality of life is rooted in diverse economic opportunities, a wide variety of housing options, and its natural assets. The Village was recognized in 2021 by the following organizations:

- Menomonee Falls was designated as a **Silver Level Healthy Community** by UW Population Health Institute
- *Wallethub.com* ranked Menomonee Falls in the top 100 **Best Small Cities in America**
- *Areavibes.com* ranked the Falls as the **7th Best Place to Live in Wisconsin** (among places with over 5,000 people)
- *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



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 2021**.

Menomonee Falls' equalized value has grown consistently in recent years. In 2021, the Village had the **11th highest real estate equalized value in the state at \$6.03 Billion**. Notably, Menomonee Falls is the only Village represented and has the lowest population among municipalities ranked in the top 12 in the state (population ranks 18th in the state).

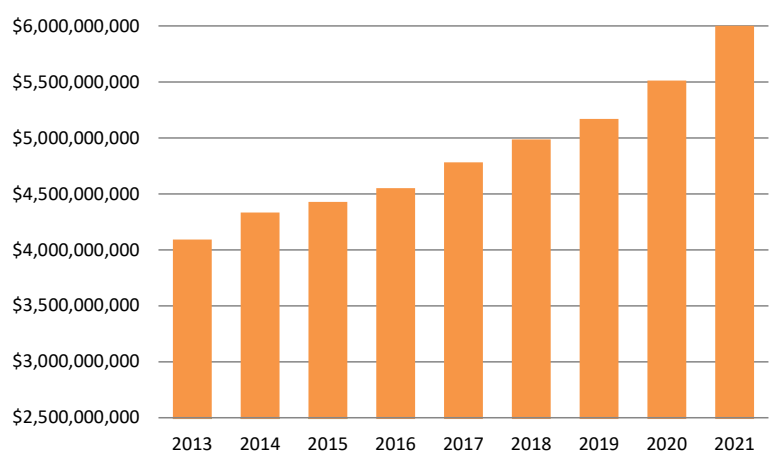
Wisconsin's Top Real Estate Equalized Value Municipalities

Rank	Municipality	2017	2018	2019	2020	2021	% Change	2021 Population
1	Milwaukee	\$26.09B	\$27.69B	\$29.07B	\$30.69B	\$34.58B	12.7	587,976
2	Madison	\$26.01B	\$28.12B	\$30.29B	\$32.37B	\$32.27B	-0.0	259,233
3	Kenosha	\$5.62B	\$6.50B	\$7.14B	\$7.50B	\$8.17B	8.9	98,998
4	Brookfield	\$6.69B	\$7.08B	\$7.41B	\$7.58B	\$8.05B	6.2	40,276
5	Green Bay	\$6.05B	\$6.36B	\$6.72B	\$7.12B	\$7.77B	9.1	105,209
6	Waukesha	\$5.95B	\$6.25B	\$6.58B	\$6.94B	\$7.60B	9.5	71,856
7	Wauwatosa	\$5.90B	\$6.10B	\$6.31B	\$6.63B	\$7.34B	10.7	48,604
8	Appleton	\$5.08B	\$5.33B	\$5.75B	\$6.08B	\$6.57B	8.1	74,499
9	New Berlin	\$5.02B	\$5.31B	\$5.61B	\$5.74B	\$6.17B	7.5	40,821
10	Eau Claire	\$4.94B	\$5.14B	\$5.38B	\$5.76B	\$6.12B	6.3	68,912
11	Menomonee Falls	\$4.78B	\$4.99B	\$5.17B	\$5.51B	\$6.03B	9.4	39,379
12	Janesville	\$4.42B	\$4.76B	\$5.17B	\$5.44B	\$5.92B	8.8	64,198

Source: WI Department of Revenue 2021 Statement of Changes in Equalized Values, WI Department of Administration 2021 Municipal Population Estimates

The Village's real estate equalized value in 2021 was \$6,031,584,900 which represents an increase of **9.4%** from 2020's real estate equalized value of \$5,512,418,200. Development in residential, commercial and industrial sectors has been robust in recent years. Accordingly, real estate equalized values in Menomonee Falls have grown steadily. When comparing the real estate equalized value from 2016 (\$4.72 billion) to 2021, the Village's value has risen **nearly 28%** in five years.

Menomonee Falls' Real Estate Equalized Value by Year



Source: WI Department of Revenue 2013 - 2021 Statement of Changes in Equalized Values

Population & Projections

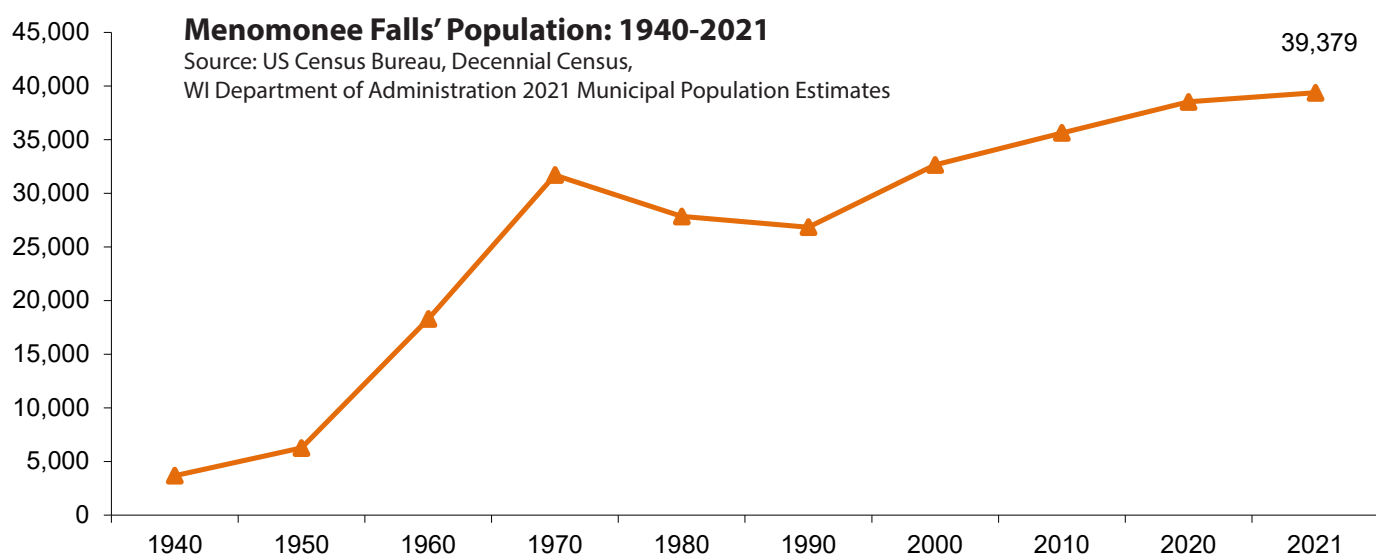
Menomonee Falls has the 4th largest municipal population in Waukesha County after the cities of Brookfield, New Berlin, and Waukesha. The 2021 population of Menomonee Falls has been estimated at 39,379 which makes it the most populous village in the state by over 12,000 residents (Mount Pleasant has an estimated population of 27,361). Several new residential projects were approved in 2021, making it likely the Village's population will grow in the near future.

Menomonee Falls' population is projected to increase by over **7%** (nearly 2,800 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	2021 Population	2025 Projection	2030 Projection	2035 Projection	Net Gain 2020-2035
Waukesha	71,856	78,100	81,000	81,900	10,044
New Berlin	40,821	43,650	45,140	45,530	4,709
Brookfield	40,276	39,330	39,870	39,440	-836
Menomonee Falls	39,379	39,840	41,510	42,160	2,781
Muskego	25,705	27,630	29,010	29,690	3,986
Oconomowoc	17,808	18,910	20,110	20,820	3,012
City of Pewaukee	14,948	16,590	17,800	18,580	3,632
Sussex	11,587	12,780	13,670	14,230	2,643
Town of Lisbon	10,731	11,340	11,790	11,960	1,229
Hartland	9,434	10,290	10,770	10,980	1,546

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. 2021 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 2021 with RJ Schinner (\$6.5 million), MTE Corporation (\$1.5 million), Multi-Fab Products (\$1.5 million), and BMO Harris Bank (\$1.0 million) undertaking the projects with the highest construction values.

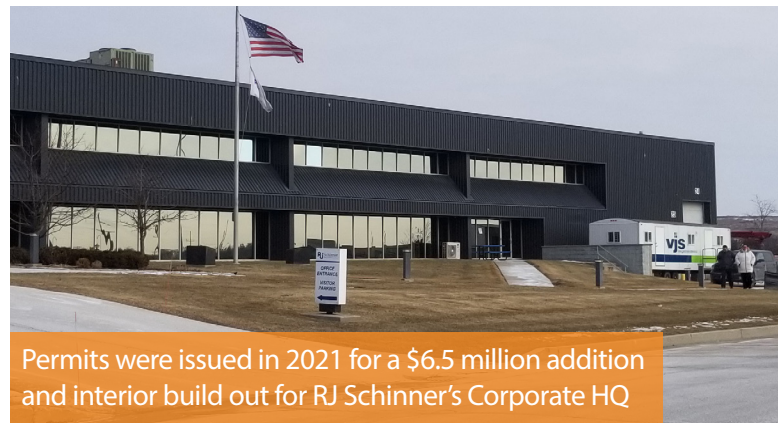
Smaller interior and exterior alteration projects added over \$5 million of construction value to businesses across the community. Some of the higher visibility improvements to existing properties in the Village included an addition at Kwik Trip on Main Street, renovation of the Wanaki Golf Course club house, the Kohl's/Sephora build out, and the addition at Social Haus on Lisbon Road.

Downtown Revitalization

The revitalization of downtown Menomonee Falls also continued in 2021 with a full schedule of programming and events activating Village Park as a community gathering space. An estimated 75,000+ people visited Village Park for events ranging from farmers markets, summer concert series, beer gardens, vendor fairs and the inaugural Lavender Fest. These activities brought more foot traffic to downtown businesses and generated more overnight stays for local hotels. The Village also completed the Main Street reconstruction project which will support walkability and business investment for years to come.



The Milwaukee Tool Technology Center is nearing completion on Leatherwood Court as of early 2022



Permits were issued in 2021 for a \$6.5 million addition and interior build out for RJ Schinner's Corporate HQ



Dozens of events were held in the new Village Park space in 2021 and the Farmers Market expanded to a two day format

Development Summary

New Development

Residential projects (including multifamily/senior housing) accounted for the majority of the new development within the Village in 2021. Single family home construction (98 homes) contributed over **\$41 million** in construction value and two family homes (18 units) added **\$7.4 million** in construction value. Construction also moved forward in 2021 on 72 townhouse style apartments at Tamarack Springs which have an estimated construction value of **\$12.7 million** and 16 senior living units at the Highlands at Aero Park which have an estimated construction value of **\$2.5 million**.

Building permits were issued for several new non-residential buildings which added **\$25 million** in construction value to the Village. These projects included Milwaukee Tool Technology Center, Tailored Label Products Corporate HQ, Amato Hyundai, Johnstone Supply, and Chick-Fil-A restaurant.

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 nine active TIDs in the Village at the end of 2021. TID-assisted projects in 2021 included Tailored Label Products Corporate Headquarters and Milwaukee Tool Technology Center. These projects were funded with the help of municipal revenue obligation bonds where funds are reimbursed after new taxes are paid.



A new home in the Weyerhaven subdivision



Amato Hyundai began construction in 2021 and expects to open before the end of 2022



Tailored Label Products Corporate HQ project site as seen in early 2022

Downtown Menomonee Falls

The growing mix of businesses and amenities in Menomonee Falls' historic downtown provide residents and visitors with a vibrant 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 2021 by marketing them on social media, hosting outdoor events (including Falls Memorial Fest), and leading downtown beautification efforts like planter installations, and new murals.

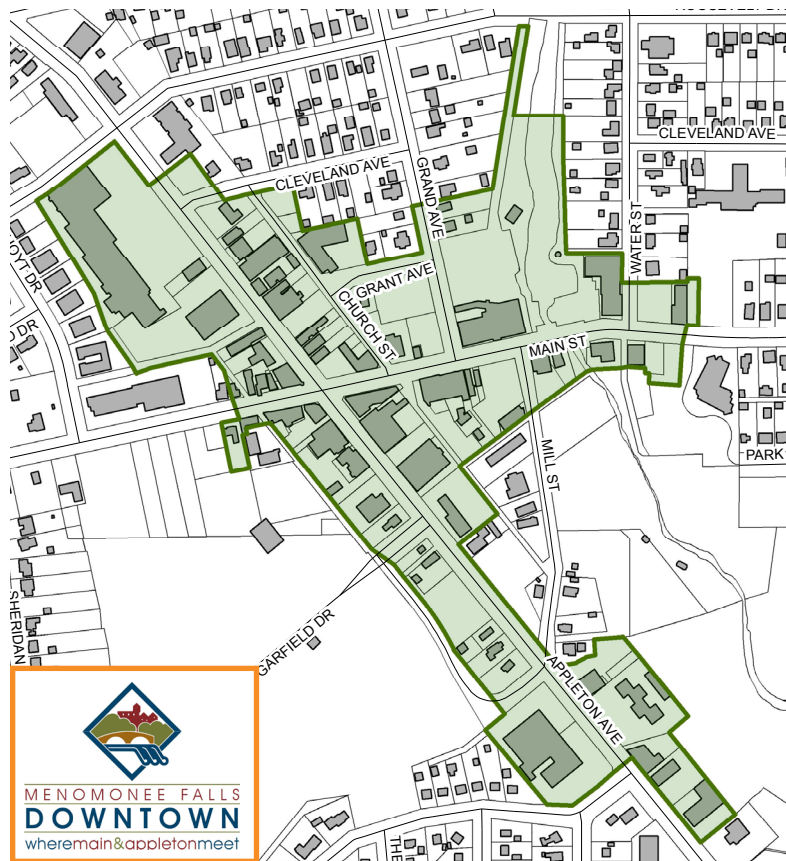
The non-profit Menomonee Falls Downtown Inc. (MFDI) led the programming efforts for Village Park in 2021. MFDI organized a full calendar of events, coordinated the beer garden, and provided on site management (by way of the MFDI Director) for dozens of downtown activities.

The Village supported the continued revitalization of downtown in 2021 through completion of the Main Street reconstruction project, communication about downtown events, partnership with the Menomonee Falls Farmers Market, direction of the donation bench and tree program, and through the installation of seating, umbrellas, and garbage/recycling receptacles at Village Park.

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. \$50,000 in low-interest BDLP loans were approved in 2021. Village staff also supported downtown businesses and property owners in 2021 by encouraging residents to shop local, directing new businesses to available tenant spaces, and by contributing to the planning for downtown programming and placemaking initiatives.

Summer concerts and events drew thousands of visitors to downtown Menomonee Falls in 2021



Building Permits

The Building Inspection division of the Department of Engineering and Development Services issues permits for commercial, institutional, industrial, and residential projects. In 2021, the Village issued 775 residential and 104 non-residential building permits for an estimated construction value of over \$114 million. **At \$64.4 million, the total construction value of single family/duplex residential projects was the highest on record.** Other major contributors to construction value in 2021 include Tamarack Springs apartments (\$12.7 million), Milwaukee Tool Technology building (\$8 million), RJ Schinner's addition (\$6.5 million), Tailored Label Products' corporate HQ (\$5.7 million), and the Amato Hyundai car dealership (\$4.5 million). **At 879, the total number of building permits issued in 2021 was the fifth highest ever recorded,** but was pretty typical of permit volume over the last decade.

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
2021	775	\$64.38M	104	\$49.87M	879	\$114.25M

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 2021, the Village approved four subdivisions creating 103 single family lots. In addition, plans for 609 single family homes, 70 duplex condominium units and 293 market-rate apartments were approved. The following table includes subdivisions that were underway in 2021 or are likely to proceed in the near future.

Approved Single Family Lots		Undeveloped Single Family Lots		Conceptual Single Family Lots	
Total	188	Total	130	Total	743
Evergreen Fields	35 lots	Evergreen Fields	32 lots	Evergreen Fields	87 lots
Edgewood Preserve	44 lots	Edgewood Preserve	44 lots	Fox River Falls	353 lots
Tamarind Addition No. 1	28 lots	Tamarind Addition No. 1	7 lots	Tamarind	48 lots
Sanctuary at Good Hope	24 lots	Sanctuary at Good Hope	18 lots	Sommersfield	29 lots
Aeropark Addition No. 1	40 lots	Aeropark Addition No. 1	7 lots	Sandhill Meadow	52 lots
The Landings at Aero Park	17 lots	The Landings at Aero Park	11 lots	The Glen at Wanaki	53 lots
		*Other subdivisions	11 lots	Kirsten Lands	103 lots
				Prairie Walk	18 lots

The anticipated 873 single family units will provide homes for an estimated 2,270 future Village residents

Residential Overview

In 2021, the Village issued building permits for 9 duplex condominiums, 16 senior apartments, and 72 market-rate apartments. Plans for 173 market-rate apartments at Good Hope Triangle and 120 market rate apartments at corner of Silver Spring Drive and Marcy Road were also approved in 2021. The following table includes multifamily developments that were approved or underway in 2021.

Duplex		Multifamily		Senior Housing	
Total Units	97	Total Units	303	Total Units	256
Fox River Falls	32 units	Tamarack Springs	10 units	Highlands at Aeropark	256 units
Pilgrims Landing (one single family home)	27 units	Good Hope Triangle	173 units	The anticipated 656 multifamily and senior units will provide homes for an estimated 787 future Village residents	
Evergreen Fields	38 units	Creekwood Residences	120 units		
Kirsten Lands	28 units				



Construction continued on the Tamarack Springs townhome style apartment project along Town Hall Road in 2021

Single Family Lots

The 98 single family housing starts in 2021 reveal the continued strength of the housing market despite economic disruptions related to the COVID-19 pandemic. The rate of home construction in was a bit lower than recent years due to limited inventory of available lots, but more lots were created in 2021 than any year since 2017. While many of the developments in Menomonee Falls in 2021 were conceptual multi-phase projects, the Village ultimately approved 103 new single family lots in four subdivisions and six Certified Survey Maps.

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
2021	103	6	109	98
Totals	3,520	128	3,648	3,983

Source: Menomonee Falls Department of Engineering and Development Services

For the fifth year in a row, the Village issued more building permits for new single family homes than any other community in southeastern Wisconsin

Housing Starts

Single Family

Menomonee Falls led the seven county region of Southeastern Wisconsin and ranked sixth in the state for most new single family homes in 2021. Menomonee Falls' 98 single family housing starts also led Waukesha County for the sixth year in a row. Although Menomonee Falls makes up five percent of the land area in Waukesha County, the 98 home starts accounted for ten 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 jobs and amenities like 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
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%
2021	979	98	10.0%
Mean	759	85	11.2%

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

The Village of Menomonee Falls had nearly as many single and two family home starts in 2021 as the City of Brookfield and the Village of Germantown combined

New homes in the Tamarind subdivision in 2022



Wisconsin Communities with the Most Single and Two Family Housing Starts in 2021

Municipality	Total Housing Starts	Average Value	Total Value
Madison	322	\$387k	\$124.5M
Fitchburg	145	\$364k	\$52.7M
Sun Prairie	143	\$387k	\$55.6M
Waukegan	124	\$456k	\$56.5M
Menomonee Falls	116	\$463k	\$53.7M
Lake Geneva	108	\$242k	\$26.1M
Sussex	98	\$279k	\$27.4M
DeForest	94	\$430k	\$40.4M
Oshkosh	93	\$219k	\$20.4M
Howard	93	\$308k	\$28.6M
Pewaukee	91	\$484k	\$44.0M
Harrison	90	\$386k	\$34.8M

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

Residential Development

Despite limited lot inventory in 2021, 98 single family homes and 18 duplex units were approved for construction across a dozen residential subdivisions.

Silver Spring Estates

Building permits were issued for 16 single family homes and 8 duplexes (16 units) in the Silver Spring Estates subdivision in 2021. These new homes were constructed in the final two phases of this subdivision which began development in 2015. When fully built out, the Silver Spring Estates subdivision will include 126 single family homes and 12 duplexes located east of Townline Road and Hamilton High School in southwest Menomonee Falls.



New homes in the Silver Spring Estates subdivision as seen during the summer of 2021

Weyerhaven Subdivision

The Village issued Building Permits for 23 single family homes in the Weyerhaven subdivision in 2021 which was the highest annual total for a residential subdivision in Menomonee Falls. These new homes were primarily constructed in the final phase of this subdivision which was approved in 2020. In total, the Weyerhaven subdivision has created 140 single family home sites in a neighborhood east of Lilly Road and south of Mill Road in southeast Menomonee Falls.



A new home in the Weyerhaven subdivision in southeast Menomonee Falls

Tamarind Subdivision

Building Permits were issued for 13 single family homes in the Tamarind Subdivision in 2021 which is located on the north side of Lisbon Road just to the east of Lannon Road. This subdivision has the capacity for seven single family homes in approved plats and another 48 homes in future phases.

Aeropark Subdivision

The Village issued Building Permits for 10 single family homes in the Aeropark subdivision in 2021. This development is located on the east side of Lannon Road south of Silver Spring Drive and has been selected twice as a site for the Metropolitan Builders Association's Parade of Homes. With these new homes, this 59 lot subdivision has been largely built out in just three years.



Aeropark subdivision entrance in early 2022

Residential Development

Evergreen Fields

The Village approved this subdivision in the fall of 2021 creating 35 lots on the south side of Silver Spring Drive between Lannon Road and One Mile Road in southwest Menomonee Falls. These lots range in size from 9,160 square feet to 31,637 square feet with an average size of 11,771 square feet.

Edgewood Preserve Addition No. 1

A Final Plat was approved in 2021 for 38 single family lots in a subdivision located on the east side of Town Hall Road to the north of Good Hope Road in central Menomonee Falls. Edgewood Preserve Addition No. 1 includes lots ranging in size from 15,040 square feet to 29,131 square feet with an average lot containing 17,808 square feet.

Sanctuary at Good Hope

The Village approved a Final Plat in 2021 for 25 single family lots in a conservation development style subdivision located on the southwest corner of Good Hope Road and Town Hall Road. The Sanctuary at Good Hope includes lots with private sewer and water utilities ranging in size from 1.02 acres to 11.16 acres with the average lot containing 1.65 acres.

Tamarack Springs

In 2021, building permits were issued for 72 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 walk up apartment units and a community center building with a pool, fitness center, and other amenities.

Village Residential Overview

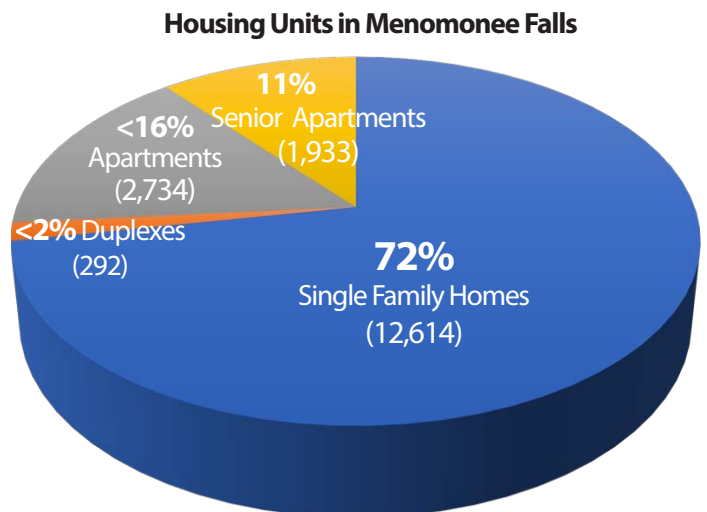
According to the Village's Assessing Department, the Village's housing stock consists of 17,573 dwelling units. Single family homes and duplex buildings accounted for 74 percent of these living units. Of the multifamily units in the Village, 41 percent are age-restricted to people 55 and older. Nearly 16 percent of the Village housing stock is found in non-age restricted multifamily units.



New homes under construction in the Evergreen Fields subdivision in early 2022



New home in the Sanctuary at Good Hope subdivision as seen in early 2022



Commercial Development

The Village reviews all commercial proposals from conceptual projects through to occupancy permits. Since the start of the COVID-19 pandemic, commercial development activity in Menomonee Falls has been slower than in the past. The Village issued permits for 45 commercial projects in 2021. The total construction value of commercial projects approved in 2021 was **\$10.3 million** with a significant portion of the total coming from Amato Hyundai (\$4.5 million), BMO Harris Bank (\$1.0 million), and Chick-Fil-A restaurant (\$850,000).



Amato Hyundai began work in late 2021 on a car dealership located on Leon Road west of 124th St.

Amato Hyundai

Building permits were issued in 2021 for a 27,231 square foot auto dealership and service building to be constructed along the north side of Leon Road west of 124th Street in eastern Menomonee Falls. The dealership and an associated sales lot will be constructed on a parcel located to the west of the recently constructed Aldi store. Construction began in late 2021 and is expected to proceed through the summer of 2022. At an estimated construction value of \$4.5 million, Amato Hyundai has the highest value of any new commercial building in Menomonee Falls over the last five years.

BMO Harris Bank

BMO Harris Bank completed a 6,758 square foot interior renovation at their Appleton Avenue location (east of Pilgrim Road) in 2021. This project updated common areas, office space, and bathrooms in a building which is several decades old and was once the location of M & I Bank of Menomonee Falls. BMO Harris also installed new interior and exterior signage on the site. The estimated construction value of this project was \$1 million.



BMO Harris Bank as seen in late 2021

Chick-Fil-A

Building permits were issued in 2021 for a 4,989 square foot restaurant with drive-thru lanes at the corner of Bancroft Drive and County Line Road in northern Menomonee Falls. The \$850,000 restaurant opened in the fall of 2021 and offers catering, curbside pickup, and an outdoor seating area.



Chick-Fil-A as pictured in early 2022

Commercial Development

Kwik Trip

Building permits were issued in 2021 for a 7,120 square foot addition to the Kwik Trip store located near the intersection of Main Street and Pilgrim Road in northeastern Menomonee Falls. The project expanded the retail space of the convenience store and had an estimated construction value of \$500,000.

Sephora at Kohl's

Kohl's completed a 2,500 square foot interior remodel in 2021 as a build out for their launch of a new Sephora retail space in their Appleton Avenue store. This remodel created a dedicated space for Sephora's cosmetics, and beauty products and services. This project had an estimated construction value of \$300,000 and served as a model for a nationwide Kohl's Sephora partnership.

The Home Depot

A building permit was issued in 2021 to reroof The Home Depot store on Thunder Ridge Drive in northern Menomonee Falls. This roofing project indicated The Home Depot's commitment to maintain their Menomonee Falls location which opened nearly 20 years ago. The project had an estimated construction value of \$489,000.

Remodels & Additions

Dozens of smaller scale projects renovated existing commercial spaces, refreshed exteriors, or added to building space to building footprints in 2021. Commercial remodels included projects by Forefront Dermatology, Lumber Liquidators, Wanaki Golf Course, Target, Elite Hearing, Cousins Subs, and Art Lounge. Building permits for additions were approved for Cafe Zupas and The Social Haus. Accessory structures were constructed by Hahn Ace Hardware and Blaze Landscape Contracting Inc. Collectively these projects have an estimated construction value of over **\$1.2 million**.



Kwik Trip convenience store on east Main Street in early 2022



The Home Depot in February 2022



Forefront Dermatology built out this new tenant space in 2021

Institutional Development

Development activity for institutional projects was relatively slow in 2021 with the Village issuing 13 building permits for senior housing, (private) infrastructure, school, church and hospital projects totaling an estimated **\$3.5 million** in construction value. Most of the construction value in this sector came from the Highlands at Aero Park senior housing project.

Highlands at Aero Park

Construction moved forward in 2021 on 16 senior townhomes in two buildings located on the east side of Hickory Street north of Lisbon Road in southwest Menomonee Falls. These townhomes represent the second phase for a senior living community which will incorporate a 224 unit senior apartment building with on-site amenities including a fitness center, club room, and indoor pool. This phase of the Highlands at Aero Park senior housing project had an estimated construction value of **\$2.5 million**.

American Transmission Company

Building permits were issued in 2021 for the expansion of a control building at the American Transmission Company electric substation located on the east side of Marcy Road south of the Union Pacific Railroad tracks in southwest Menomonee Falls. This project had an estimated construction value of \$300,000.

St. Mary Parish

A building permit was issued in 2021 to reroof the historic St. Mary's Parish church building on Cleveland Avenue which dates to 1905. This project ensured the long-term viability of building and the commitment of St. Mary's Parish to their Menomonee Falls campus. The project had an estimated construction value of over \$242,000.

Falls Baptist Church

A building permit was approved in 2021 to reroof Falls Baptist Church which is located on the south side of Appleton Avenue east of Northfield Drive. The project had an estimated construction value of \$150,000.

Highlands at Aero Park senior townhomes under construction in late 2021



St. Mary's Parish church



Industrial Development

According to the Wisconsin Department of Revenue's 2021 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 2021 with a manufacturing assessed property value at nearly \$285 million.

Wisconsin's Top Ten Manufacturing Assessed Real Estate Value Municipalities

Rank	Municipality	2017	2018	2019	2020	2021	% Change	2021 Population
1	Milwaukee	\$754.5M	\$753.4M	\$790.6M	\$819.3M	\$753.1M	-8.8%	587,976
2	Madison	\$261.8M	\$261.1M	\$351.4M	\$359.3M	\$385.1M	7.2%	259,233
3	Green Bay	\$380.8M	\$358.1M	\$344.6M	\$385.6M	\$352.6M	-9.4%	105,209
4	Menomonee Falls	\$300.4M	\$307.5M	\$302.1M	\$293.2M	\$284.6M	-3.0%	39,379
5	Fitchburg	\$229.4M	\$228.1M	\$248.7M	\$285.7M	\$279.8M	-2.1%	31,869
6	Germantown	\$220.4M	\$216.8M	\$230.0M	\$234.4M	\$244.0M	4.1%	20,934
7	Waukesha	\$248.9M	\$242.6M	\$255.5M	\$256.4M	\$241.7M	-6.1%	71,856
8	Pleasant Prairie	\$222.8M	\$278.4M	\$226.6M	\$218.1M	\$222.3M	1.9%	22,866
9	Oshkosh	\$224.8M	\$218.6M	\$219.7M	\$235.4M	\$222.2M	-5.9%	65,840
10	New Berlin	\$196.9M	\$207.9M	\$201.4M	\$212.5M	\$199.3M	-6.6%	40,821

Source: WI Department of Revenue 2021 Statement of Assessments, WI Department of Administration 2021 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 2021 with building permits issued for 33 industrial projects totaling **\$29.2 million** in construction value.

Tailored Label Products

Building Permits were issued in 2021 for an 82,000 square foot corporate headquarters and manufacturing facility for Tailored Label Products Inc. at the intersection of Good Hope Road and Highland Drive in eastern Menomonee Falls. The estimated construction value of this project is **\$5.7 million**.

RJ Schinner

Construction is proceeding on a 52,020 square foot warehouse addition and remodeling to the existing RJ Schinner facility located on Patria Drive in northeastern Menomonee Falls. When the addition is complete, the building area will exceed 200,000 square feet. The construction value of this addition is estimated at **\$6.5 million**.



Industrial Development

Milwaukee Tool Technology Center

Construction is nearly complete on this 121,635 square foot research and development building located on Leatherwood Court in the Woodland Prime office park. This building will be part of Milwaukee Tool's growing corporate campus in Menomonee Falls. 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**.



Milwaukee Tool Technology Center as seen in November 2021

Johnstone Supply

Construction proceeded in 2021 on a 30,000 square foot wholesale HVAC distribution facility for Johnstone Supply on the north side of Manhardt Drive east of Lilly Road in southeast Menomonee Falls. The project includes warehouse and office space, and the approved plans have space for future building expansion. The construction value of this project is estimated to be **\$2 million**.



Johnstone Supply in late 2021

Relocations & Renovations

The Village issued building permits for several industrial tenant build outs, additions, and accessory buildings in 2021 allowing businesses to expand and relocate in Menomonee Falls. Projects for MTE Corporation, Multi-Fab Products, Johnson & Son Paving, Kohler Corporation, Menomonee Falls Storage, Magnetek, Axcesor, Marlin Technologies, Badger Underground, Safran, and Mared Mechanical had estimated construction values exceeding \$100,000 each.



Mared Mechanical was one of 18 industrial businesses that completed an interior build out in 2021

2021 Planning Projects

Village Park Phase II

Engineering and Development staff finalized plans for a second phase of improvements at Village Park in 2021. The plans include a **12,000 square foot inclusive play area**, an at-grade splash feature with LED lighting, pickleball courts, tennis courts, redesigned parking access, a reservable picnic shelter, and shade structures. The Phase II project will fulfill the vision of the Comprehensive Outdoor Recreation (COR) Plan for a park that is a unique destination for residents and visitors alike in the heart of Menomonee Falls. The new features are designed to be accessible and inviting to users of all ages and abilities, and are expected to complement the community event spaces that were completed at Village Park in 2020. Construction is scheduled to begin for this \$3.2 million project in spring of 2022 and is expected to conclude in the fall.



Rendering of the inclusive play area design for Village Park

Discover Village Park

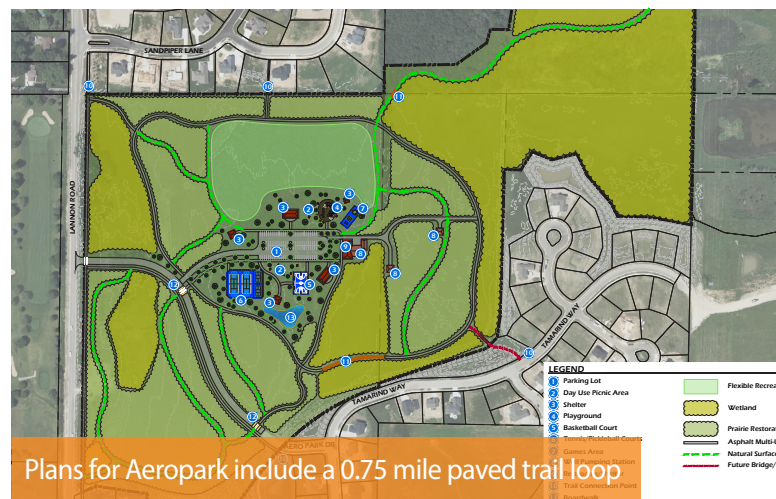
Staff also worked with representatives from the Optimist Club of Menomonee Falls to plan a private capital campaign to raise **\$1 million** to fund construction of the inclusive play area. As of early 2022, this campaign is on track to meet or exceed the goal.



Rendering of Village Park splash pad

Aero Park

Village staff developed detailed plans, cost estimates, and a phasing sequence for the development of Aero Park in 2021. The park will be located on the east side of Lannon Road in southwest Menomonee Falls. The design calls for a central activity area (playground, sport courts, restrooms, reservable picnic shelters, and open lawn) and a network of paved and mowed trails across an 80+ acre site. The first phase of improvements at Aero Park is scheduled to begin in 2022. This phase includes prairie and wetland restoration, and the development of the trail network with connections to adjacent neighborhoods. Additional phases of construction are planned over the next five years.



Plans for Aeropark include a 0.75 mile paved trail loop

2021 Development Numbers

Approved Building Permits

135

.....
New Construction

744

.....
Alteration/Renovation

Conditional Use Permits

4

.....
Issued

3

.....
Amended

Rezoning Amendments

Approvals 6

Industrial Use Permits

Approvals 3

Planned Infill Developments

Approvals 4

Comprehensive Plan Amendments

Land Use 2

Architectural Control Board

Appearances 30

Zoning Board of Appeals

Appearances 8

Certified Survey Maps

Approvals 11

Miscellaneous Development Approvals

- 4 final plats
- 2 preliminary plats
- 4 planned residential developments
- 6 conceptual reviews
- 2 right-of-way vacations
- 1 sign exception
- 1 Yard adjustment
- 1 easement modifications

Other Permits

- 61 Business Occupancy Permits
- 147 Sign Permits
- 149 Zoning Permits
- 449 Engineering Permits (Driveway, Sidewalk, Curb)
- 2,806 Mechanical Permits (Electrical, Plumbing, HVAC)

Miscellaneous Development Initiatives

- Designed downtown wayfinding signs
- Created Housing Affordability Reports
- Developed draft Zoning Code revisions
- Amended TID No. 8

The total fee revenue for 2021 Engineering & Development permits was \$893,860.64

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 2021 added value throughout Menomonee Falls. Below are a few more images commemorating noteworthy 2021 projects.



Village staff identified vendor locations and assisted with Village Park programming in 2021



Village staff issued building permits for 53 attached decks in 2021



Wanaki Golf Course marked their first year of private operation with a renovation of their club house



Kohl's was issued one of the 147 sign permits approved by Village staff in 2021 for this prominent sign



Hahn Ace Hardware invested in an accessory structure and a new monument sign in 2021

Looking Ahead to 2022

Residential Outlook

The recent pace of residential development in the Village is likely to continue in 2022 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. 130 lots are available in approved single family developments across the community, and there are over 700 more lots in conceptual developments. Apartment construction will continue at Tamarack Springs in 2022 and will likely start for the 224 unit Highlands at Aeropark senior living building and the 120 unit Creekwood Residences apartment project located near the intersection of Silver Spring Drive and Marcy Road. These projects are expected to contribute to a population growth rate of approximately one percent in 2022.

Business Development

Ongoing projects for Tailored Label Products, Amato Hyundai, and Milwaukee Tool will add construction value and jobs in support of the Village's economic base in 2022. Construction is also expected to begin on a 103 room Springhill Suites by Marriott hotel along Falls Parkway, a mixed use development (apartments and restaurants/retail) at the corner of Appleton Avenue and Good Hope Road, and on Milwaukee Tool's build out of the former Quad Graphics warehouse on Shawn Circle.

Zoning Code Update

Engineering and Development staff have completed a detailed review and a draft update to the Village's Zoning Code which was initially adopted in 1972. During the review process, staff identified opportunities to help the code read more clearly and reflect the needs of a 21st Century community. Existing Zoning Districts will be maintained in the update, but the proposed revisions will simplify how the Zoning Code is organized and eliminate redundancies and outdated references. The draft Zoning Code Update will be shared for consideration at Plan Commission and Village Board meetings in the spring and summer of 2022.

