

# 2022 DEVELOPMENT & COMMUNITY STATUS REPORT

## Village of Menomonee Falls Waukesha County, Wisconsin



A new 12,000+ square foot all-children's play area was completed in 2022 as the centerpiece of the Phase II improvements at Village Park which also include a splash pad and pickleball courts

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# 2022 Development Highlights

This report focuses on noteworthy developments within Menomonee Falls and summarizes the Village's development-related activities in 2022. Development activity was strong in 2022 with redevelopment projects and new development across all sectors. Approved business projects created facilities supporting hundreds of 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. 2022 highlights include:

- **The highest estimated construction value ever** – 2022 projects totaled **nearly \$165 million**
- **The 2<sup>nd</sup> highest estimated non-residential construction value ever** (\$109.6 million)
- **The 4<sup>th</sup> highest estimated residential construction value ever** (\$55 million)
- **JAX Incorporated's facility, SpringHill Suites Hotel, the Marian - Milwaukee addition, and the Cintas renovation** contributed \$34.5 million in construction value and will create dozens of new jobs
- Multifamily & senior housing projects (including the **Highlands at Aero Park** and **High Bluff at Creekwood Crossing**) totaling nearly \$63 million in value
- An increase of **\$97 million in tax incremental value** within existing Tax Incremental Districts from 2021 to 2022
- Completion of the Village Park Phase II project with support of a \$1 million+ fundraising campaign in support of the huge new accessible play area



When complete, JAX Incorporated's 130,899 square foot office, warehouse, and production facility on Manhardt Drive will bring 33 new employees to the Village

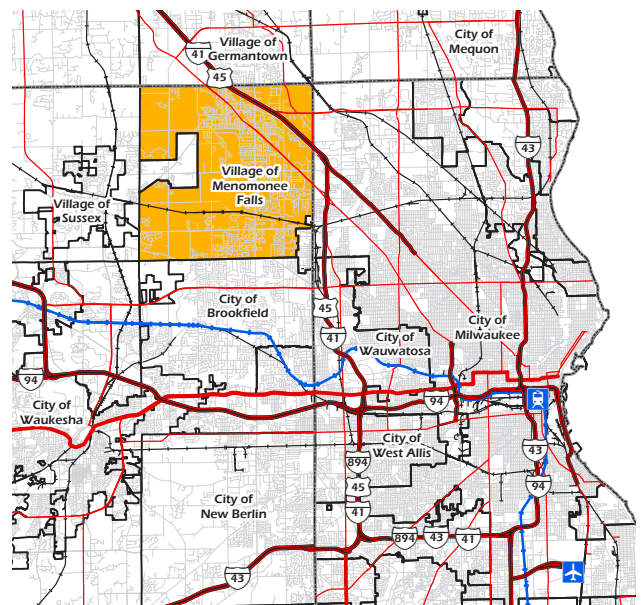
# Village Overview



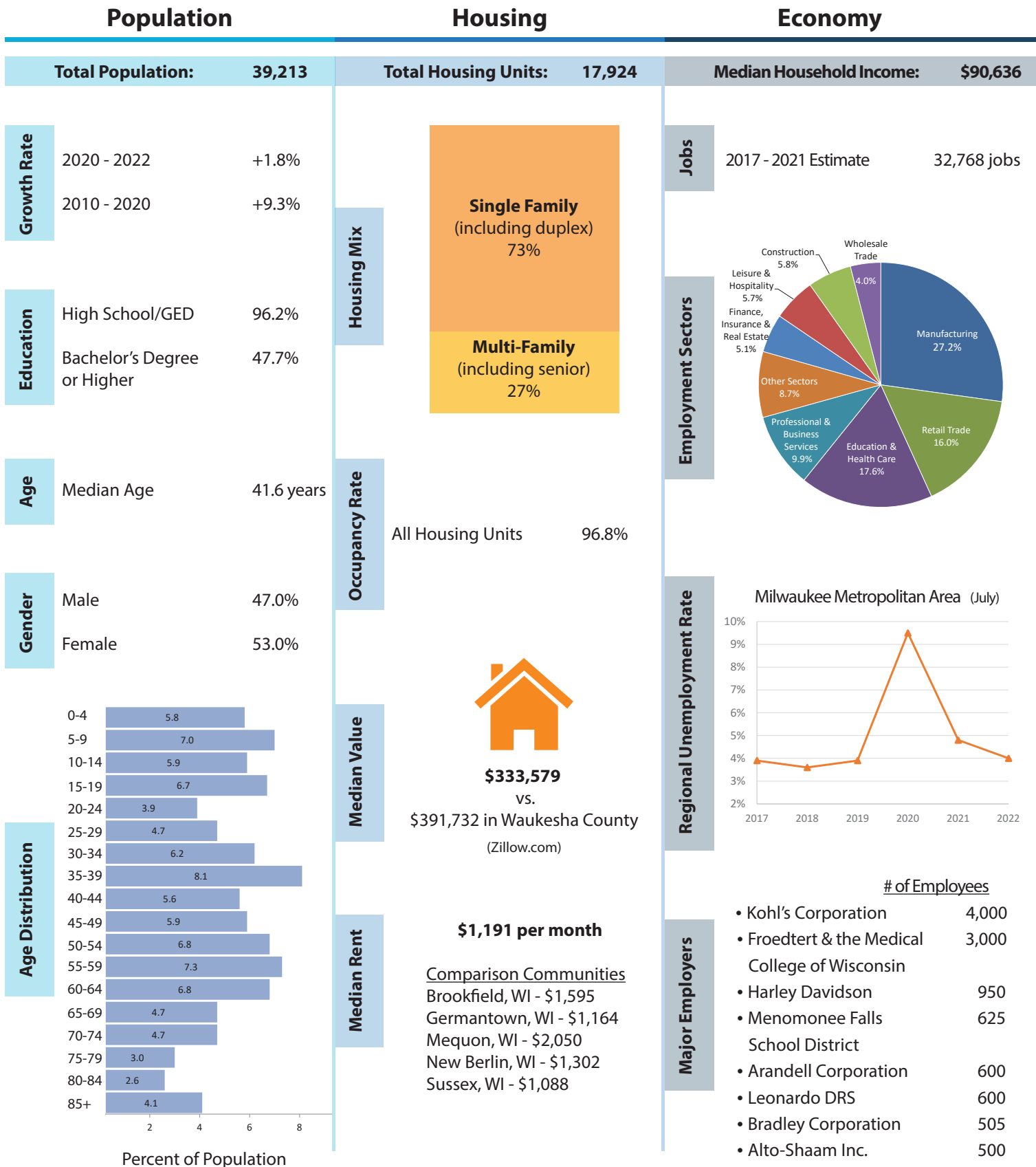
Aerial view of the 2022 Falls Memorial Festival on Main Street

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 39,213. 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 2022 by the following organizations:

- *Wallethub.com* ranked Menomonee Falls in the **top 50 Best Small Cities in America**
- *Areavibes.com* ranked the Falls as the **8<sup>th</sup> Best Place to Live in Wisconsin** (among places with over 5,000 people)
- *Areavibes.com* ranked Menomonee Falls as **the Safest City in Wisconsin** with more than 25,000 residents
- *US News & World Report* ranked Menomonee Falls and Hamilton High School in the **top 25** on their **Best Wisconsin High Schools** list
- *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 2<sup>nd</sup> highest gain in net new construction value in Waukesha County in 2022.**

Menomonee Falls' equalized value has grown consistently in recent years. In 2022, the Village had the **12<sup>th</sup> highest real estate equalized value in the state at \$6.83 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 19<sup>th</sup> in the state).

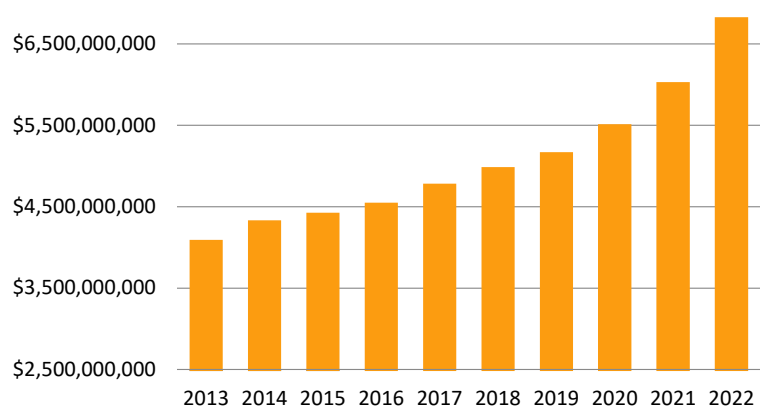
## Wisconsin's Top Real Estate Equalized Value Municipalities

Rank	Municipality	2018	2019	2020	2021	2022	% Change	2022 Population
1	Milwaukee	\$27.69B	\$29.07B	\$30.69B	\$34.58B	\$38.01B	12.2	577,309
2	Madison	\$28.12B	\$30.29B	\$32.37B	\$32.27B	\$37.95B	17.6	279,012
3	Kenosha	\$6.50B	\$7.14B	\$7.50B	\$8.17B	\$9.16B	12.1	100,051
4	Brookfield	\$7.08B	\$7.41B	\$7.58B	\$8.05B	\$8.89B	10.4	41,430
5	Green Bay	\$6.36B	\$6.72B	\$7.12B	\$7.77B	\$8.86B	14.0	107,369
6	Wauwatosa	\$6.10B	\$6.31B	\$6.63B	\$7.34B	\$8.72B	18.7	48,638
7	Waukesha	\$6.25B	\$6.58B	\$6.94B	\$7.60B	\$8.50B	11.9	71,146
8	Appleton	\$5.33B	\$5.75B	\$6.08B	\$6.57B	\$7.39B	12.5	75,605
9	Eau Claire	\$5.14B	\$5.38B	\$5.76B	\$6.12B	\$7.09B	15.8	70,587
10	Janesville	\$4.76B	\$5.17B	\$5.44B	\$5.92B	\$7.04B	18.9	66,206
11	New Berlin	\$5.31B	\$5.61B	\$5.74B	\$6.17B	\$7.00B	13.5	40,426
12	<b>Menomonee Falls</b>	<b>\$4.99B</b>	<b>\$5.17B</b>	<b>\$5.51B</b>	<b>\$6.03B</b>	<b>\$6.83B</b>	<b>13.2</b>	<b>39,213</b>

Source: WI Department of Revenue 2022 Statement of Changes in Equalized Values, WI Department of Administration 2022 Municipal Population Estimates

The Village's real estate equalized value in 2022 was \$6,826,559,400 which represents an increase of **13.2%** from 2021's real estate equalized value of \$6,031,584,900. 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 2017 (\$4.78 billion) to 2022, the Village's value has risen **nearly 43%** in five years.

## Menomonee Falls' Real Estate Equalized Value by Year



Source: WI Department of Revenue 2013 - 2022 Statement of Changes in Equalized Values

# Population

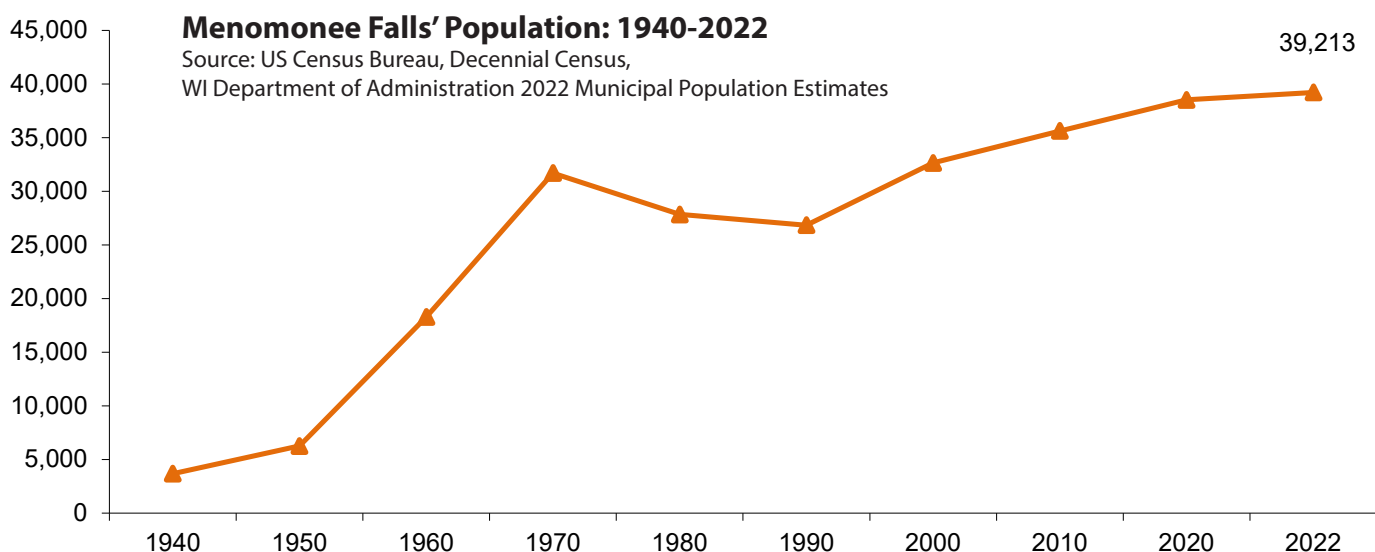
Menomonee Falls has the 4<sup>th</sup> largest municipal population in Waukesha County after the cities of Brookfield, New Berlin, and Waukesha. The 2022 population of Menomonee Falls has been estimated at 39,213 which makes it the most populous village in the state by over 11,000 residents (Mount Pleasant has an estimated population of 28,191). Several new residential projects were approved in 2022, making it likely the Village's population will grow in the near future.

Menomonee Falls' numerical population gain since 2000 is the highest among Waukesha County communities, and the rate of growth has been just under one percent per year. With a slower rate of growth in the City of New Berlin, the Village is likely to become the **3<sup>rd</sup> largest community** in the county within the next decade.

## Population Gain for the Ten Largest Municipalities in Waukesha County: 2000-2022

Municipality	2000 Population	2010 Population	2020 Population	2022 Population	Net Gain 2000-2022	% Change 2000-2022
Waukesha	64,825	70,718	71,158	71,146	6,321	9.8%
Brookfield	38,649	37,920	41,464	41,430	2,781	7.2%
New Berlin	38,193	39,584	40,451	40,276	2,083	5.5%
<b>Menomonee Falls</b>	<b>32,647</b>	<b>35,626</b>	<b>38,527</b>	<b>39,213</b>	<b>6,566</b>	<b>20.1%</b>
Muskego	21,397	24,135	25,032	25,343	3,946	7.8%
Oconomowoc	12,383	15,759	18,203	18,485	6,102	49.3%
City of Pewaukee	11,783	13,195	15,914	16,127	4,344	36.9%
Sussex	8,828	10,518	11,487	11,750	2,922	33.1%
Town of Lisbon	9,359	10,157	10,477	10,735	1,376	14.7%
Hartland	7,905	9,110	9,501	9,946	2,041	25.8%

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



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

# Development Summary

The Department of Engineering and Development 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. 2022 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 2022 with Cintas (\$3.9 million), Froedtert (\$3.3 million), Marian - Milwaukee (\$1.6 million), Target (\$1.0 million), and Advocate - Aurora (\$0.9 million) undertaking the projects with the highest construction values.

Smaller interior and exterior alteration projects added over \$4 million of construction value to businesses across the community. Some of the higher visibility improvements to existing properties in the Village included the new gas station canopy at Woodman's, interior and exterior updates to the Culver's restaurant near County Line Road, and the Nelson Brothers Power Center addition.

## Downtown Revitalization

The revitalization of downtown Menomonee Falls continued in 2022 with the completion of the Village Park Phase II project, improvements to the Village Park beer garden area, and a series of new downtown events including Maxwell Street days, Harvest Fest, and the Christkindl Market. An expanded schedule of events at Village Park attracted an estimated 100,000 + visits in 2022. The Menomonee Falls Farmers Market, Sunset Concert Series, Lavender Fest, and the first Falls Family Movie Night headlined dozens of programs in the space. These activities brought more foot traffic to downtown businesses and generated more overnight stays for local hotels.



The Village issued 78 Business Occupancy Permits in 2022 for new and expanding businesses in the Falls



Commercial reinvestments in 2022 included the installation of a new gas station canopy at Woodman's



The updated beer garden space at Village Park supported dozens of new and existing events in 2022

# Development Summary

## New Development

Residential projects (including multifamily/senior housing) accounted for the majority of the new development within the Village in 2022. Single family and duplex home construction (86 homes) contributed over **\$40.5 million** in construction value. Construction also moved forward on 120 townhouse style apartments at the High Bluff at Creekwood Crossing project and 61 senior living units (+42 unfinished units) at the Highlands at Aero Park development. These projects have estimated construction values of **\$24.4 million** and **\$23.5 million**, respectively.

Building permits were issued for several new non-residential buildings which added **\$31.3 million** in construction value to the Village. These projects included JAX Incorporated's new facility, SpringHill Suites by Marriott hotel, a cast-in-place booster station near Silver Spring Estates, and a communications tower along Town Line Road. Construction also proceeded in 2022 on the new Amato Hyundai dealership on Leon Road.

## 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 ten active TIDs in the Village at the end of 2022. Recent TID-assisted projects include the Milwaukee Tool Technology Center, Tailored Label Products corporate headquarters, and Ascension hospital. 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 Sanctuary at Good Hope subdivision



Amato Hyundai began construction in 2021 and expects to open in early 2023



SpringHill Suites by Marriott hotel as seen in early 2023

# 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 2022 by marketing them on social media, hosting outdoor events (including Lavender Fest and Christmas in the Falls), 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 and organized Falls Memorial Fest in 2022. MFDI organized a full calendar of events, coordinated reservations for Village Park, operated the beer garden, and provided on-site support for dozens of downtown activities.

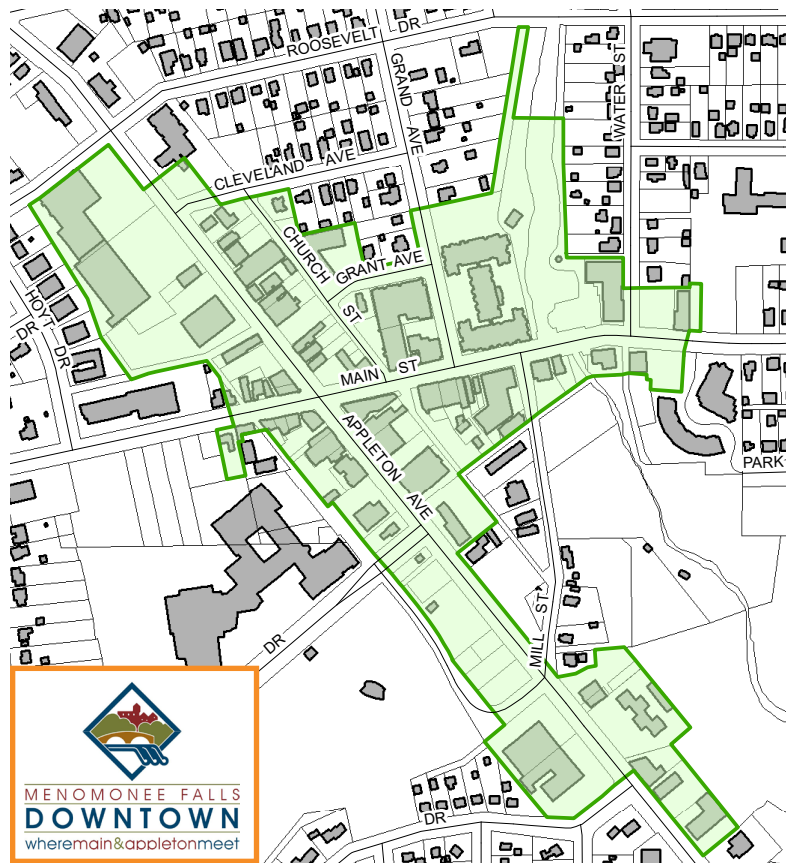
The Village supported the continued revitalization of downtown in 2022 through completion of the Village Park Phase II project, new signage and banner posts for downtown event communications, resources for community festivals, partnership with the Menomonee Falls Farmers Market, direction of the donation bench and tree program, and the refurbishment of the seating at Centennial Plaza.

## 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. \$68,000 for three low-interest BDLP loans and \$3,866 for one EDMF grant were approved in 2022. Village staff also supported downtown businesses and property owners 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.



Successful events in 2022 helped put Downtown Menomonee Falls on the map - new wayfinding signs helped with navigation



# Building Permits

The Building Inspection division of the Department of Engineering and Development Services issues permits for commercial, institutional, industrial, and residential projects. **In 2022, the Village issued 643 residential and 93 non-residential building permits for an estimated construction value of nearly \$165 million.** At \$55 million, the total construction value of single family/duplex residential projects was the 4<sup>th</sup> highest on record. Other major contributors to construction value in 2022 include High Bluff at Creekwood Crossing apartments (\$24.4 million), Highlands at Aero Park senior housing project (\$23.5 million), JAX Incorporated (\$17 million), SpringHill Suites hotel (\$12 million), and the Riverwalk II apartments (\$9.8 million). At 736, the total number of building permits issued in 2022 was 19 percent fewer than 2021 and represents the lowest total since 2012. Increased building costs and higher interest rates for loans contributed to the slowing pace of construction across the region in 2022.

**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
2022	643	\$55.04M	93	\$109.59M	736	\$164.63M

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 2022, the Village approved four subdivisions creating 103 single family lots. In addition, three Preliminary Plats were conditionally approved allowing 168 single family lots to move forward. Zoning approvals were also granted for 319 single family lots, 48 duplex units, and 80 market rate apartments. The following table includes subdivisions that were underway in 2022 or are likely to proceed in the near future.

Approved Single Family Lots		Undeveloped Single Family Lots		Conceptual Single Family Lots	
Total	223	Total	147	Total	787
Evergreen Fields	57 lots	Evergreen Fields	21 lots	Evergreen Fields	65 lots
Edgewood Preserve	44 lots	Edgewood Preserve	30 lots	Fox River Falls	319 lots
The Glen at Wanaki	52 lots	The Glen at Wanaki	52 lots	Tamarind	48 lots
Sanctuary at Good Hope	24 lots	Sanctuary at Good Hope	3 lots	Sanctuary at Good Hope East	15 lots
The Landings at Aero Park	17 lots	The Landings at Aero Park	4 lots	Kirsten Farms	103 lots
Sommersfield	29 lots	Sommersfield	28 lots	Prairie Walk	18 lots
		*Other subdivisions	9 lots	Crane's Crossing North Quiet Woods East & West	169 lots
The anticipated 934 single family units will provide homes for an estimated 2,488 future Village residents				Sandhill Meadow	50 lots

# Residential Overview

In 2022, the Village issued building permits for 8 duplex condominiums, 61 senior apartments, and 204 market-rate apartments. Plans were also approved for 79 market-rate apartments on Fond du Lac Avenue south of Main Street. The following table includes multifamily developments that were approved or underway in 2022.

Duplex		Multifamily		Senior Housing	
Total Units	141	Total Units	506	Total Units	224
Fox River Falls	48 units	Riverwalk II	48 units	Highlands at Aero Park	224 units
Pilgrims Landing (one single family home)	27 units	Good Hope Triangle	173 units		
Evergreen Fields	38 units	High Bluff at Creekwood Crossing	120 units		
Kirsten Farms	28 units	Duet Apartments	86 units		
		Menomonee Falls Multifamily	79 units		



# Single Family Lots

With 78 single family housing starts in 2022, the Village issued the fewest single family home permits since 2014. The decline in the rate of single family home construction in Menomonee Falls mirrored that of the metropolitan area which saw a 21 percent year over year decrease in new home starts. Despite the construction slow down, new lot creation kept pace with recent years. While many of the developments in Menomonee Falls in 2022 were conceptual multi-phase projects, the Village ultimately approved 105 new single family lots in four subdivisions and one Certified Survey Map.

## 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
<b>2022</b>	<b>103</b>	<b>2</b>	<b>105</b>	<b>78</b>
Totals	2,017	41	2,058	2,077

Source: Menomonee Falls Department of Engineering and Development Services

Waukesha County had 25 percent fewer home starts in 2022 compared with 2021, and Washington County saw a 49 percent year-over-year decline

# Housing Starts

## Single Family (and Duplex)

Menomonee Falls ranked third in the Greater Milwaukee area for new single family and duplex homes in 2022. The Village's 86 single family and duplex housing starts ranked second among Waukesha County communities with only Sussex issuing more single family and duplex permits. Although Menomonee Falls makes up five percent of the land area in Waukesha County, our 78 home starts accounted for 10.5 percent of all new single family homes in 2022.

## Multifamily & Senior Housing

Over the last decade, 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 Aero Park 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
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%
<b>2022</b>	<b>742</b>	<b>78</b>	<b>10.5%</b>
Mean	787	88	11.2%

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

Menomonee Falls had more single and two family home starts in 2022 than the City of Brookfield, the Village of Germantown, and the Village of Lannon combined

New homes in the Evergreen Fields subdivision in 2022



## Greater Milwaukee Communities with the Most Single and Two Family Housing Starts in 2022

Municipality	Total Housing Starts	Average Value	Total Value
Grafton	104	\$379k	\$39.4M
Sussex	90	\$323k	\$29.0M
<b>Menomonee Falls</b>	<b>86</b>	<b>\$471k</b>	<b>\$40.5M</b>
Oconomowoc	86	\$342k	\$29.4M
Lisbon	84	\$512k	\$43.0M
Pewaukee	82	\$535k	\$43.9M
Mequon	80	\$703k	\$56.2M
Franklin	68	\$464k	\$31.5M
Muskego	66	\$520k	\$34.4M
Summit	64	\$469k	\$30.0M

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

# Residential Development

Despite a construction slow down in the second half of the year, 78 single family homes and 8 duplex units were approved for construction in ten residential subdivisions across the community.

## **Evergreen Fields Phase II**

The Village approved the second phase of this subdivision in 2022 creating 22 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 9,250 square feet to 15,340 square feet with an average size of 11,404 square feet. The first phase of Evergreen Fields was approved in 2021 with 35 lots. The Village issued Building Permits for 33 single family homes and 3 duplexes at Evergreen Fields in 2022.



New home in the Evergreen Fields subdivision as seen during the summer of 2022

## **Sanctuary at Good Hope**

A Final Plat for 25 single family lots in a conservation development style subdivision located on the southwest corner of Good Hope Road and Town Hall Road was approved in 2021. 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. The Village issued Building Permits for 14 single family homes in the Sanctuary at Good Hope subdivision in 2022.



The Village approved a Preliminary Plat for 15 lots for the Sanctuary at Good Hope East in 2022

## **Edgewood Preserve Addition No. 1**

In 2022, Building Permits were issued for 13 single family homes in this 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 complements a six lot conservation development subdivision to the south which was approved in 2020. 30 lots remained available for development at Edgewood Preserve at the end of the year.



A home in Edgewood Preserve Addition No. 1

## **Glen at Wanaki Subdivision**

The Village approved (two) Final Plats in 2022 for a total of 52 single family lots in a subdivision located on lands south of Wanaki Golf Course in southwestern Menomonee Falls. This development is being marketed with maintenance, lawn mowing, snow removal, and landscaping services provided. The project is being developed in two phases to provide an extended window for project completion. Lot sizes in the Glen at Wanaki range from 10,124 square feet to 33,074 square feet.

# Residential Development

## Sommersfield Subdivision

A Final Plat was approved in 2022 for a subdivision with 29 lots located on lands north of Silver Spring Drive and east of Clover Lane in southern Menomonee Falls. Lot sizes in this subdivision range from 10,800 square feet to 14,1256 square feet with an average size of 12,120 square feet.

## High Bluff at Creekwood Crossing

Building permits were issued in 2022 for a 120 unit townhouse style apartment development located at the southeast corner of the intersection of Marcy Road and Silver Spring Drive in southern Menomonee Falls. Each of the (20) buildings in the approved plan contain six units, and every unit will have a private entrance, garage stall, and parking space.

## Riverwalk II

Construction moved forward in 2022 on a 48 unit apartment building at the southeast corner of the intersection of Main Street and Church Street in downtown Menomonee Falls. The project design uses a “stepped back” approach for the upper level apartments to accommodate the scale of nearby buildings. The approved project will include three levels of interior parking to accommodate residents and visitors.

## Duet Apartments

In 2022, a building permit was issued for a 36 unit apartment building located on the north side of Main Street west of Emery’s Cycling, Triathlon & Fitness. Plans were also approved for a second apartment building on the vacant site to the east of Emery’s.

## Village Residential Overview

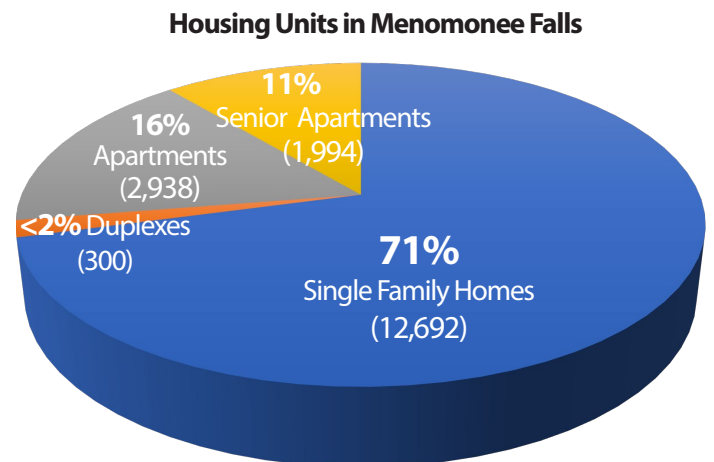
According to the Village’s Assessing Department, the Village’s housing stock consists of 17,924 dwelling units. Single family homes and duplex buildings accounted for over 72 percent of these living units. Of the multifamily units in the Village, 40 percent are age-restricted to people 55 and older. 16 percent of the Village housing stock is found in non-age restricted multifamily units.



Construction of homes in the Sommersfield subdivision began in late 2022



The Riverwalk Phase II apartments on Main Street as seen in early 2023



# Commercial Development

The Village reviews all commercial proposals from conceptual projects through to occupancy permits. Despite the slower pace of commercial development in recent years, 2022 was a strong year as the Village issued permits for 48 commercial projects. The total construction value of commercial projects approved in 2022 was **\$17.8 million** with a significant portion of the total coming from SpringHill Suites hotel (\$12 million), Froedtert corporate offices (\$1.5 million), and Target (\$1 million)

## SpringHill Suites by Marriott Hotel

Building permits were issued in 2022 for a four story 103 room hotel on the west side of Falls Parkway across from the existing Home 2 Suites hotel in the Whitestone Station mixed use development area. The 65,065 square foot hotel containing an indoor pool, fitness center, and an outdoor patio, has an estimated construction value of **\$12 million**. The SpringHill Suites hotel represents the third major hotel project in Menomonee Falls in the last five years, increasing the Village's capacity for overnight stays for business and leisure travelers. The hotel is located on the former site of the Stolper Steel plant, and builds out one of the last sites of Tax Incremental District (TID) #8.



The corner of the Springhill Suites by Marriott hotel as seen in early 2023

## Froedtert Corporate Offices

Froedtert completed a 6,520 square foot interior renovation of the boardroom area at their Woodland Prime corporate offices. This project included a 30 seat boardroom table, new restrooms, common areas, and an LED video wall. This project reinforces Froedtert & the Medical College of Wisconsin's commitment to the community as the Village's second largest employer and leading healthcare provider. The estimated construction value of this project was **\$1.5 million**.



Froedtert & MCW corporate offices

## Target

The Village issued a building permit in early 2022 for a 9,051 square foot interior remodel at the Target store on Shady Lane in northern Menomonee Falls. This project is one of hundreds of remodels the retailer is undertaking to improve customer experiences and add capacity for order pickup and drive up services. The project has an estimated construction value of **\$1 million** and complements a \$3.2 million remodel project which was completed in 2020.

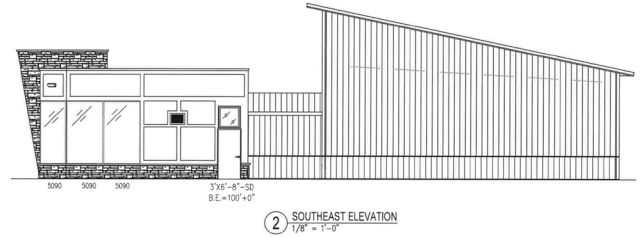


Target as pictured in early 2023

# Commercial Development

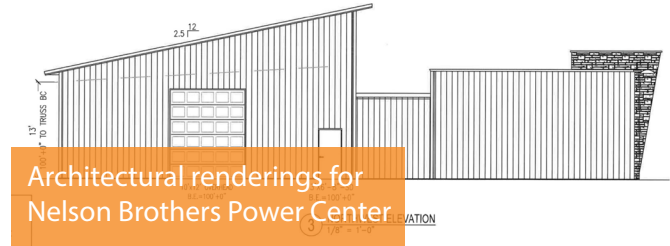
## **Nelson Brothers Power Center, Inc.**

Building permits were issued in 2022 for a 4,000 square foot addition to the Nelson Brothers power equipment store located near the intersection of Lisbon Road and Marcy Road in southern Menomonee Falls. The project expands the retail and storage space for the business, and it has an estimated construction value of \$556,000.



## **High Bluff at Creekwood Crossing Leasing Office & Fitness Center**

Construction began in 2022 on a 2,093 square foot leasing office and fitness center for the approved 120 unit High Bluff at Creekwood Crossing apartment development. The fitness center will be accessible to residents 24-hours a day, and the estimated construction value of the project is \$420,000.



## **Culver's Restaurant**

Building permits were issued in 2022 for a 3,075 square foot remodel of the Culver's restaurant at the corner of Bancroft Drive and County Line Road in northern Menomonee Falls. The interior remodel will update the customer ordering area, restrooms, and dining area. Residing and signage updates have also been approved for the exterior of the restaurant. The total construction value of these projects is approximately \$250,000.



## **Milan Laser Hair Removal**

The Village approved a building permit for a 1,722 square foot tenant build out allowing Milan Laser Hair Removal to move into the Woodlands Market shopping center on Lund Lane in 2022. This project had an estimated construction value of \$250,000.

## **Remodels & Exterior Alterations**

Dozens of smaller scale projects renovated existing commercial spaces, refreshed exteriors, or added to building space to building footprints in 2022. Commercial remodels included projects by Harley Davidson, Interstate Music, Orthopedic Experts, Jade Salon, and Ally's Bistro. Exterior alterations were completed by Maaco Auto Body Shop and Woodman's. Collectively these projects have an estimated construction value of nearly **\$1.9 million**.



# Institutional Development

Highlands at Aero Park senior apartments as seen under construction in late 2022



Development activity for institutional projects was strong in 2022 with the Village issuing 21 building permits for senior housing, infrastructure, school, church, and hospital projects totaling an estimated **\$28.5 million** in construction value. Most of the construction value in this sector came from the Highlands at Aero Park senior housing project, Froedtert Menomonee Falls Hospital campus, and Village utilities projects.

## Highlands at Aero Park

Construction moved forward in 2022 on the main senior apartment building at the Highlands at Aero Park including 61 senior units and 42 white box units (to be finished in the future) located on the east side of Hickory Street north of Lisbon Road in southwest Menomonee Falls. This project represents the third phase for a senior living community which will incorporate 256 senior apartments and 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 **\$23.5 million**.

## Froedtert Menomonee Falls Hospital

Building permits were issued in 2022 for several projects at the Froedtert Menomonee Falls Hospital campus including remodels of the inpatient pharmacy space, retail pharmacy/cafe area, restrooms, entry areas, and an information technology room. Combined, these projects remodeled nearly 25,000 square feet and had an estimated construction value of **\$1.6 million**.



## Village Utilities

Building permits were approved in 2022 for a cast-in-place booster station near the Silver Spring Estates subdivision, renovations at the utilities building on Margaret Road, and renovations to the pump house on Town Hall Road. These projects support the proper functioning and capacity of water and sewer utilities in our community. They had combined estimated construction value of **\$2.7 million**.



# Industrial Development

According to the Wisconsin Department of Revenue's 2022 Statement of Assessments, the Village of Menomonee Falls has the **6<sup>th</sup> highest manufacturing real estate assessed value** in Wisconsin. Menomonee Falls trailed only Milwaukee, Green Bay, Madison, Fitchburg, and Pleasant Prairie in 2022 with a manufacturing assessed property value of over \$249 million.

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

Rank	Municipality	2018	2019	2020	2021	2022	% Change	2022 Population
1	Milwaukee	\$753.4M	\$790.6M	\$819.3M	\$753.1M	\$782.4M	3.9%	577,309
2	Green Bay	\$358.1M	\$344.6M	\$385.6M	\$352.6M	\$431.9M	22.5%	107,369
3	Madison	\$261.8M	\$261.1M	\$351.4M	\$359.3M	\$378.6M	5.4%	279,012
4	Fitchburg	\$228.1M	\$248.7M	\$285.7M	\$279.8M	\$324.2M	15.9%	31,847
5	Pleasant Prairie	\$278.4M	\$226.6M	\$218.1M	\$222.3M	\$279.8M	25.9%	21,948
6	<b>Menomonee Falls</b>	<b>\$307.5M</b>	<b>\$302.1M</b>	<b>\$293.2M</b>	<b>\$284.6M</b>	<b>\$249.2M</b>	<b>-14.2%</b>	<b>39,213</b>
7	Waukesha	\$242.6M	\$255.5M	\$256.4M	\$241.7M	\$235.4M	-2.7%	71,146
8	Germantown	\$216.8M	\$230.0M	\$234.4M	\$244.0M	\$233.4M	-4.5%	21,040
9	Beloit	\$201.3M	\$195.3M	\$194.4M	\$164.2M	\$218.2M	32.9%	36,760
10	La Crosse	\$145.2M	\$182.0M	\$178.8M	\$174.6M	\$212.3M	21.6%	52,160

Source: WI Department of Revenue 2022 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 2022 with building permits issued for 24 industrial projects totaling **\$24.9 million** in construction value.

### JAX Incorporated

Building Permits were issued in 2022 for a 130,899 square foot building with office, warehouse, production, and receiving areas to be located on Manhardt Drive in southeast Menomonee Falls. The two story office area will contain 31,000 square feet, and the facility will employ 33 full-time employees when complete. The approved site plan includes areas reserved for possible future additions. The JAX Incorporated facility occupies the final vacant parcel on Manhardt Drive. The estimated construction value of this project is **\$17 million** and the project is expected to be completed in 2023.



Construction on the JAX Incorporated facility began in late spring of 2022

# Industrial Development

## Cintas

A building permit was issued in 2022 for a 43,222 square foot tenant space build out / remodel for the Cintas facility on Northpark Drive in northeastern Menomonee Falls. The project included a new clean room area in the warehouse, updates to the break room, a restroom reconfiguration, and a refresh of office spaces. The project had an estimated construction value of **\$3.9 million**.



Cintas facility remodel site as seen in February 2023

## Marian Milwaukee

Construction moved forward in 2022 on a 17,857 square foot addition connecting two existing Marian Milwaukee buildings on Brahm Court in southeastern Menomonee Falls. The **\$1.6 million** addition will expand Marian Milwaukee's capacity for flexible components production. When complete, the combined building area of the facility will be nearly 70,000 square feet.



The Marian Milwaukee addition as seen in late 2022

## Aurora Advocate Pharmacy

A building permit was issued in 2022 for an 8,800 square foot renovation for the Aurora Advocate Pharmacy distribution facility on Whittaker Way in northern Menomonee Falls. This project had an estimated construction value of nearly \$900,000.



Aurora Advocate Pharmacy was one of 21 industrial businesses that completed interior remodels in 2022

## Relocations & Renovations

The Village issued building permits for several industrial tenant build outs, additions, and accessory buildings in 2022 allowing businesses to expand and relocate in Menomonee Falls. Projects for Alto-Shaam, OptumRX, Beeler Construction, and Anchor Moving Systems, had estimated construction values exceeding \$100,000 each.

# 2022 Planning Projects

## Village Park Phase II

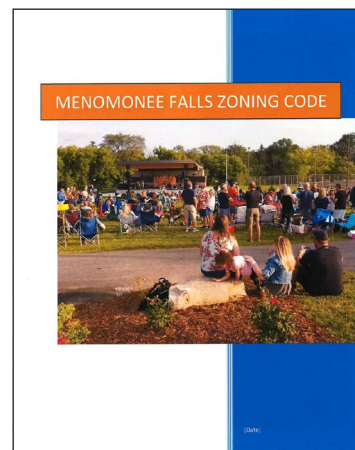
Engineering and Development staff oversaw a second phase of improvements at Village Park in 2022 which included a **12,000 square foot accessible play area**, an at-grade splash feature with LED lighting, pickleball courts, tennis courts, redesigned parking access, a reservable picnic shelter, and shade structures. The Phase II project was carried out to fulfill the vision of the Comprehensive Outdoor Recreation (COR) Plan for the park to be a unique destination for residents and visitors in the heart of Menomonee Falls. Construction began in April and concluded in November of 2022 for this \$3.2 million project. Village Park Phase II was made possible through a fundraising partnership with the Optimist Club of Menomonee Falls. With support from Village staff and partners from across the community, the Discover Village Park Campaign raised **over \$1 million** to fund the all-children's play area.



Village Park All-Children's Play Area in November 2022

## Zoning Code Update

With input from Plan Commission and Village Board, staff completed a draft for an updated Zoning Code for Menomonee Falls in 2022. The updated code was created to read more clearly and reflect the needs of a 21<sup>st</sup> century community (our Zoning Code was initially adopted in 1972). Existing Zoning Districts are being maintained, but the update simplifies how the Zoning Code is organized and eliminates redundancies and outdated references. The Village Board adopted the updated Zoning Code in February of 2023.



Typical Steps for Development		
1	Locate parcel on Zoning Map to determine which district the property is designated	See: 122-220
2	If the development is within a Planned Development Overlay District (PDO-1 or PDO-2)	Refer to Article VIII
	If the development is within a Special Overlay	Refer to Article III
3	Review Districts to understand the character and intent of the district	Refer to Article II
4	Review Uses to determine permitted uses by district, conditional use categories, and find applicable conditions	Refer to Article IV
5	Review General & Special Building Type Requirements to determine building envelopes, etc. and use requirements specific to the building type. To clarify an existing building, refer to Identifying Your Building Type on the following page.	Refer to Article V
6	Review Parking & Loading to determine the minimum vehicle parking spaces, required bicycle parking, and any loading requirements	Refer to Article VII
7	Review Sitework, Landscaping, and Lighting for landscape, lighting, and screening buffer requirements	Refer to Article VI
8	Determine the applicable Development Approval Process to prepare all required application materials	Refer to Article I

## Downtown Projects

Engineering and Development staff partnered with the Downtown BID and MFDI to enhance downtown as an attractive destination through a variety of projects in 2022 including the installation of a new LED monument sign at Village Park and three permanent banner post systems to promote downtown events. Staff also designed 27 wayfinding signs to guide motorists and pedestrians through the downtown area, and coordinated updates for the Village Park beer garden including new lighting, landscaping, and repainted vendor structures.



An LED readerboard sign was installed at Village Park in 2022

# 2022 Development Numbers

## Approved Building Permits

129

.....  
New Construction

607

.....  
Alteration/Renovation

## Conditional Use Permits

12

.....  
Issued

6

.....  
Amended

## Rezoning Amendments

Approvals 3

## Industrial Use Permits

Approvals 2

## Planned Infill Developments

Approvals 4

## Comprehensive Plan Amendments

Land Use 1

## Architectural Control Board

Appearances 28

## Zoning Board of Appeals

Appearances 7

## Certified Survey Maps

Approvals 5

## Miscellaneous Development Approvals

- 4 Final Plats
- 4 Preliminary Plats
- 2 Planned Residential Developments
- 5 Conceptual Reviews
- 1 Right-of-Way Vacations
- 6 Sign Exceptions
- 3 Lighting Adjustments

## Other Permits

- 76 Business Occupancy Permits
- 89 Sign Permits
- 95 Zoning Permits
- 271 Engineering Permits (Driveway, Sidewalk, Curb)
- 2,968 Mechanical Permits (Electrical, Plumbing, HVAC)

## Miscellaneous Development Initiatives

- Created Housing Affordability reports
- Communicated development updates on website and newsletter platforms
- Compiled community development information for partner organizations including school districts

The total fee revenue for 2022 Engineering & Development permits was \$944,192

# 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 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. New development and redevelopment projects in 2022 added value throughout Menomonee Falls. Below are a few more images commemorating noteworthy 2022 projects.



Milwaukee Tool pledged \$200,000 for the Village Park play area in exchange for sponsorship of the stage



RJ Schinner completed a 52,020 square foot warehouse addition in 2022



Froedtert & MCW donated \$150,000 in support of the Village Park All-Children's Play Area



Johnstone Supply completed their 30,000 square foot wholesale HVAC distribution facility in 2022



The Social Haus restaurant completed a building addition in the summer of 2022

# Looking Ahead to 2023

## Residential Outlook

The pace of single family home construction slowed in the second half of 2022 in Menomonee Falls (and throughout the Greater Milwaukee Area) and may remain slow through 2023 due to high material prices and rising interest rates. With nearly 150 available lots and preliminary approvals for hundreds more, the Village will have an ample inventory for new home construction when demand recovers. Apartment construction will continue at High Bluff at Creekwood Crossing, Duet, and Riverwalk II projects in 2023 and will likely start at the Good Hope Triangle development. These projects are expected to contribute to a population growth rate of approximately one percent in 2023 and beyond.

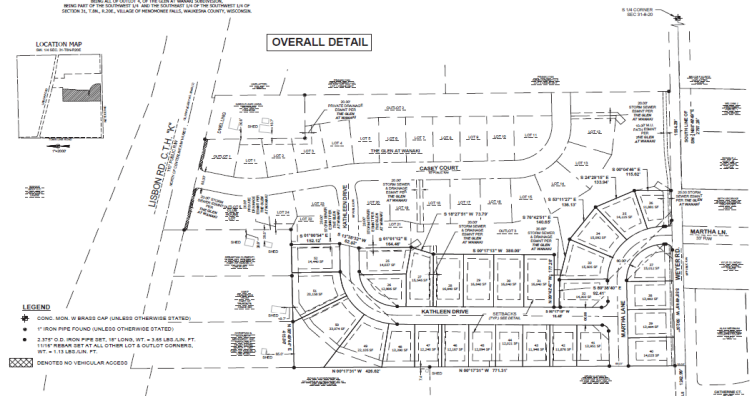
## Business Development

Ongoing projects for JAX Incorporated, SpringHill Suites by Marriott hotel, Froedtert, Tailored Label Products, and Cintas will add construction value and jobs in support of the Village's economic base in 2023. Construction is also expected to begin on a mixed use development (apartments and restaurants/retail) at the corner of Appleton Avenue and Good Hope Road and on a speculative industrial building on Campbell Drive.

## Economic Development & Tourism

With our picturesque setting, vibrant downtown, and growing number of community events, Menomonee Falls is gaining recognition as a regional destination. Engineering and Development staff have directed many projects in recent years in support of downtown placemaking, high quality hotels, and parks and restaurants. Starting in late 2022, the department was reorganized to dedicate more staff time to strengthen the Village's status as a destination for travelers and as a community of choice for employers. The goal of this reorganization is to strengthen partnerships with businesses and support efforts to generate overnight stays from downtown, Village Park, and Old Falls Village events.

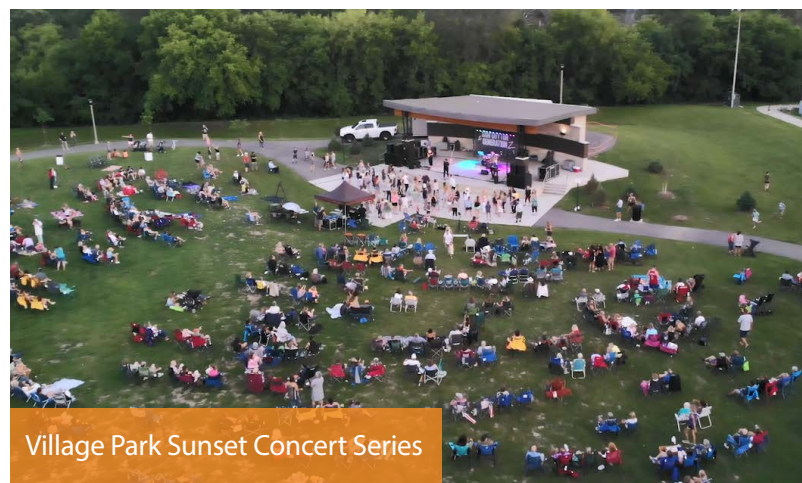
THE GLEN AT WANAKI PHASE II



Approved Final Plats for Evergreen Fields, the Glen at Wanaki, and Sommersfield increased lot inventories for 2023



Site plan for the approved Good Hope Triangle project



Village Park Sunset Concert Series