



Comprehensive Plan Kickoff

Village of Menomonee Falls, WI

September 10, 2024

Agenda

1. Introductions and review project timeline
2. Review existing data and GIS maps
3. Update on public engagement process
4. Issues and opportunities discussion



Introductions

Who is MSA?

MSA specializes in the sustainable development of communities. We achieve this by building honest, open relationships that go beyond the project to become a trusted source of expertise and support for immediate challenges and long-term goals. Big or small, we do whatever it takes to meet each need, working to make communities stronger in the process.



Mobility

- Urban/Rural Roadway Design
- Real Estate
- Traffic & Roundabouts
- Bridge/Structural Engineering
- Construction Services
- Aviation



Land

- Agriculture
- Environmental
- GIS
- Landscape Architecture
- Parks and Recreation
- Planning
- Surveying
- Waterfronts



Water

- Electrical Systems
- Potable Water
- Wastewater
- Water Resources
- Wetlands



Public Works

- Construction-Related Services
- Engineer of Record
- Funding
- Housing
- Industrial Parks
- Infrastructure



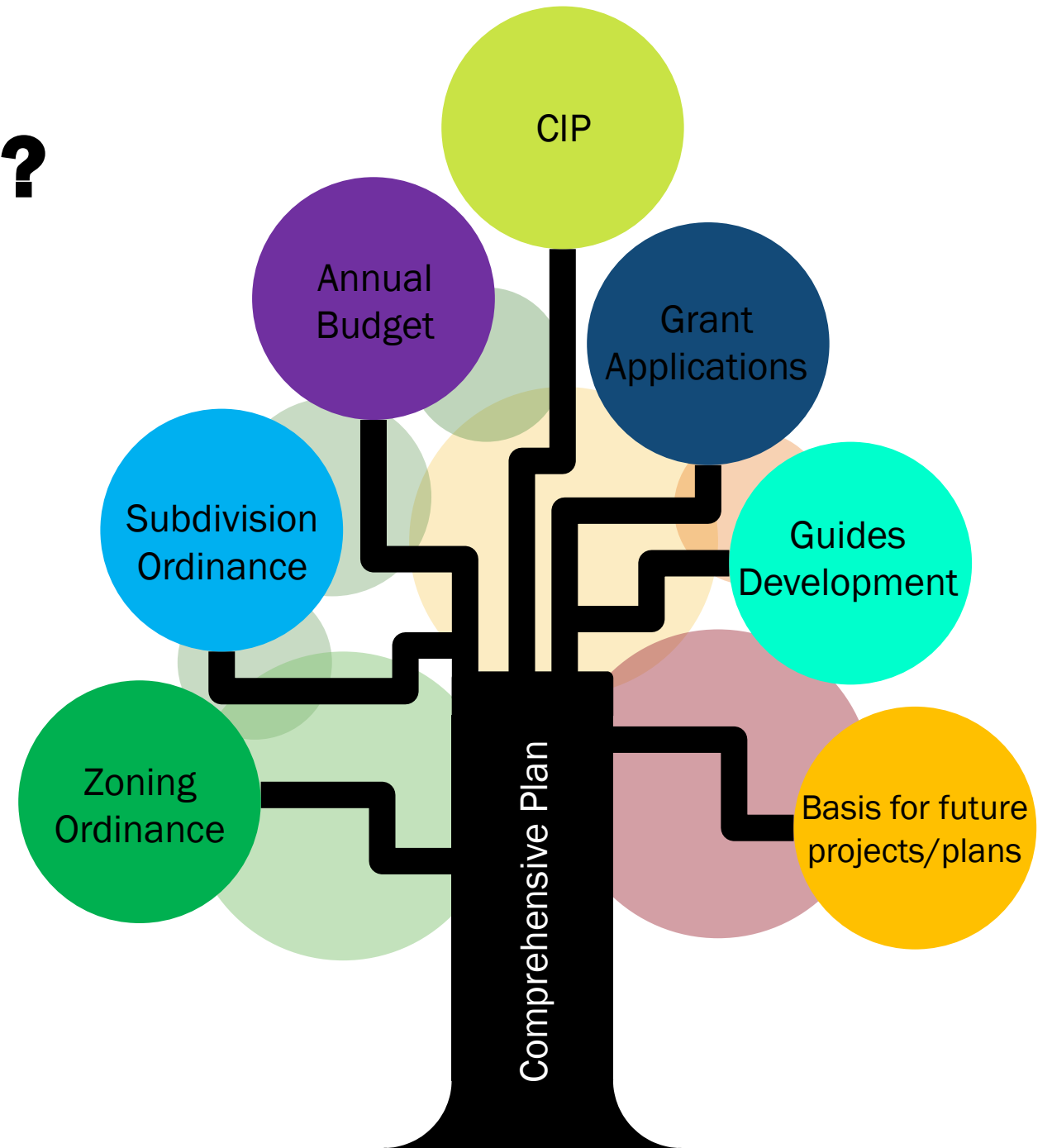
Buildings

- Architecture
- Electrical
- Mechanical
- Plumbing
- Structural

What is a Comprehensive Plan?

A **Comprehensive Plan** is a guide for the community's physical, social, and economic development.

The **Comprehensive Plan** offers a vision for the future of the City over the next 20 years and helps Village staff and Village officials make budget and land use decisions.



Plan Content

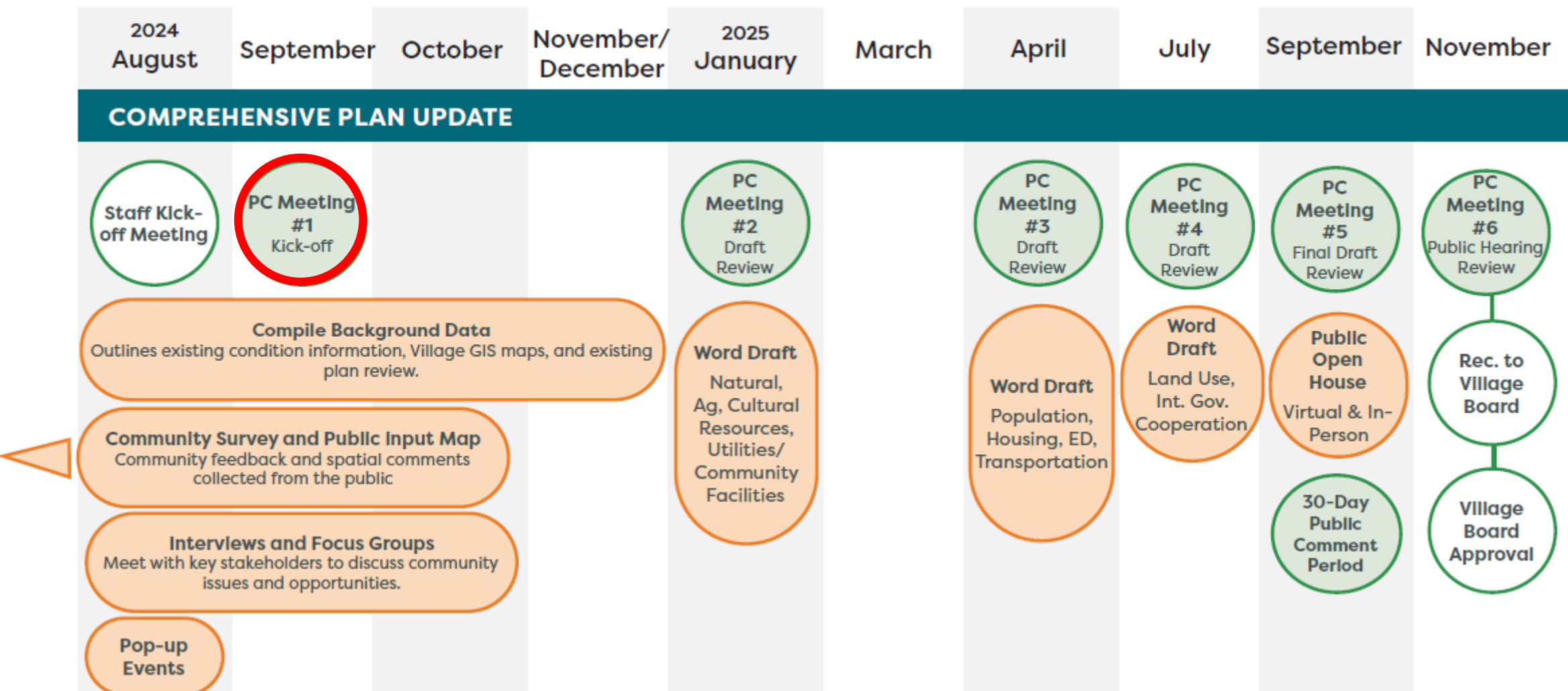
- Feedback from online surveys, community organizations, interviews and focus groups, pop-up booths, public meetings, etc
- Data analysis (e.g. census and Village records)
- Goals and Strategies Statements
- Maps of existing and planned facilities or land uses

The 9 Elements

A comprehensive plan must include AT LEAST all of the nine elements below as defined by the Comprehensive Planning Law:

Issues and Opportunities	Housing	Transportation
Utilities and Community Facilities	Agricultural, Natural and Cultural Resources	Economic Development
Intergovernmental Cooperation	Land Use	Implementation

Anticipated Timeline



Existing Data

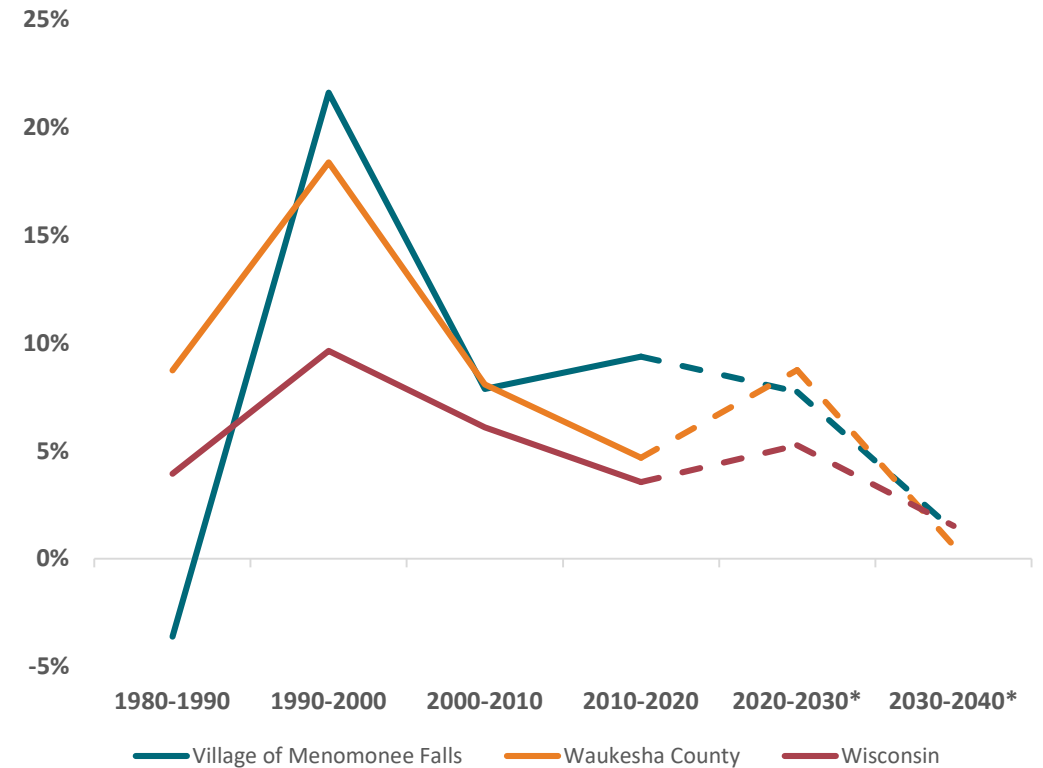
2022 Population: **39,246**

	Village of Menomonee Falls	City of Brookfield	Waukesha County	Wisconsin
1980	27,845	34,035	280,203	4,705,767
1990	26,840	35,156	304,715	4,891,769
2000	32,646	38,807	360,767	5,363,675
2010	35,221	37,920	389,964	5,691,047
2020	38,527	41,476	408,241	5,893,718
2025*	39,840	39,330	427,257	6,041,778
2030*	41,510	39,870	443,977	6,204,731
2035*	42,160	39,440	449,425	6,293,795
2040*	42,060	38,340	446,688	6,299,132

Source: U.S. Decennial Census, WI DOA Population Projections

* Population projection

Population Growth Rate by Decade



Existing Data

	Village of Menomonee Falls		City of Brookfield		Waukesha County		Wisconsin	
	Number of HH	Persons Per HH	Number of HH	Persons Per HH	Number of HH	Persons Per HH	Number of HH	Persons Per HH
2000	12,874	2.52	13,985	2.72	135,450	2.62	2,084,544	2.50
2010	14,567	2.43	14,576	2.57	152,663	2.52	2,279,768	2.43
2015	15,069	2.36	14,802	2.49	157,942	2.45	2,371,815	2.38
2020	16,203	2.33	15,457	2.46	169,355	2.41	2,491,982	2.35
2025*	17,214	2.30	15,961	2.43	179,460	2.38	2,600,538	2.32
2030*	18,104	2.28	16,327	2.40	188,251	2.36	2,697,884	2.30
2035*	18,516	2.26	16,251	2.39	191,990	2.34	2,764,498	2.28
2040*	18,585	2.24	15,879	2.37	192,110	2.33	2,790,322	2.26

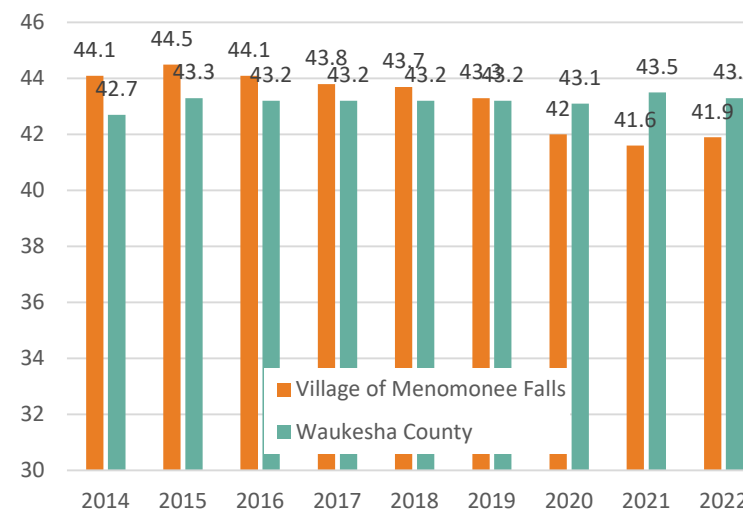


72% of residents have some college education



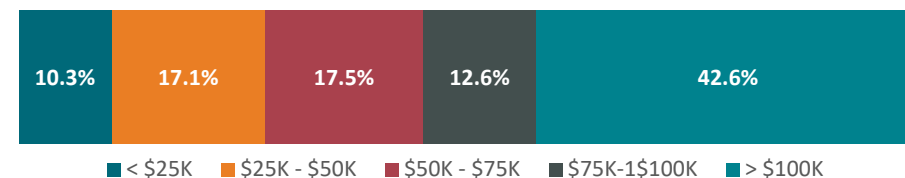
83% White
6% Asian
4% Black
3% Hispanic/Latino
3% 2 or more races

Median Age



Median age of **41.9**, 2 years older than the median age statewide

Income Distribution



43% of households earn over **\$100,000**, **27%** earn less than **\$50,000**



Planning Area

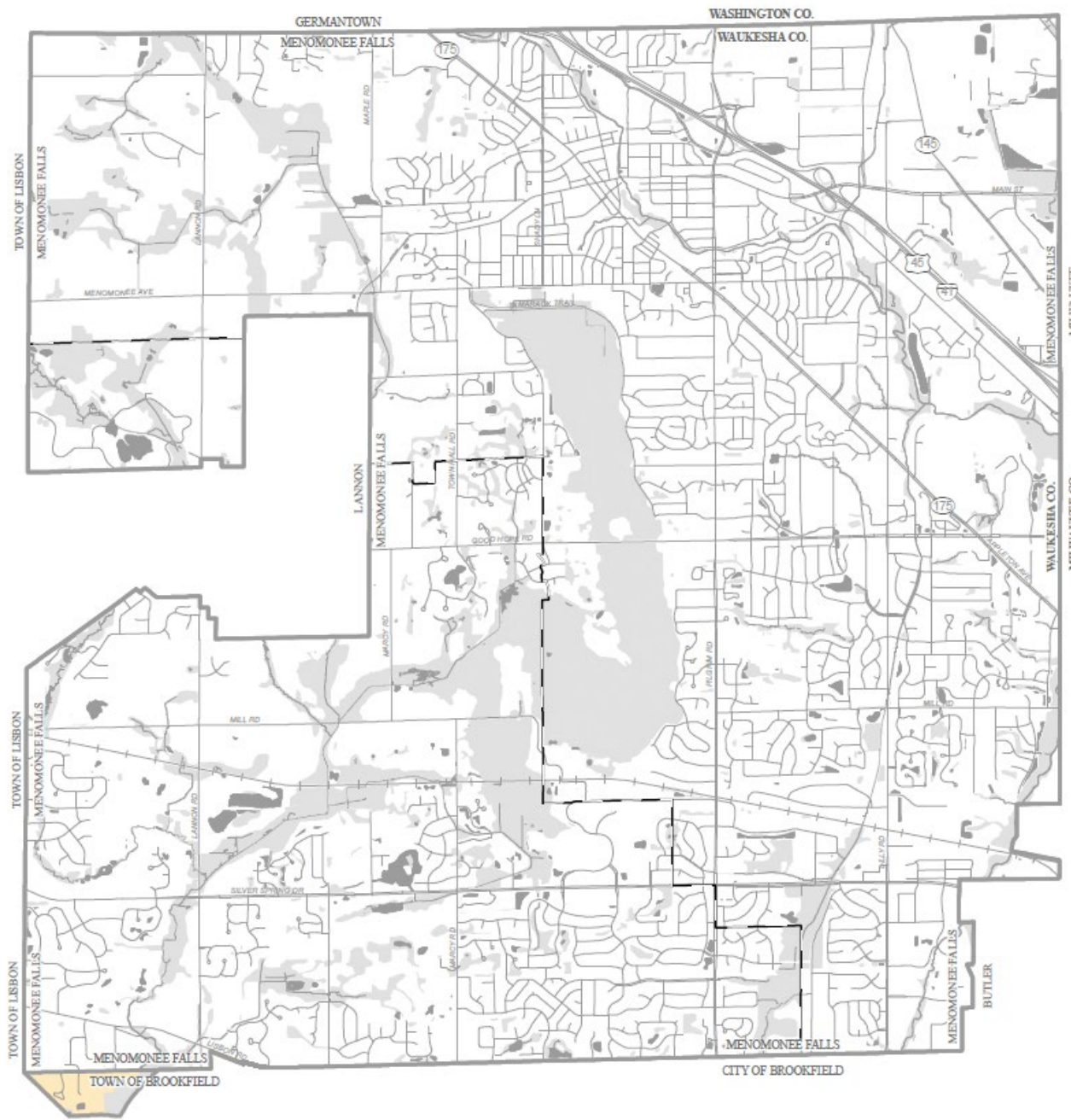


Municipal Boundary

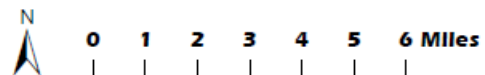
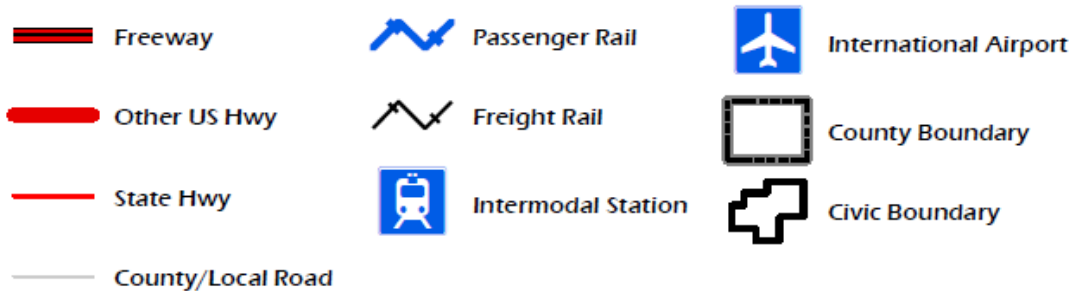
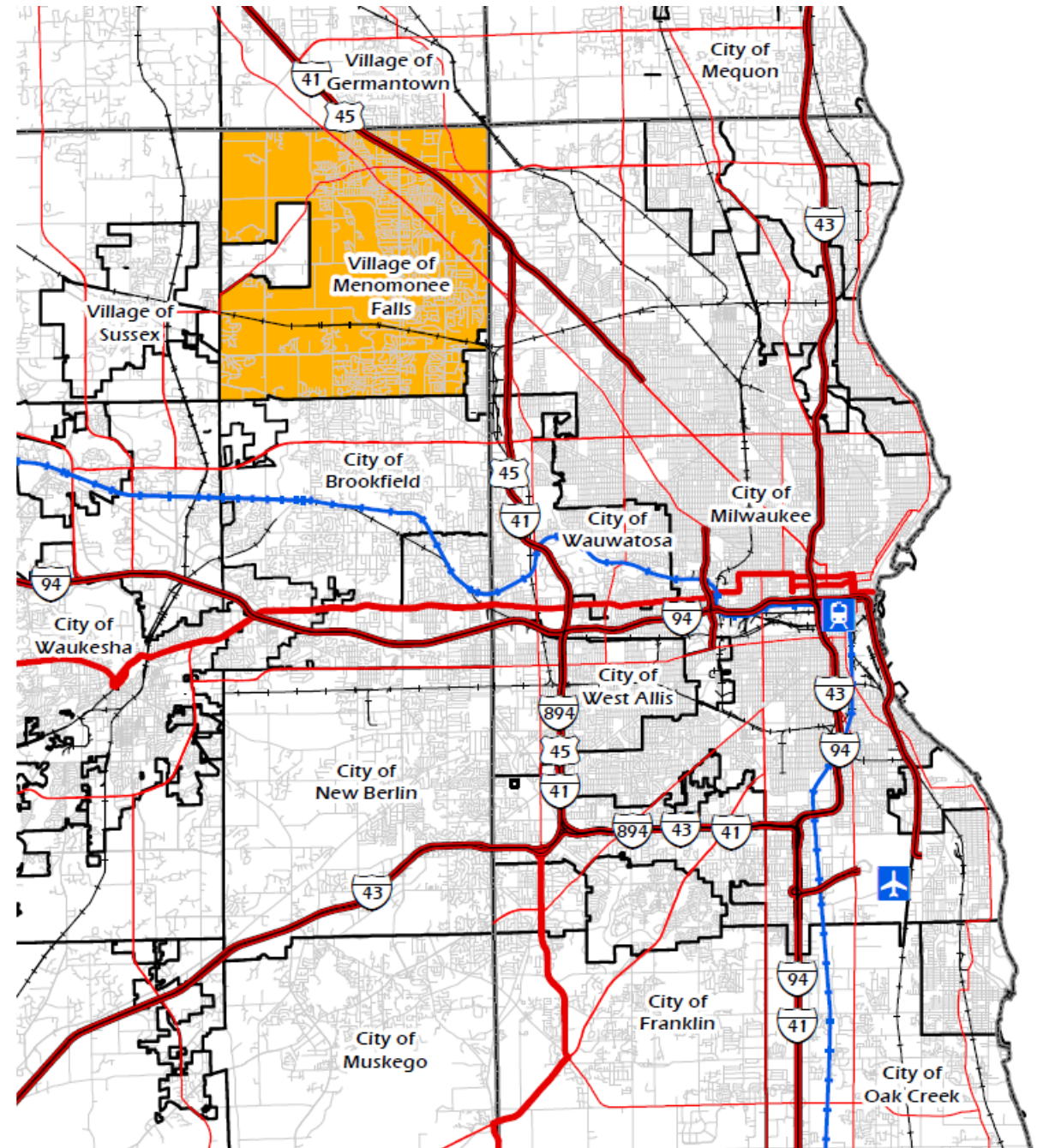
Extraterritorial Jurisdiction



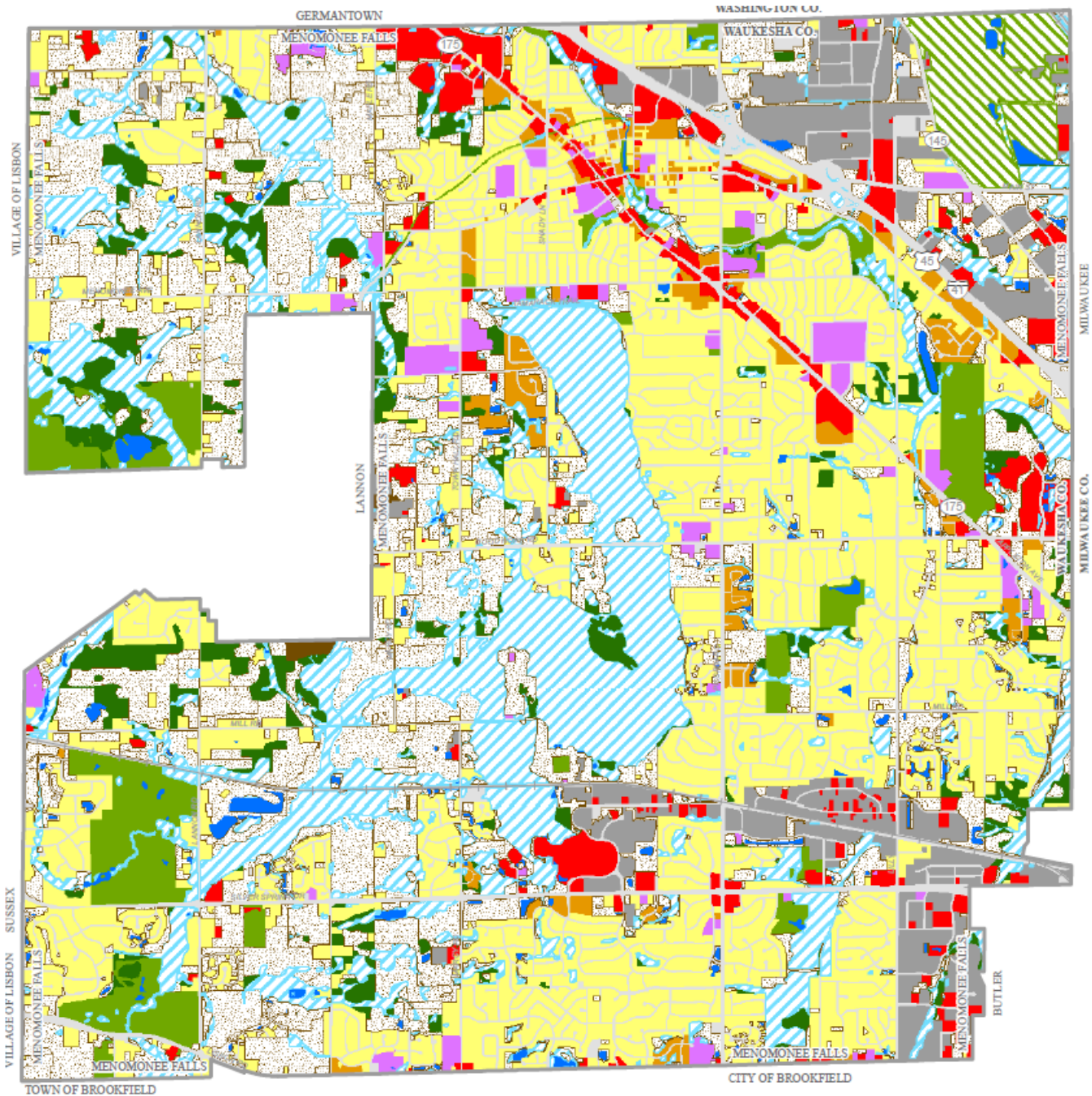
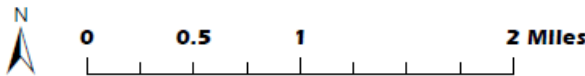
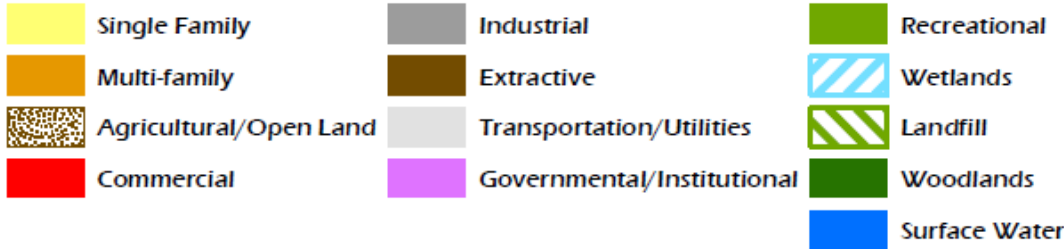
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Regional Context



Existing Land Use




Public Engagement

- Community Survey
- Pop-up Booths
 - Farmers' Market
 - Kids' Fest
- Public Interactive Map
- Stakeholder Interview and Focus Groups
- Public Meetings



Public Engagement

- **Community Survey Data**
 - 2,694 responses (as of 9/3)
 - Active from mid-June through September 23rd
 - Generally older, white and female respondents
 - Mostly homeowners who have lived in Menomonee Falls for at least 10 years



2024 Community Survey

The Village of Menomonee Falls Department of Engineering and Development is updating the community's Comprehensive Plan as well as the Comprehensive Outdoor Recreation Plan (CORP).

The Village's Comprehensive Plan is a long-term planning document that outlines the community's vision to guide future growth and development over the next 20 years. The CORP provides direction for future outdoor recreational improvements to ensure that the Village offers quality recreational opportunities for residents and visitors in the future.

We need YOUR input and feedback to help guide the future of development within the Village as well as the future of parks and trails. We expect this survey to take 10 to 15 minutes.

Thank you for your time, contribution, and investment in the future of the Village of Menomonee Falls!

Public Engagement

Survey Responses

Top Reasons to Live in Menomonee Falls

Close to family/friends

Affordability

Safety/low crime

Top Investment Priorities

Street Repair & Maintenance

Public Safety

Parks and Recreation

Top Community Amenities


Village Parks

Downtown Appearance






Personal Safety





Recreational Opportunities


Public Interactive Map

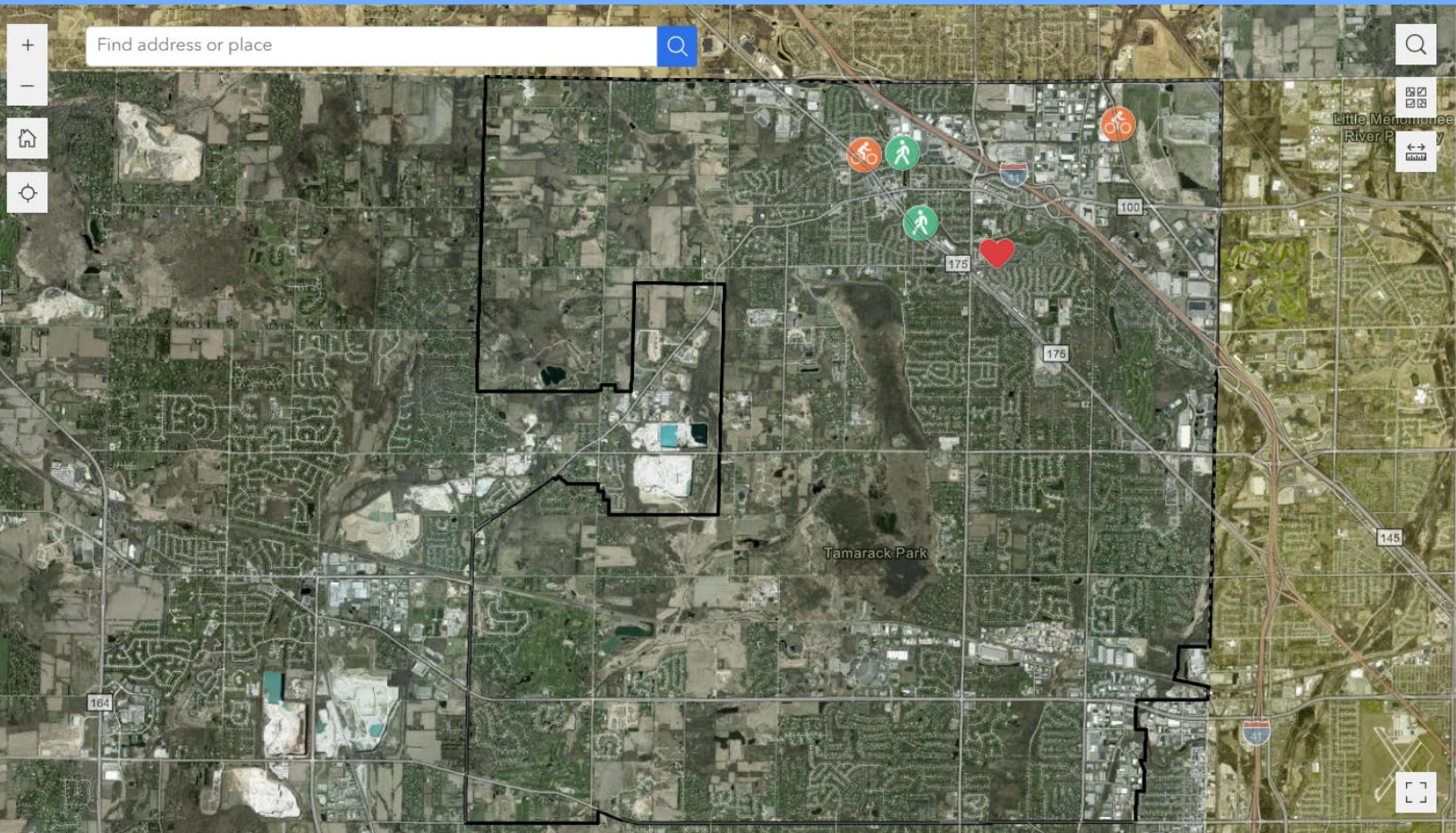






Menomonee Falls 2025 Comprehensive Plan Public Input Map











Welcome to the Menomonee Falls 2025 Comprehensive Plan Public Input Map!

Instructions:

Step 1: Click on the "Comment" button in the upper right of the screen and pick an icon under "Create feature" which best fits the comment.

Step 2: Once an icon is selected, click on the appropriate area on the map to drop the comment.

Step 3: Add your corresponding comment in the "Description" text box and click "Create".

Notes:

- Placement of a comment similar to an existing one on the map is encouraged if deemed important to you.
- Once a comment has been placed, it cannot be removed or edited.
- Please be mindful of others by using this tool to provide constructive feedback for the betterment of Menomonee Falls.

For more information on the Comp Plan Update and to take the Community Survey click the link below:

[2025 Comp Plan Update Survey](#)

Issues & Opportunities (2015)

ISSUES

- **Population growth will continue**, with forecasts predicting the addition of over 210 residents and over 130 households annually. This growth will place additional demand on Village infrastructure and services.
- **Menomonee Falls' population is aging**. An estimated 31.4 percent of the population was over 55 in 2013, and this age cohort continues to grow each year.
- **Menomonee Falls' population is becoming more racially and ethnically diverse**, and this trend is expected to continue in coming decades.
- **Quality of life factors will drive location decisions for residents and businesses**. The mix of recreational and cultural amenities, quality and cost of local services and the perceived image of the Village impact the appeal of Menomonee Falls for potential residents and businesses. As part of the greater Milwaukee area, Menomonee Falls represents one of many location choices.
- **Many "strip" commercial areas and Post-War homes in the Village have become dated** and may lose functionality and appeal in the decades to come. Some commercial areas have already lost relevance for local consumers.
- **There is a need to promote jobs-housing balance** to strengthen the Village's economic position in a regionally interconnected business environment. The estimated 36,600 local jobs outnumber residents, making the Village a regional employment center and creating market demand for many types of housing.

Issues & Opportunities (2015)

OPPORTUNITIES

- **Protect and enhance local assets that contribute to quality of life for Village residents**
Preserve and celebrate natural, historical, and recreational resources. Invest in sustainable facilities and promote development of vibrant social spaces. Foster a unique Village identity by investing in public spaces and events that distinguish Menomonee Falls from neighboring communities.
- **Continue to provide responsive, effective, and efficient government services** – Public safety, education, public utilities and public facilities are essential for meeting the future needs of the Village. Efficient provision of these services keeps the community regionally competitive.
- **Promote choice in housing and transportation** – Meet demand for a variety of housing types and sizes. Provide housing that is attractive to moderate income households, and work to close the local jobs-housing imbalance. Accommodate active transportation, transit ridership and ride sharing along with single occupancy vehicles to meet the changing needs and preferences of residents.
- **Support a diversifying business community** – Adopt economic development strategies that attract investment from employers across industry sectors. Invest in infrastructure improvements to keep the Village attractive for business.
- **Facilitate redevelopment of aging commercial centers and housing stock** – Identify functionally obsolete/under performing commercial properties and provide incentives for re-use and reinvestment. Update building codes and provide flexibility in zoning regulations to promote home expansion and remodeling in Post-War residential areas.
- **Strengthen partnerships and connections to the region** – Seek opportunities to partner with neighboring communities to increase efficiency and innovation. Play an active role in regional processes that may impact the Village.

Issues & Opportunities

Issues / Challenges



Opportunities



Aspirations





Questions?



Next meeting!

Comp Plan Policy Review #1
Tuesday, January 7th, 2025



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