

# 2024 DEVELOPMENT & COMMUNITY STATUS REPORT

## Village of Menomonee Falls Waukesha County, Wisconsin



The Village of Menomonee Falls issued more building permits for new single family homes in 2024 than any year since 2005, and issued over 1,000 total building permits for the first time

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# 2024 Development Highlights

This report focuses on noteworthy developments within Menomonee Falls and summarizes the Village's development-related activities in 2024. Development activity was very strong in 2024 with redevelopment projects and new development across all sectors. Approved business projects created facilities supporting dozens 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 members of the Village's boards, commissions, and committees along with staff support 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. 2024 highlights include:

- **The highest estimated construction value ever** (totaling nearly \$205 million)
- **The highest estimated residential construction value ever** (totaling \$116.4 million)
- **New single family and duplex home construction** contributing \$84.7 million in value
- **The 3<sup>rd</sup> highest recorded estimated non-residential construction value** at \$88.3 million
- New buildings for **Dickson Hollow, Boucher Ford, Wacker Neuson, Wisconsin P & P Amusement, and Jilly's Car Wash** contributed \$13.9 million in construction value and will create dozens of new jobs
- An increase of **\$73 million in tax incremental value** within existing Tax Incremental Districts from 2024 to 2025
- Completion of the **Centennial Plaza Renovation Project** which included a new concrete vendor area, shade structures, lighting, landscaping, seating, and a flag pole at the corner of Appleton Avenue and Main Street



Building permits were approved for 13 duplex condominium buildings and 9 single family homes at Bella Vista Estates in 2024



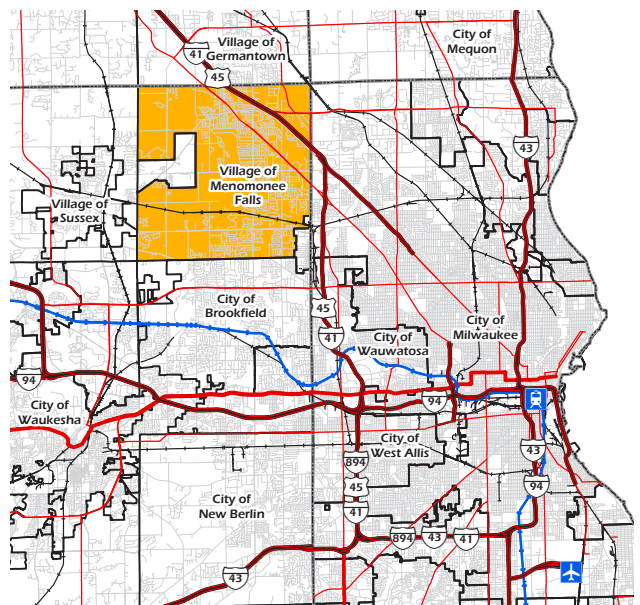
# Village Overview



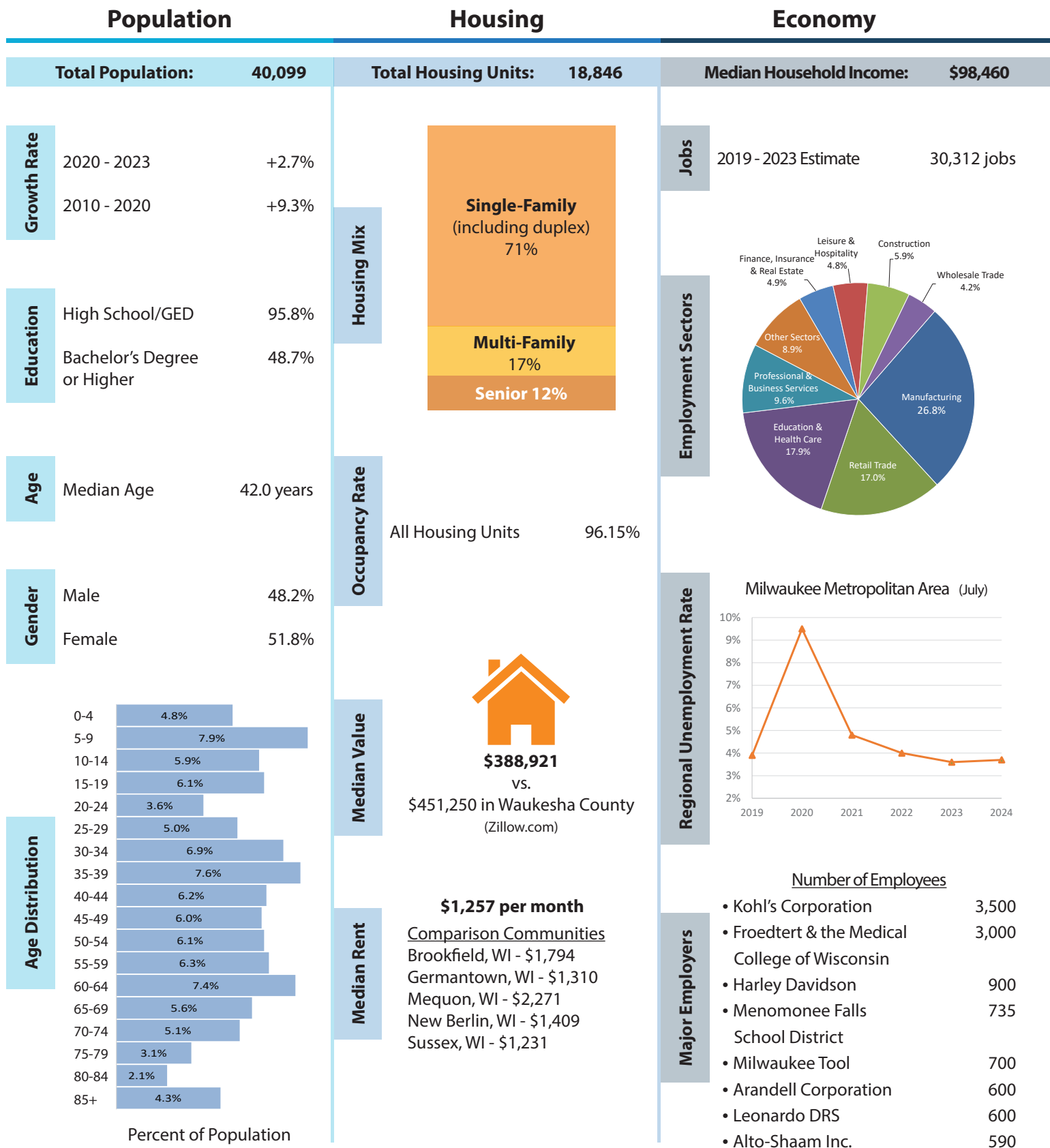
2024 Sunset Concert Series at Village Park

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 40,099. 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 2024 by the following organizations:

- *Wallethub.com* ranked Menomonee Falls in the **top 50 Best Small Cities in America**
- *Areavibes.com* ranked Menomonee Falls as the **2<sup>nd</sup> safest city in Wisconsin with over 30,000 residents**
- *Niche.com* ranked the Village of Menomonee Falls as one of its **Top 25 Best Places to live in Wisconsin** (out of over 2,000 ranked communities)
- *UW Population Health Institute* recognized Menomonee Falls as a **Silver level Wisconsin Healthy Community**
- *Mkewithkids.com* ranked the Village Park play area **4<sup>th</sup> on its list of Must-Visit Playgrounds** in the Milwaukee Area



# 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 2024.**

Menomonee Falls’ equalized value has grown consistently in recent years. In 2024, the Village had the **12<sup>th</sup> highest real estate equalized value in the state at \$8 Billion.** Notably, Menomonee Falls is the only Village represented and has the second lowest population among municipalities ranked in the top 12 in the state (population ranks 18<sup>th</sup> in the state).

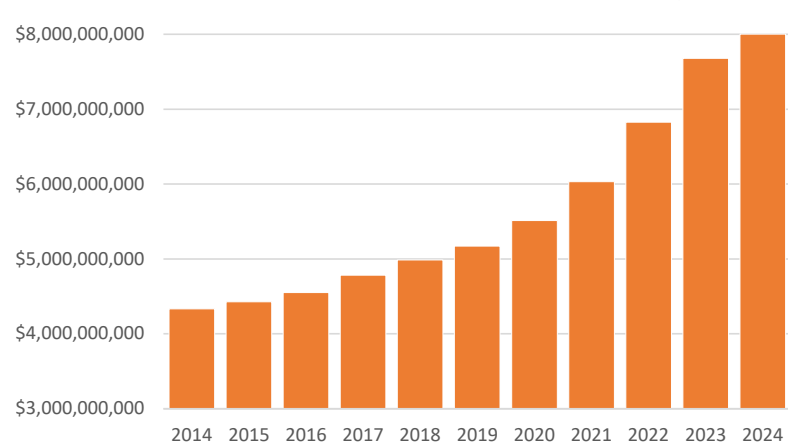
Wisconsin’s Top Real Estate Equalized Value Municipalities

Rank	Municipality	2020	2021	2022	2023	2024	Change	2024 Population
1	Milwaukee	\$30.69B	\$34.58B	\$38.01B	\$43.03B	\$46.52B	8%	577,385
2	Madison	\$32.37B	\$32.27B	\$37.95B	\$42.09B	\$46.08B	9%	291,037
3	Kenosha	\$7.50B	\$8.17B	\$9.16B	\$10.26B	\$11.61B	13%	100,563
4	Green Bay	\$7.12B	\$7.77B	\$8.86B	\$9.58B	\$10.83B	13%	106,962
5	Wauwatosa	\$6.63B	\$7.34B	\$8.72B	\$9.36B	\$10.28B	10%	49,363
6	Waukesha	\$6.94B	\$7.60B	\$8.50B	\$9.33B	\$9.87B	6%	70,923
7	Brookfield	\$7.58B	\$8.05B	\$8.89B	\$9.79B	\$9.84B	1%	41,055
8	Eau Claire	\$5.76B	\$6.12B	\$7.09B	\$8.02B	\$8.82B	10%	73,011
9	Appleton	\$6.08B	\$6.57B	\$7.39B	\$8.51B	\$8.66B	2%	75,745
10	New Berlin	\$5.74B	\$6.17B	\$7.00B	\$7.76B	\$8.05B	4%	40,055
11	Janesville	\$5.44B	\$5.92B	\$7.04B	\$7.94B	\$8.00B	1%	66,311
12	Menomonee Falls	\$5.51B	\$6.03B	\$6.83B	\$7.68B	\$8.00B	4%	40,099

Source: WI Department of Revenue 2024 Statement of Changes in Equalized Values, WI Department of Administration 2024 Municipal Population Estimates

The Village’s real estate equalized value in 2024 was \$8,003,243,900 which represents an increase of **4%** from 2023’s real estate equalized value of \$7,678,504,900. Development in residential, commercial, and industrial sectors has remained strong in recent years. Accordingly, real estate equalized values in Menomonee Falls have grown steadily. When comparing the real estate equalized value from 2019 (\$5.17 billion) to 2024, the Village’s value has risen **over 54%** in five years.

Menomonee Falls’ Real Estate Equalized Value by Year



Source: WI Department of Revenue 2014 - 2024 Statement of Changes in Equalized Values

# Population

Menomonee Falls has the 3<sup>rd</sup> largest municipal population in Waukesha County after the cities of Waukesha and Brookfield. The 2024 population of Menomonee Falls has been estimated at 40,099 which makes it the most populous village in the state by over 11,000 residents (Mount Pleasant has an estimated population of 28,526). Several new residential projects were approved in 2024, making it likely the Village’s population will grow in the near future.

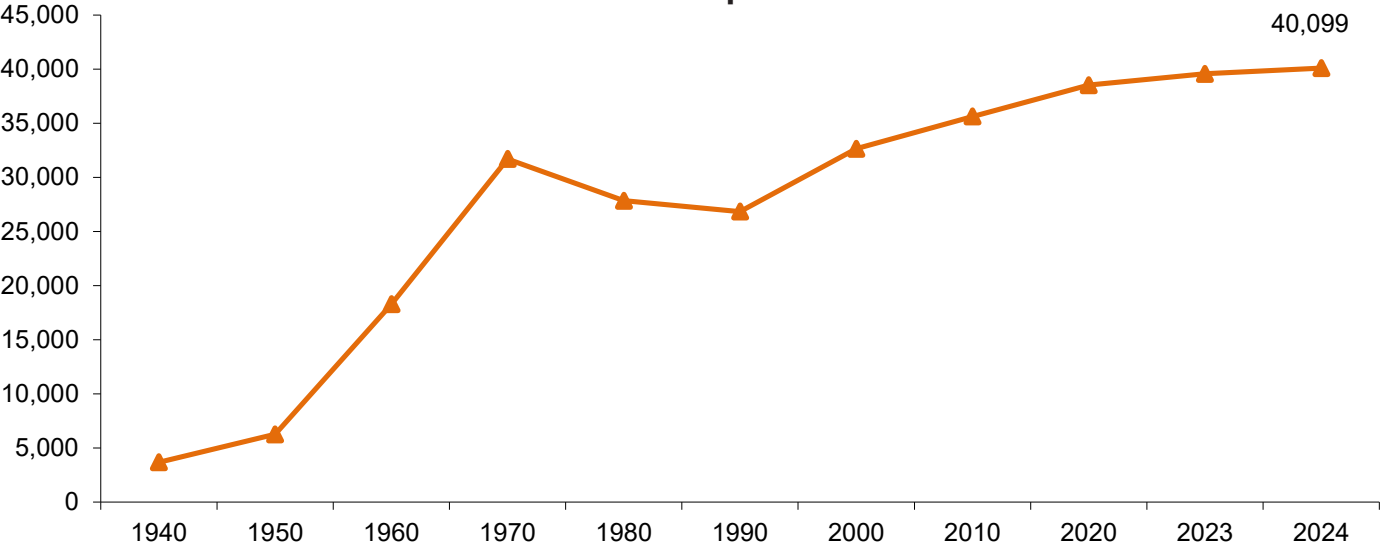
Menomonee Falls’ numerical population gain since 2000 is the highest among Waukesha County communities, and the rate of growth has been just under one percent per year. With a slower rate of growth in the City of New Berlin, the Village has become the **3<sup>rd</sup> largest community** in the county.

Population Gain for the Ten Largest Municipalities in Waukesha County: 2000-2024

Municipality	2000 Population	2010 Population	2020 Population	2024 Population	Net Gain 2000-2024	% Change 2000-2024
Waukesha	64,825	70,718	71,158	70,923	6,098	9.4%
Brookfield	38,649	37,920	41,464	41,055	2,406	6.2%
Menomonee Falls	32,647	35,626	38,527	40,099	7,452	22.8%
New Berlin	38,193	39,584	40,451	40,055	1,862	4.9%
Muskego	21,397	24,135	25,032	25,624	4,227	19.8%
Oconomowoc	12,383	15,759	18,203	19,699	7,316	59.1%
City of Pewaukee	11,783	13,195	15,914	16,215	4,432	37.6%
Sussex	8,828	10,518	11,487	12,282	3,454	39.1%
Lisbon	9,359	10,157	10,477	10,935	1,576	16.8%
Hartland	7,905	9,110	9,501	10,128	2,223	28.1%

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

Menomonee Falls’ Population: 1940-2024



\*Note: Graph totals include the population of the Town of Menomonee prior to the 1960 Census  
Source: US Census Bureau, Decennial Census, WI Department of Administration 2024 Municipal Population Estimates

# 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. 2024 economic development initiatives facilitated redevelopment, business expansion, and new development projects which strengthened the short and long-term success of Menomonee Falls.

## Redevelopment and Expansion

Dozens of businesses across the Village reinvested into existing buildings and properties in 2024 with Alto-Shaam (\$10.8 million), Froedtert (\$1.5 million), Callenor Company (\$1.5 million), Dynamic Tool (\$1.4 million), Wanaki Golf Course (\$1.2 million), and PBBS (\$0.9 million) undertaking projects with the highest construction values.

Other smaller additions and renovations of existing buildings added over \$6.8 million of construction value to businesses across the community. Some of the higher visibility renovations included Pickleball Kingdom, Tint World, Caravel Autism Health, and Innovation Station daycare.

## Downtown Revitalization

The revitalization of downtown Menomonee Falls continued in 2024 with the renovation of Centennial Plaza, the relocation of the Downtown Business Improvement District (BID) office, and the expansion of the downtown event schedule. Major downtown events included Falls Family Movie Nights, Falls Memorial Fest, the Sunset Concert Series, Lavender Fest, Falls Kids Festival, Harvest Fest, and Christmas in the Falls. These events, along with the weekly Farmers Market drew hundreds of thousands of visitors to the Downtown District and generated overnight stays and spending at local businesses. 12 new businesses opened their doors in the downtown area during 2024.



The Village issued 62 business occupancy permits in 2024 for new and expanding businesses in the Falls



Alto-Shaam completed a 111,697 square foot building addition updated their entire building facade in 2024.



The Downtown District was more vibrant than ever in 2024 with events and outdoor dining from spring to fall



# Development Summary

## New Development

Residential projects – including multi-family and senior housing – accounted for the majority of the new development within the Village in 2024. Single family and duplex home construction (223 homes) contributed **\$85.7 million** in construction value. **This is the highest total estimated construction value for new homes on record.** Construction also moved forward on a 50 unit market-rate apartment building on east Main Street, a new 118 unit senior housing project at Dickson Hollow, and a 52 unit senior housing addition at the Highlands at Aero Park. These multi-family projects have an estimated construction value of **\$50.6 million.**

Building permits were issued for several new non-residential buildings which added **\$17 million** in construction value to the Village. These projects included the Boucher Ford dealership on Leon Road, the Luther Group industrial building in the Silver Spring Corporate Park, and Jilly's Car Wash on Appleton Avenue. Construction also proceeded in 2024 on the Laser Center facility on Main Street and the retail buildings at the corner of Appleton Avenue and Good Hope 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 eleven active TIDs in the Village at the start of 2024. 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 Fox River Falls subdivision



Construction on the Laser Center facility concluded in the fall of 2024



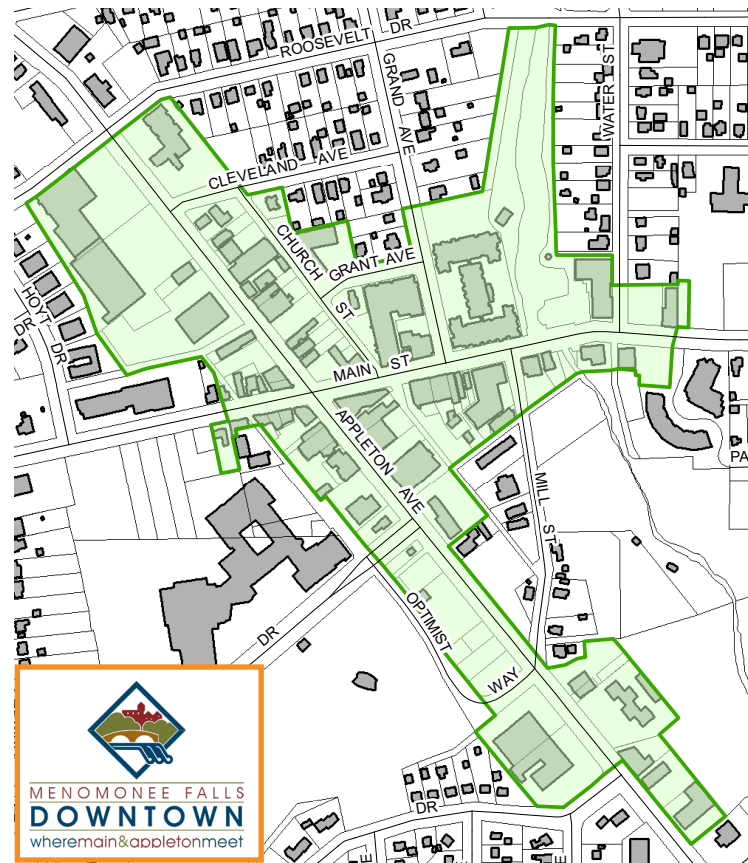
Tennessee Flats apartments as seen in January of 2025

# 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 2024 by marketing them on social media, hosting outdoor events (including Lavender Fest and Christmas in the Falls), and leading downtown beautification efforts like the landscaping enhancements near the Lepper Dam / water fall at Mill Pond Park.

The non-profit Menomonee Falls Downtown Inc. (MFDI) led the programming efforts for Village Park and organized Falls Memorial Fest in 2024. MFDI and the BID organized a full calendar of events, coordinated reservations for Village Park, operated the beer garden, and provided on-site support for dozens of downtown programs.

The Village supported the revitalization of downtown in 2024 through the renovation of Centennial Plaza, the maintenance of Village Park, sponsorship of downtown festivals, partnership with the Menomonee Falls Farmers Market, and support of downtown programs and events on Village communication platforms. Village staff partnered with the BID in planning for improvements at Lime Kiln Park and electrical upgrades at Mill Pond Park, and included a street reconstruction and parking project for Optimist Way (which runs through Village Park) in the 2025 Capital Budget.



## Downtown Economic Development

The Village continued to work with the BID to offer creative downtown improvements utilizing the Business Development Loan Pool (BDLP) program. This program offers businesses and property owners access to capital for exterior repairs, interior remodeling, and business startup costs. In 2024, the Village approved four BDLP loans totaling \$86,500. Village staff also supported downtown businesses and property owners by directing new businesses to available tenant spaces and guiding applicants through required development approvals.

As of 2024, the Village had 11 active Tax Increment Districts (TIDs). The value of these active TIDs is \$812,043,000 with the annual increment over \$560,500,000. The Village also approved two additional Tax Increment Districts in 2024, with the values of these two districts coming online in 2025. In 2024, the Village approved a Tax Incremental District Development Agreement with Wacker Neuson America Corporation in which the Village would provide a \$250,000 grant, and a \$250,000 municipal revenue obligation in exchange for Wacker Neuson adding not less than \$10,540,000 in additional tax increment by January 1, 2027.



# Building Permits

The Building Inspection division of the Department of Engineering and Development Services issues permits for commercial, institutional, industrial, and residential projects. **In 2024, the Village issued 969 residential and 72 non-residential building permits with an estimated construction value of nearly \$205 million.** At over \$116 million, the total construction value of single-family/duplex residential projects was the highest on record. Other major contributors to construction value in 2024 include the Dickson Hollow senior housing project (\$28.9 million), the Highlands at Aero Park senior housing project (\$14.5 million), the Alto-Shaam office/warehouse addition (\$10.8 million), the Duet East apartment building (\$7.3 million), and the Boucher Ford dealership (\$6.8 million). **At 1,041, the total number of building permits issued in 2024 was the highest on record.** This number was bolstered by a record number of residential building permits and approvals for the greatest number of single family and duplex homes in the last two decades.

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
2023	653	\$58.85M	79	\$56.38M	732	\$115.23M
2024	969	\$116.36M	72	\$88.35M	1,041	\$204.71M

Source: Menomonee Falls Department of Engineering and Development Services

# Residential Overview

The Village reviews all subdivision plans and multi-family development proposals and works with developers on plans which are expected to result in new multi-family and single family projects. In 2024, the Village approved five (5) subdivisions creating 166 single family lots. In addition, one Preliminary Plat was conditionally approved allowing 22 single family lots to move forward. The following table includes subdivisions that were underway in 2024 or are likely to proceed in the near future.

Approved Single Family Lots		Undeveloped Single Family Lots		Conceptual Single Family Lots	
Total	542	Total	257	Total	553
Evergreen Fields	90 lots	Evergreen Fields	6 lots	Evergreen Fields	32 lots
Edgewood Preserve	44 lots	Edgewood Preserve	11 lots	Fox River Falls	238 lots
The Glen at Wanaki	52 lots	The Glen at Wanaki	39 lots	Tamarind	35 lots
Sanctuary at Good Hope East	15 lots	Sanctuary at Good Hope East	11 lots	Hawk's View	81 lots
Tamarind	79 lots	Tamarind	13 lots	Crane's Crossing North Quiet Woods East & West	164 lots
Sommersfield	29 lots	Sommersfield	4 lots	Custer Lane	3 lots
Sandhill Meadows	49 lots	Sandhill Meadows	27 lots	The anticipated 810 single family units will provide homes for an estimated 2,147 future Village residents	
Fox River Falls	81 lots	Fox River Falls	52 lots		
Bella Vista Estates	103 lots	Bella Vista Estates	94 lots		



# Residential Overview

In 2024, the Village issued building permits for 80 duplex condominiums, 53 market rate apartments, and 170 senior (age-restricted 55+) apartments. The following table includes multi-family developments that were approved or underway in 2024.

Duplex		Multi-family		Senior Housing	
Total Units	141	Total Units	274	Total Units	530
Fox River Falls	48 units	Riverwalk on the Falls II	48 units	Highlands at Aero Park	224 units
Pilgrims Landing (one single family home)	27 units	Tennessen Flats Apartments	173 units	Dickson Hollow	118 units
Evergreen Fields	38 units	Duet East Apartments	50 units	Grace Commons	42 units
Bella Vista Estates	28 units	The Jade at North Hills	3 units	Lake Park at Wildwood Lake	28 units
				The Courtyard at Menomonee Falls	118 units



# Single Family Lots

With 143 single family housing starts in 2024, the Village issued more single family permits than any of the previous 20 years (and 37% more than the average over the last decade). In addition to the high rate of home construction, the Village also created the second highest number of lots in any calendar year since 2005. While many of the developments in Menomonee Falls in 2024 were conceptual multi-phase projects, the Village ultimately approved 166 new single family lots in five (5) subdivisions. Two (2) single family lots were lost through a Certified Survey Map approvals.

**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
2022	103	2	105	78
2023	167	-1	166	81
<b>2024</b>	<b>166</b>	<b>-2</b>	<b>164</b>	<b>143</b>
Totals	2,350	38	2,388	2,301

Source: Menomonee Falls Department of Engineering and Development Services

The Village of Menomonee Falls approved over 160 new lots for the second consecutive year in 2024



# Housing Starts

## Single Family (and Duplex)

Menomonee Falls issued more permits for new single family and duplex homes than any other community in southeastern Wisconsin. The Village's 223 single family and duplex housing starts created the second highest value (\$84.7 million) for one and two family projects in Southeastern Wisconsin. Although Menomonee Falls makes up five percent of the land area in Waukesha County, our 143 home starts accounted for 16.1 percent of all new single family homes in the county in 2024.

## Multi-Family & Senior Housing

Over the last decade, the development of market-rate multi-family housing has increased in Menomonee Falls. New multi-family projects have met the demand for smaller, high quality, and lower maintenance housing options for young professionals, empty nesters, seniors, and smaller households. Suburban multi-family 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
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%
2022	742	78	10.5%
2023	753	81	10.8%
2024	889	143	16.1%
Mean	818	99	12.1%

Source: Wisconsin Builders Association Permits Data, DSPS, Menomonee Falls Department of Engineering & Development

Menomonee Falls had twice as many single and two family home starts in 2024 as the City of Brookfield, the Village of Germantown, and the Village of Lannon combined

## Communities with the Most Single and Two Family Housing Starts in Southeastern Wisconsin in 2024

Municipality	Total Housing Starts	Average Value	Total Value
Menomonee Falls	223	\$383k	\$85.4M
Oconomowoc	139	\$703k	\$97.7M
Grafton	114	\$446k	\$50.8M
Lake Geneva	112	\$303k	\$33.9M
Sussex	110	\$401k	\$44.1M
Kenosha	77	\$320k	\$24.6M
Pewaukee	76	\$472k	\$35.9M
Franklin	71	\$452k	\$32.1M
Lisbon	49	\$567k	\$27.8M
Mequon	48	\$837k	\$40.2M

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

# Residential Development

2024 was a very strong year for residential development with 143 single family homes and 80 duplex units approved for construction in 16 residential subdivisions across the Village.

## **Fox River Falls**

The Village approved a Final Plat of Addition No. 2 of the Fox River Falls subdivision in 2024 for 23 single family lots on the north side of Silver Spring Drive west of Lannon Road. Lots range in size from 12,036 to 19,141 square feet, with an average size of 14,617 square feet. This Final Plat is part of a development that has been conditionally approved for 311 single family lots, 24 single family condominiums, and 16 duplexes. 29 single family homes and 4 duplex units were approved to be constructed at Fox River Falls in 2024.



New homes in Fox River Falls subdivision in August 2024

## **Bella Vista Estates**

A Final Plat was approved in 2024 for 76 single family lots in this subdivision located on the southeast side of Main Street, east of Town Line Road, and adjacent to Willow Springs Learning Center. Lots in Bella Vista Estates range in size from 15,063 to 166,391 square feet with an average lot size of 27,691 square feet. Building permits were issued for 9 single family homes and 26 duplex units at Bella Vista Estates in 2024. New homes in this subdivision will be featured in the 2025 MBA Parade of Homes.



Home construction at Bella Vista Estates, July 2024

## **Evergreen Fields**

The Village approved a Final Plat for the fourth phase of this subdivision in 2024 creating 26 single family 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 9,360 square feet to 26,366 square feet with an average size of 12,366 square feet. The Village issued building permits for 18 new single family homes at Evergreen Fields in 2024.

## **Quietwood**

The Village reviewed two Final Plat submittals for the Quietwood Subdivision in 2024 containing a total of 49 single family lots to the north of Lisbon Road and the east of One Mile Road. This subdivision will be developed in three phases, and it contains lots ranging in size from 15,000 square feet to 26,615 square feet. Grading and road construction on phase one and two began in 2024. The Quietwood Subdivision will also be featured in the 2025 MBA Parade of Homes.



A recently constructed single family home in the Evergreen Fields subdivision



# Residential Development

## Sandhill Meadow

18 single family homes were approved for construction in the Sandhill Meadow subdivision in 2024. This 51 lot development is located on lands near the southwest corner of the intersection of Silver Spring Drive and One Mile Road in southern Menomonee Falls. Lot sizes in this subdivision range from 10,028 square feet to 24,261 square feet with an average size of 12,875 square feet.

## Grace Commons

The Village issued 18 building permits for duplexes in Grace Commons senior living facility in 2024, approving a total of 36 new condominium units. This phase of the development is being constructed to the south of the existing Grace Commons buildings which are located along County Line Road and Cross View Way in northern Menomonee Falls.

## Sommersfield

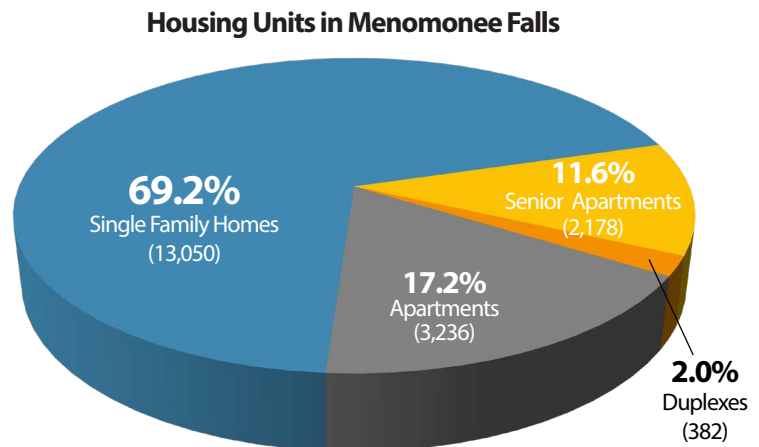
Building permits were issued for 12 new single family homes in the Sommersfield subdivision in 2024. Sommersfield is a 29 lot subdivision which was approved in 2022 and is located to north of Silver Spring Drive on Clover Lane.

## Duet East

A building permit was issued for the Duet East apartment building in 2024 on the north side of Main Street near the intersection with Jefferson Avenue/ Fond du Lac Avenue. This building will contain a total of 50 market rate apartments, and has a total construction value of \$7.25 million.

## Village Residential Overview

According to the Assessing Department, the Village's housing stock consists of 18,846 dwelling units. Single family homes and duplex buildings accounted for nearly 72 percent of these living units. Of the multi-family units in the Village, 39 percent are age-restricted to people 55 and older. 17 percent of the Village housing stock is found in non age-restricted multi-family units.



Source: Village of Menomonee Falls Assessing Department and Dept. of Engineering & Development Department Services



# Commercial Development

The Village reviews commercial projects from conceptual proposals through the issuance of occupancy permits. The pace of commercial development was slower (by number of projects) in 2024 than in 2023, but the value of commercial projects was higher. The Village issued building permits for 22 commercial projects – the lowest number since 2015. The total construction value of commercial projects approved in 2024 was **\$14 million**, up from \$8 million last year, with a significant portion of the total coming from Boucher Ford's new car dealership (\$6.8 million), Jilly's Car Wash (\$2.4 million), and the Wanaki Golf clubhouse addition (\$1.2 million.)



Boucher Ford on Leon Road in February 2025

## **Boucher Ford**

Gordie Boucher Ford is replacing their Main Street location with a new, 38,075 square foot dealership on Leon Road. The new building is located on Leon Road next to Woodman's. The building will have a service center, car wash, offices, storage, and a large showroom. Additionally, the new Boucher Ford will have four Level-3 EV Chargers available for public use upon opening.

## **Jilly's Car Wash**

Construction moved forward on a 5,823 square foot full-service car wash on Appleton Avenue in 2024. This new facility will provide high quality car cleaning services, and it fills a gap in the Appleton Avenue commercial corridor. The estimated construction value of this project is \$2.4 million.

## **Wanaki Golf Course Clubhouse Addition**

The \$1.2 million clubhouse addition at Wanaki Golf Course represents a significant investment in the course's recreational and social amenities. The 7,300 square foot expansion includes new golf simulators, providing year-round training and entertainment for players of all skill levels. Designed to enhance the member experience, the upgraded facility will also feature modern gathering and special event spaces.



Jilly's Car Wash on Appleton Avenue, February 2025

# Commercial Development

## Third Space Brewing

A newcomer to the Falls Mixed-Use development, Third Space Brewing brought its craft beer experience to an 4,896 square foot space in 2024. The brewery is expected to provide a vibrant destination for residents and compliment this development's blend of residential, retail, and commercial spaces.



Third Space Brewing, July 2024

## Pickleball Kingdom

A 60,220 square foot industrial building is being remodeled on Shawn Circle into a Pickleball Kingdom location. This will be the first dedicated indoor venue in Menomonee Falls for one of the country's fastest growing sports. The \$769,000 project will create 17 fully lit courts, a stadium court, pro shop, and a full-service bar and grill. If you're new to pickleball and want to give it a swing, you can sign up for the Pickleball 101 class offered for beginners.



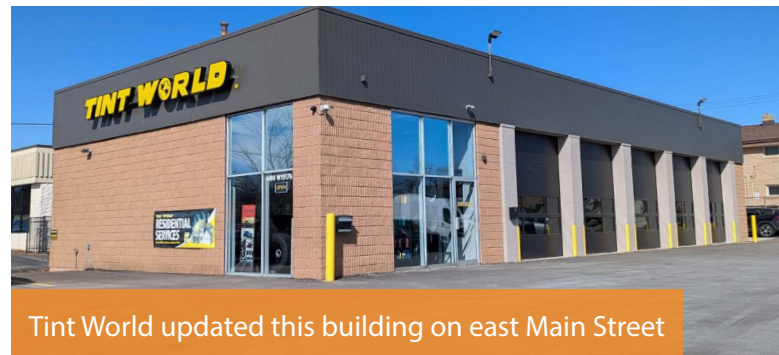
Pickleball Kingdom location on Shawn Circle

## RAYUS Radiology

RAYUS Radiology is moving forward with a \$350,000 upgrade to their MRI room within the Froedtert North Hills Center campus on Northfield Drive. This project features equipment upgrades and finish updates.

## Remodels & Exterior Alterations

Dozens of smaller scale projects renovated existing commercial spaces, refreshed exteriors, or expanded tenant spaces/building footprints in 2024. Commercial remodels included projects by Tint World, R-K Associates of Waukesha, Waukesha State Bank, and Verizon Wireless. Collectively these projects have an estimated construction value of over **\$3.7 million**.



Tint World updated this building on east Main Street



Wanaki Golf Course clubhouse addition as seen in February 2025



# Institutional Development

Development activity for institutional projects was strong again in 2024 with the Village issuing 17 building permits for senior housing, infrastructure, school, church, and hospital projects totaling an estimated **\$45.6 million** in construction value. Most of the construction value in this sector came from the Dickson Hollow Phase 2 senior housing building, the Highlands at Aero Park senior housing addition, and improvements at the Froedtert Menomonee Falls Hospital campus.

## Dickson Hollow Phase 2

Construction moved forward in 2024 on a 228,641 square foot building at the Dickson Hollow senior housing development near the corner of Pilgrim Road and Lisbon Road in southern Menomonee Falls. The new building will provide high-quality, modern housing for seniors at a variety of care levels. This 118 unit apartment building will feature a club lounge, fitness center, and outdoor activity areas. The estimated construction value of this project is **\$28.9 million**.



New Clerk Services counter at Village Hall



Dickson Hollow Phase 2, February 2025

## Highlands at Aero Park Phase 3

The Village issued a building permit for a four-story, 52 unit addition to the Highlands at Aero Park 55+ apartment complex. The additional one and two-bedroom apartments will support an active and social lifestyle, and they are set to open in July 2025. This project will complete the latest wing of the approved 224 unit senior housing building at the Highlands at Aero Park. The project has an estimated construction value of **\$14.5 million**.



Highlands at Aero Park addition, February 2025

## Froedtert Menomonee Falls Hospital

Building permits were issued in 2024 for a first floor update project at the Froedtert Menomonee Falls Hospital campus. These projects included extensive mechanical, electrical, and plumbing updates as well as remodeling and finish updates throughout the first floor. Combined, the projects covered over 15,000 square feet and had an estimated construction value of **\$1.4 million**.



Froedtert Menomonee Falls Hospital



# Industrial Development

According to the Wisconsin Department of Revenue’s 2024 Statement of Assessments, the Village of Menomonee Falls has the **5<sup>th</sup> highest manufacturing real estate assessed value** in Wisconsin. Menomonee Falls trailed only Milwaukee, Pleasant Prairie, Madison, and Green Bay in 2024 with a manufacturing assessed property value of over \$356 million.

Wisconsin’s Top Ten Manufacturing Assessed Real Estate Value Municipalities

Rank	Municipality	2020	2021	2022	2023	2024	Change	2024 Population
1	Milwaukee	\$819.3M	\$753.1M	\$782.4M	\$904.1M	\$980.5M	8.5%	577,385
2	Pleasant Prairie	\$218.1M	\$222.3M	\$279.8M	\$485.7M	\$570.8M	17.5%	22,034
3	Madison	\$351.4M	\$359.3M	\$378.6M	\$447.0M	\$466.2M	4.3%	291,037
4	Green Bay	\$385.6M	\$352.6M	\$431.9M	\$443.0M	\$443.6M	0.1%	106,962
5	Menomonee Falls	\$293.2M	\$284.6M	\$249.2M	\$355.8M	\$356.1M	0.1%	40,099
6	Fitchburg	\$285.7M	\$279.8M	\$324.2M	\$307.8M	\$354.4M	15.2%	35,125
7	Germantown	\$234.4M	\$244.0M	\$233.4M	\$233.8M	\$324.5M	38.8%	20,991
8	Waukesha	\$256.4M	\$241.7M	\$235.4M	\$311.2M	\$318.3M	2.3%	70,923
9	Janesville	\$169.0M	\$171.4M	\$162.6M	\$239.5M	\$279.8M	16.6%	66,311
10	De Pere	\$148.6M	\$162.0M	\$184.8M	\$235.8M	\$262.8M	11.4%	25,441

Source: WI Department of Revenue 2024 Statement of Assessments, WI Department of Administration 2024 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 2024 with building permits issued for 33 industrial projects totaling **\$28.7 million** in construction value.



**Alto-Shaam Inc.**

A building permit was issued in 2024 for a 128,850 square foot addition to the existing Alto-Shaam global headquarters located on Water Street and Falls Parkway in northeastern Menomonee Falls. There will be office space, warehousing, shipping, and a cutting-edge research and development lab within the building addition. The estimated construction value of this project is **\$10.8 million**.

# Industrial Development

## Luther Group Industrial Building

A building permit was issued in 2024 for a 101,800 square foot speculative industrial building to be built on former Kohl's property off of Silver Spring Drive. This project had an estimated construction value of **\$5.3 million** and construction is currently underway.



Luther Group industrial building in early 2025

## Wacker Neuson

The Village issued a building permit in 2024 for a **\$1.9 million**, 5,000 square foot building to the west of the existing Wacker Neuson facility. The new building and parking lot will be used for inspecting, cleaning, and quality checks on finished products after manufacturing. The building and the associated outdoor finished product lot were completed as a first phase of Wacker Neuson's planned facility expansion in Menomonee Falls.



Wacker Neuson in Feb, 2025

## Wisconsin P & P Amusement

Construction moved forward in 2024 on a new 10,905 square foot building on Campbell Drive in southeastern Menomonee Falls. The facility will be used for the repair, storage, and distribution of arcade games. The new building will accommodate up to 12 employees, and the estimated construction value of the project was **\$1.9 million**.



Wisconsin P & P Amusement in early 2025

## Callenor Company

The Village issued a building permit in 2024 for the construction of two additions (totaling 12,056 square feet) to Callenor Company's industrial building on Kohler Lane in southern Menomonee Falls. This project had an estimated construction value of **\$1.5 million**.



Callenor Company addition rendering



# 2024 Planning Projects

## Centennial Plaza

This public plaza at the corner of Main Street and Appleton Avenue was reconstructed in 2025 to better accommodate downtown events with shade structures, a food truck/trailer area, lighting installations, electrical service updates, a raised platform for small performances, lots of new seating, and a new flag pole (courtesy of American Legion Post #382).

Centennial Plaza officially re-opened for the Christmas Tree lighting and the Falls Christkindl Market in late 2024, and it is expected to be a hub for Downtown BID events in the coming year. Engineering & Development staff developed the design concept, coordinated the project, and secured a \$50,000 WEDC grant for this project.

Centennial Plaza platform and shade structure in late 2024



## 2024 Community Survey & Public Input Map

Staff developed a community survey in 2024 to gather input from residents and stakeholders about future development and the future of the Village's parks and trails. The survey was launched online and designed to be completed in around 10 - 15 minutes. Paper copies of the survey were also available. Staff ultimately collected 2,745 survey responses over a 3.5 month period. The Village also partnered with MSA Professional Services Inc. to launch a Public Input Map which allowed stakeholders to identify assets and potential improvements on a map of the community. 625 comments were submitted on the interactive map.



## CORP and Comprehensive Plan Updates

Engineering and Development staff worked with the Plan Commission and Village Board to update two long range plans in 2024. The CORP (Comprehensive Outdoor Recreation Plan) is a five year plan which provides direction for future outdoor recreational improvements and ensures DNR Stewardship Grant eligibility. The Comprehensive Plan (as required by State law) establishes the Village's long-term vision for development and growth. The CORP Update is expected to be adopted in early 2025 and the Comprehensive Plan Update in late summer or fall.



Village Park great lawn in summer 2024



# 2024 Development Numbers

## Approved Building Permits

192	849
.....	.....
New Construction	Alteration/Renovation

## Conditional Use Permits

2	1
.....	.....
Issued	Amended

## Rezoning Amendments

Approvals	6
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## Final Plats

Approvals	5
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## Preliminary Plats

Approvals	1
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## Comprehensive Plan Amendments

Land Use	4
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## Architectural Control Board

Appearances	27
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## Miscellaneous Development Approvals

- 2 Planned Residential Developments
- 1 Conceptual Review
- 3 Lighting Exceptions
- 1 Sign Exception
- 4 Zoning Code Amendments
- 2 Right of Way Vacations

## Zoning Board of Appeals

Appearances	6
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## Other Permits

- 62 Business Occupancy Permits
- 121 Sign Permits
- 193 Zoning Permits
- 277 Engineering Permits (Driveway, Sidewalk, Curb)
- 3,278 Mechanical Permits (Electrical, Plumbing, HVAC)

## Certified Survey Maps

Approvals	5
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## Miscellaneous Development Initiatives

- Created Housing Affordability reports
- Communicated development updates on website and newsletter platforms

The total fee revenue for 2024 Engineering & Development permits and reviews was **\$2,130,222** (not including impact fees)

# 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 the Plan Commission, the Architectural Control Board, and the Zoning Board of Appeals.

Development outcomes also rely on the efforts of homeowners, businesses, developers, and contractors (with input from the public) who complete projects across the Village. New development and redevelopment projects in 2024 added value throughout Menomonee Falls. Below are a few more images commemorating noteworthy recent projects.



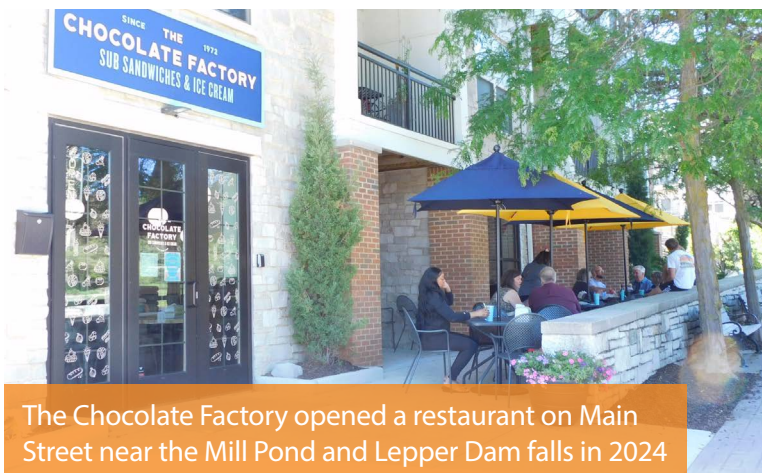
One of the new Tennessean Flats apartment buildings completed as part of the Falls Mixed-Use project



This commercial building was completed in 2024 at the corner of Good Hope Road & Appleton Avenue



The new Laser Center facility on Main Street and Old Orchard Road



The Chocolate Factory opened a restaurant on Main Street near the Mill Pond and Lepper Dam falls in 2024



Water main replacement on Menomonee Avenue in 2024



# Looking Ahead to 2025

## Residential Outlook

The pace of single family home construction increased in Menomonee Falls in 2024, and it is expected to remain strong throughout the year ahead. With over 250 available lots and preliminary approvals for hundreds more, the Village will have more than enough inventory to meet the demand for new home construction in 2025. In the first two months of this year, the Village issued building permits for 38 single family homes and 2 duplex units, which puts the Village on pace to build well over 150 single family homes in 2025. The 50 unit Duet East apartment project will continue to move forward on east Main Street, and senior projects are expected to be completed at Dickson Hollow and the Highlands at Aero Park. The Courtyard at Menomonee Falls is expected to break ground on a 116 unit senior housing project in 2025.

## Business Development

The Village approved plans for a 90,869 square foot industrial building at the corner of Good Hope Road and 124<sup>th</sup> Street in 2024, and construction is expected to move forward in 2025. Boucher Ford has received approval to expand vehicle inventory parking for their new facility on Leon Road, and they have submitted plans for a building addition/re-use of their existing dealership on Main Street. Two new restaurants are expected to open in downtown Menomonee Falls in 2025, and new commercial tenants are anticipated for the Falls Mixed-Use site. The Village is also anticipating a building expansion proposal for Wacker Neuson America and the opening of two indoor pickleball businesses.

## 2025 Comprehensive Plan Update

Village staff will work with the Plan Commission and Village Board to complete an update to the Village's long range plan for growth and development in 2025. The updated Comprehensive Plan will guide the future of Menomonee Falls planning (with a 20 year vision) and provide direction for the Village's zoning, subdivision, and official mapping ordinances. Plan elements will be consistent with the Wisconsin "Smart Growth" law. Staff anticipate adoption of this plan in the second half of 2025.

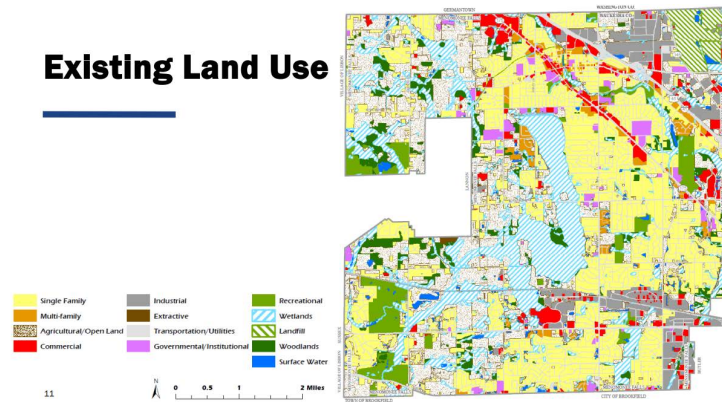
The Village approved five Final Plats in 2024 creating 166 new single-family lots



Rendering of the Good Falls Business Center project



## Existing Land Use



Future land use is one of nine required plan elements