



Comprehensive Plan Policy Review #2

Village of Menomonee Falls, WI

April 8, 2025

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

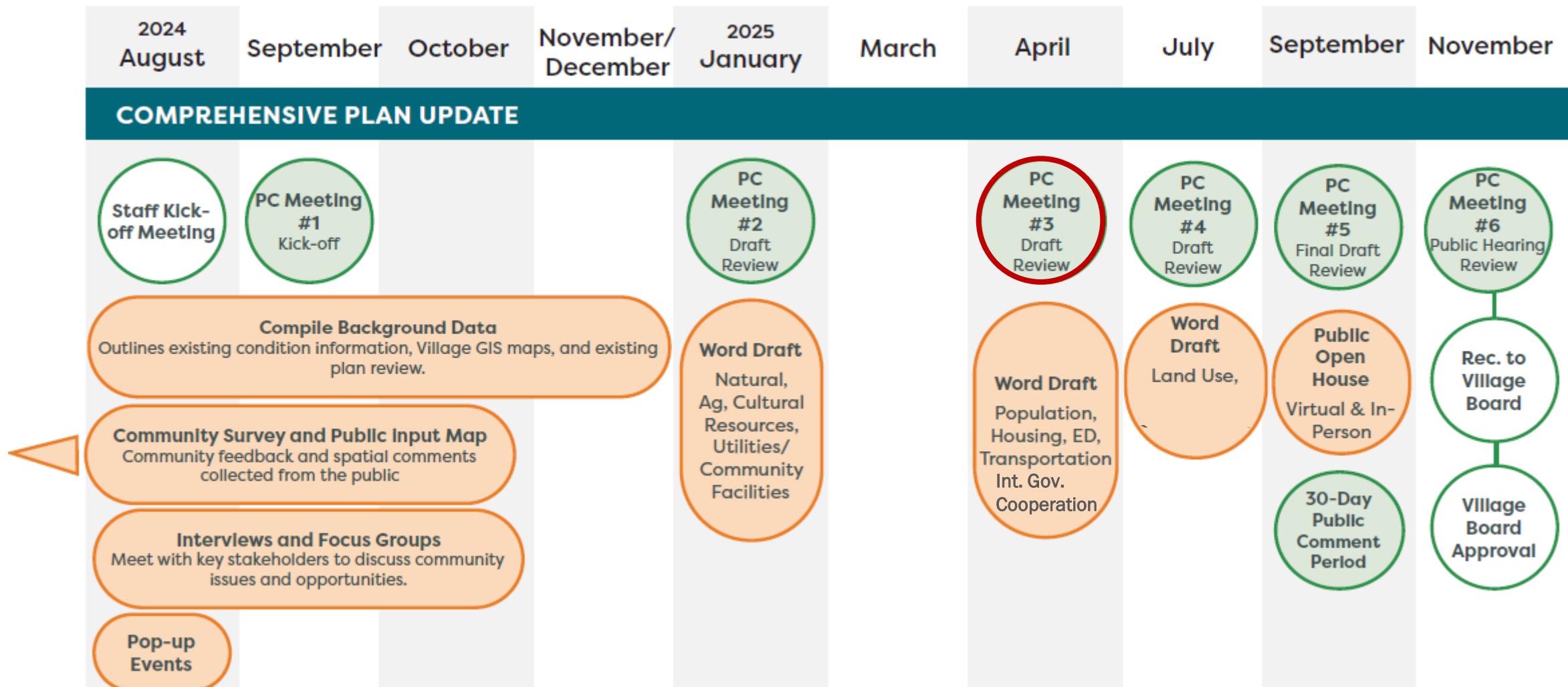
Economic Development

Intergovernmental Cooperation

Land Use

Implementation

Anticipated Timeline



Economic Development

In Menomonee Falls, we envision...

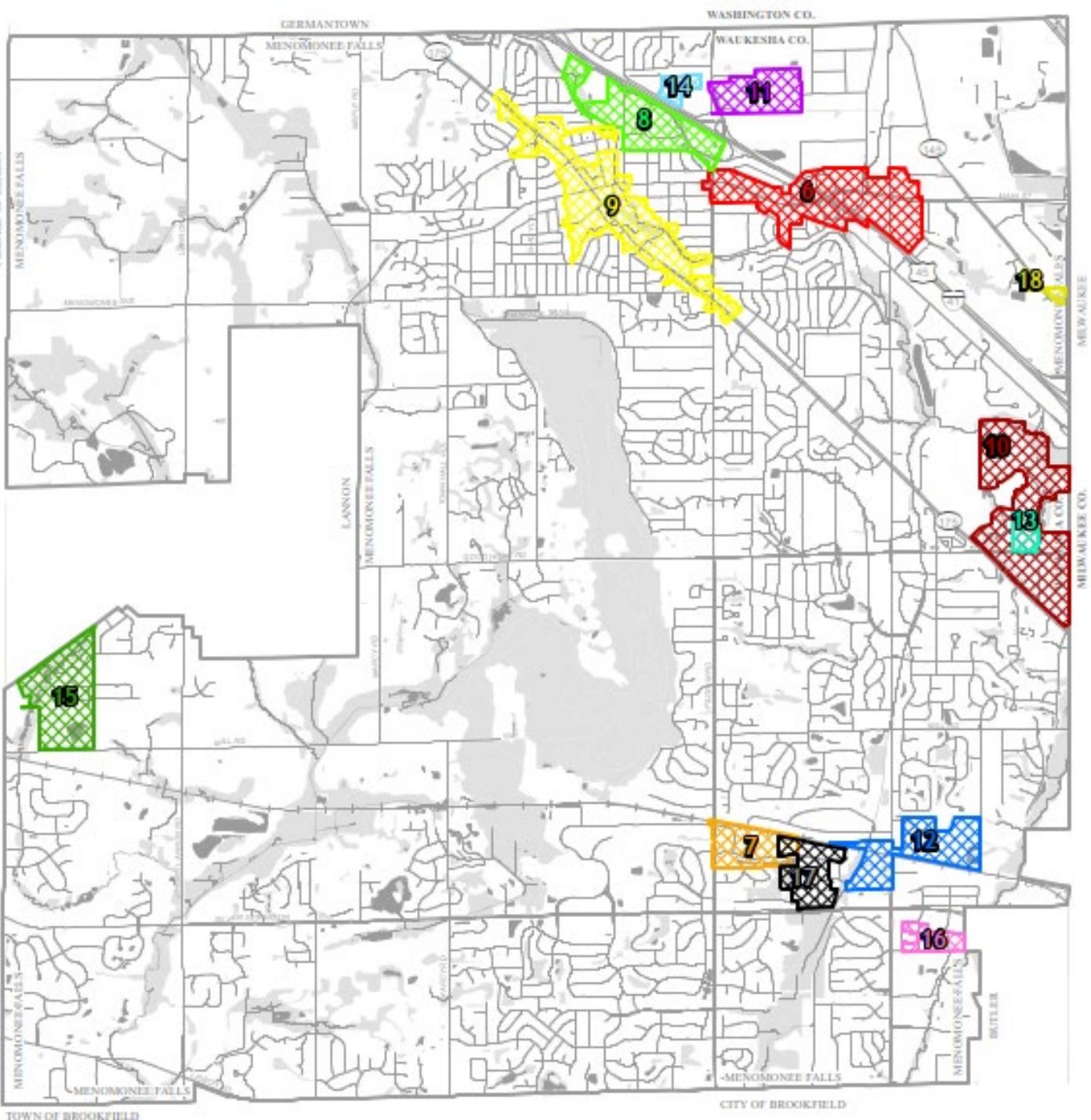
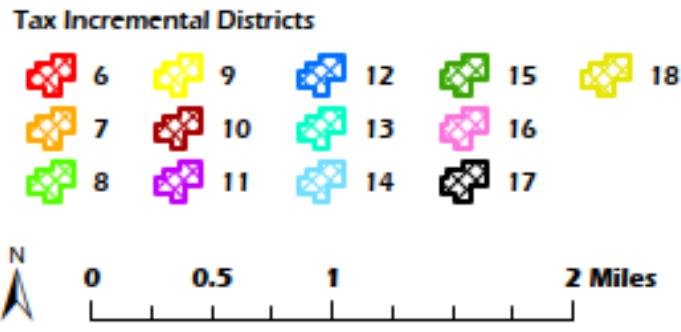
In Menomonee Falls, we envision...

- **GOAL #1:** A stable, growing, and diversified local economy including residential, commercial, industrial and institutional sectors.
 - Complete a review of Village ordinances to ensure the code does not cause unnecessary burden to business growth and development.
 - Continue to enforce property maintenance ordinances to ensure aesthetically pleasing business corridors and commercial areas.
 - Promote and encourage a mixture of housing options to attract a variety of businesses and ensure there is sufficient housing to support the workforce.
 - Promote the clusters of manufacturing, industrial, business, and healthcare related companies already located within the Village.
 - Explore financing options, including loans, grants, or partnerships, to support potential development projects and reduce risk.
- **GOAL #2:** A quality of life that nurtures a vibrant, family- friendly community to attract and retain residents and businesses.
 - Utilize TIF (tax increment financing) to spur redevelopment of underutilized parcels into better uses.

In Menomonee Falls, we envision...

- **GOAL #3:** A healthy business mix in the Downtown Area.
 - Update to the 2010 Village Centre Master Plan in coordination with the Downtown BID to identify key priorities and establish a vision to guide the future of the Downtown area.
 - Partner with the Downtown BID to recruit I businesses that align with the needs of Village residents not currently being met. Continue to engage with community members to understand their needs and concerns.
 - Continue to coordinate the downtown Façade Improvement Program in partnership with the Downtown BID.
 - Consider streetscaping and wayfinding improvements.
 - Continue monthly meetings between Economic Development Director and Business Improvement District.
- **GOAL #4:** The promotion of the Village as a tourist destination.
 - Collaborate with The Chamber, the Downtown BID, local businesses, Travel Wisconsin, and other stakeholders to provide consistent and cohesive marketing material for attracting tourists.
 - Actively support festivals, recreational, and community events that attract visitors and spending at local businesses.
 - Promote and enhance the Village's natural, cultural, and historical amenities to generate tourist spending and business attraction within the region. *
 - Develop and maintain a "Visitors" page to promote local destinations and tourism on the Village's website.

Tax Incremental Districts



Mobility & Transportation

In Menomonee Falls, we envision...

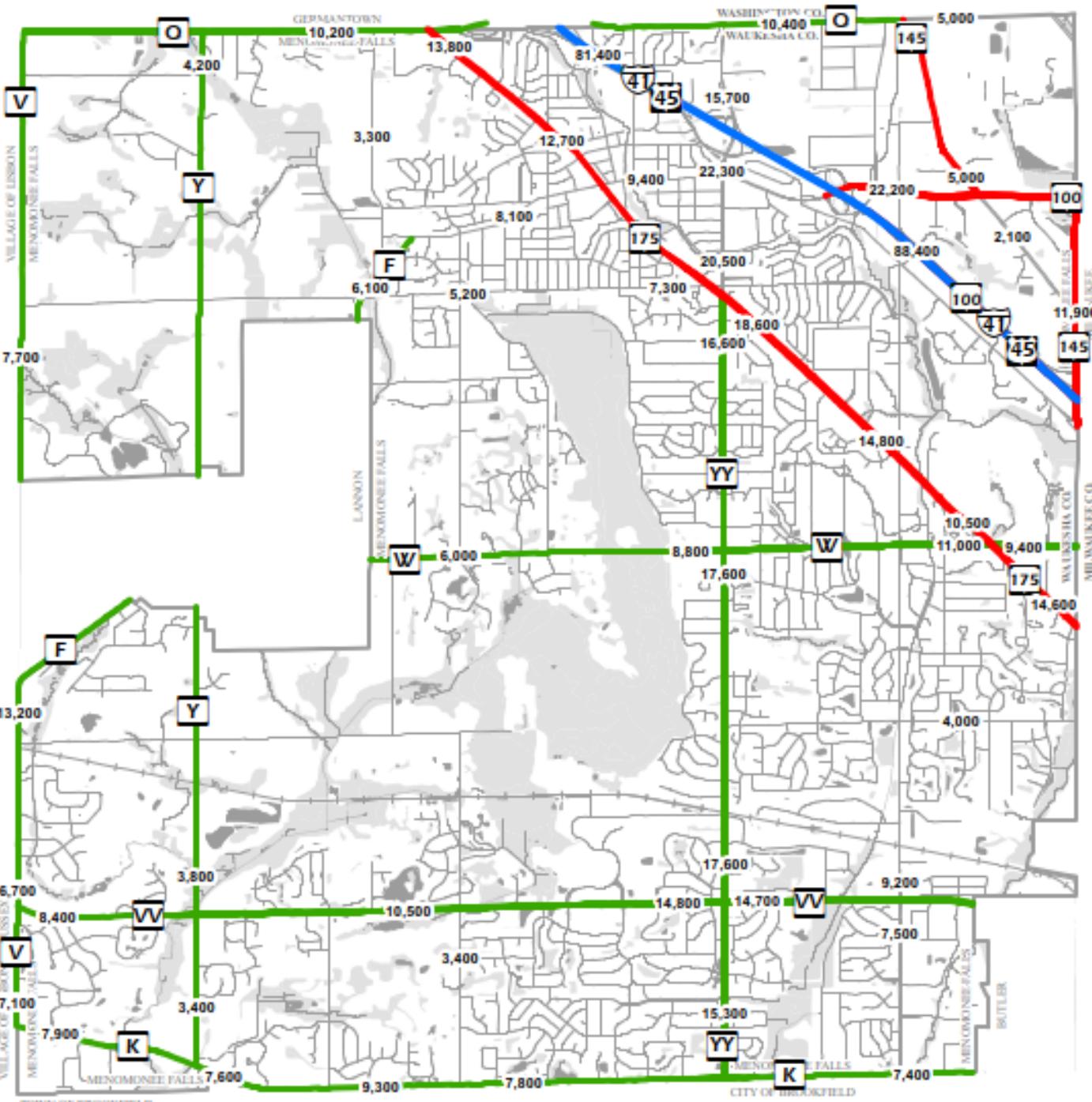
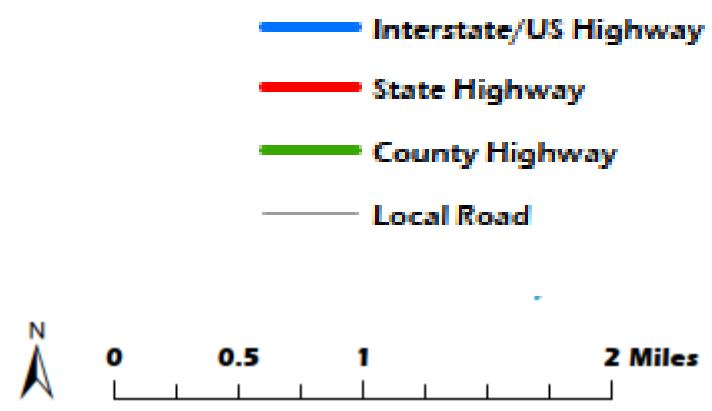
In Menomonee Falls, we envision...

- **GOAL #1:** A safe, well-maintained, and cost-effective transportation network which provides for motor vehicles, pedestrians, and bicycles.
 - Routinely evaluate parking needs for the Downtown area.
- **GOAL #2:** An integrated and accessible mobility system that connects various transportation options and promotes active recreation throughout the Village.
 - Promote residential developments with efficient street layouts and convenient pedestrian and bicycle connections within the neighborhood and to the wider community.
 - Collaborate with the Menomonee Falls School District and Hamilton School District on safe transportation for students, including walking, biking, and busing, both in neighborhoods and near the school sites. Consider applying for Safe Routes to School /TAP grant funding sources through WisDOT. *
 - Periodically review the Village's off-street parking requirements to evaluate their efficiency in utilizing land for vehicle parking. When feasible, consider reducing minimum requirements and implementing maximum limits to prevent the creation of excess parking spaces.
 - Participate in regional park/trail planning initiatives, including those led by Waukesha County, the Wisconsin Department of Transportation, Wisconsin Department of Natural Resources, and the Wisconsin Bike Federation.
 - Continue to work with FlexRide Milwaukee to provide shuttle service to major employers in the Village.

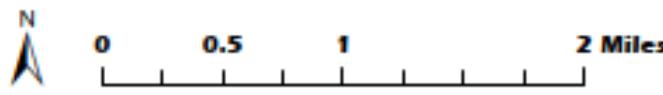
In Menomonee Falls, we envision...

- **GOAL #3:** Promote biking as a tourist activity.
 - Connect Village, Waukesha, Milwaukee, Washington and Ozaukee trails.
 - Work with hotels to market the hundreds of miles of bike trails connecting Lake County, Lake Michigan and the Kettle Moraine Forest.
 - Consider using tourism funds to maintain existing trails.
 - Consider bike impact fee to fund future trail connections.

Road Jurisdiction Network



MCTS Transit Routes

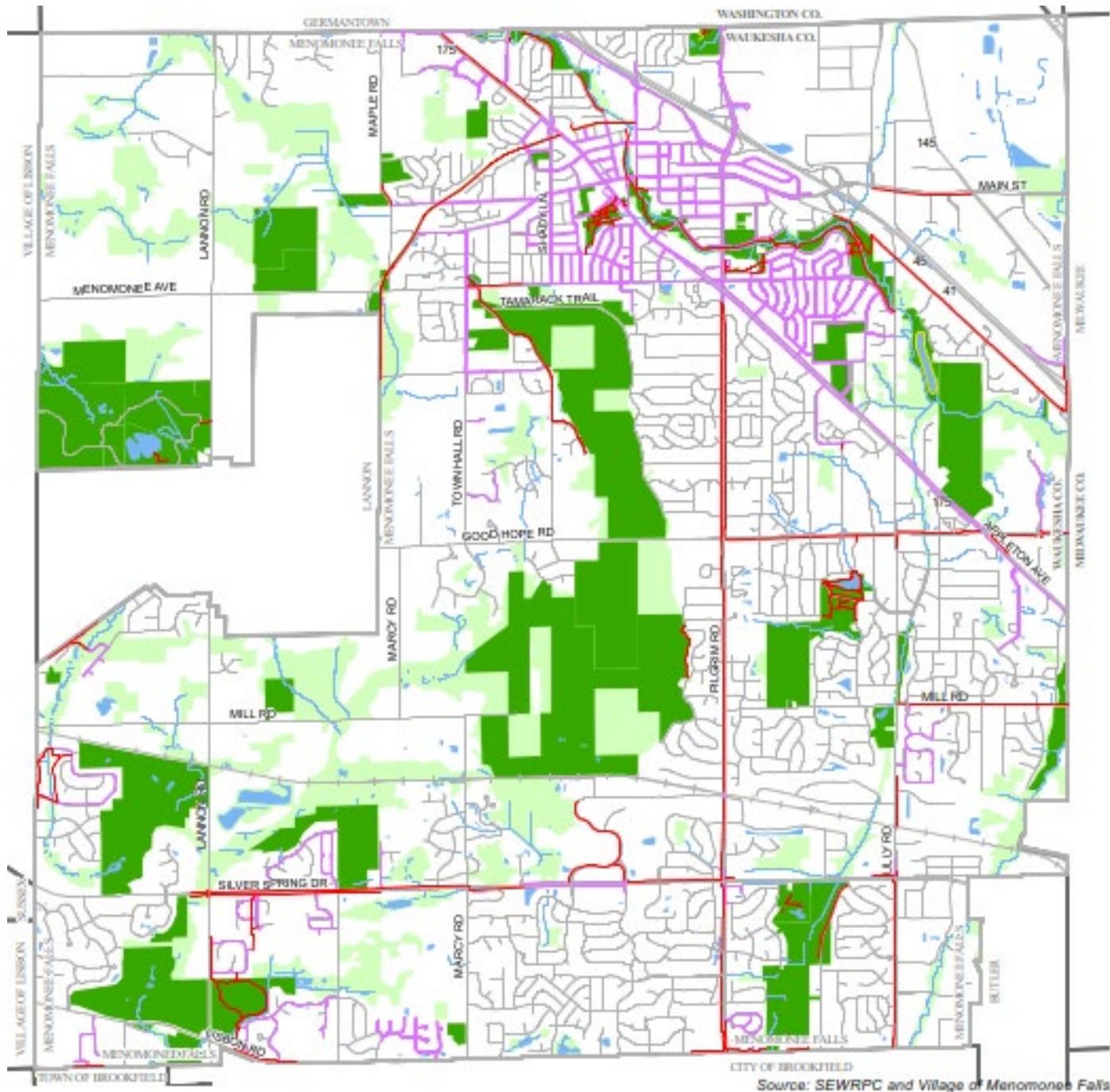


- Blue Line
- Route 88



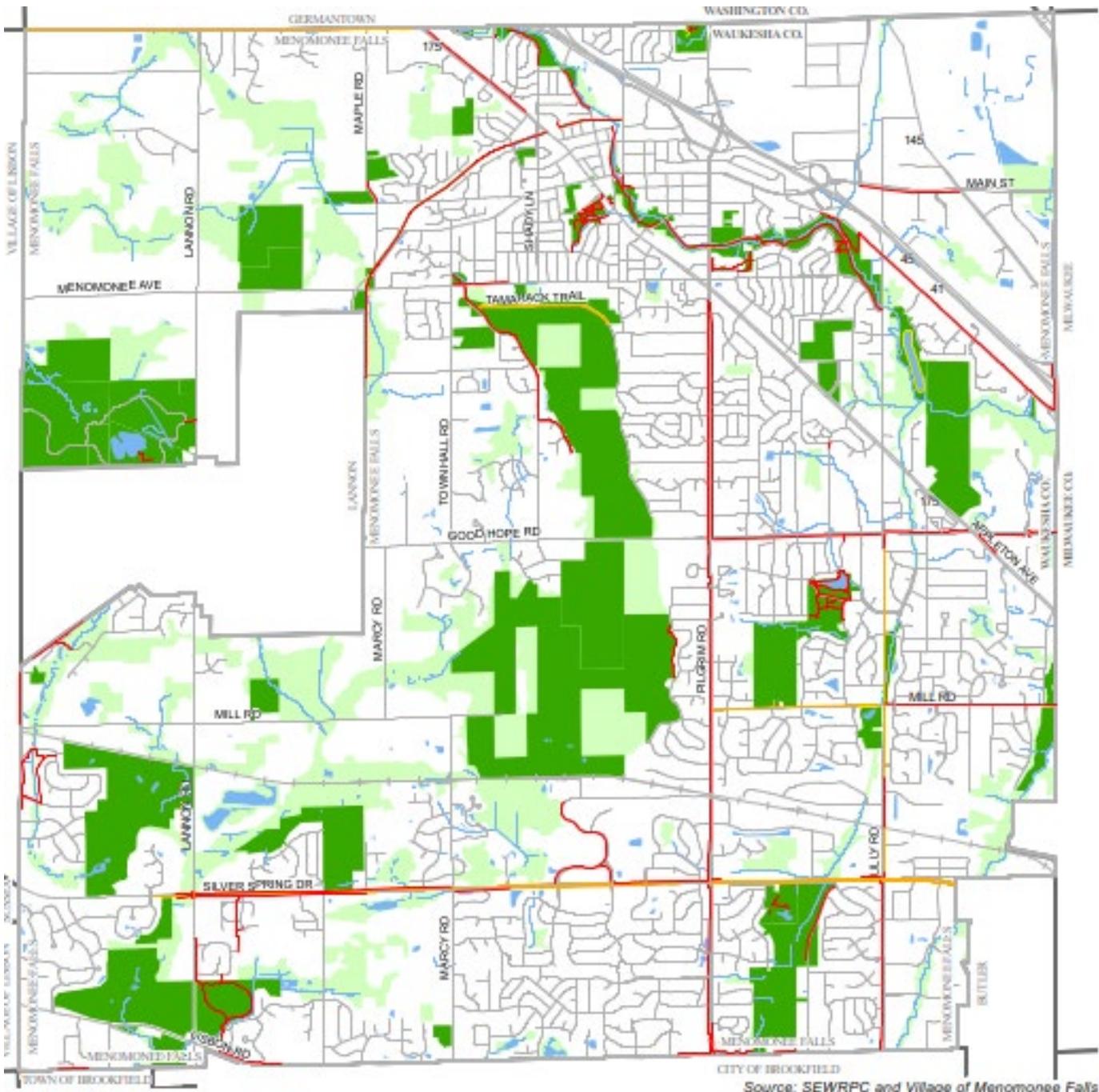
Existing Pedestrian System

- Multi-Purpose Trail
- Sidewalk
- Gravel Trail
- Recreation Site
- Environmentally Significant Lands
- Hydrology
- Village Boundary



Existing Bike System

- Multi-Purpose Trail
- Wide Paved Shoulder
- Gravel Trail
- Recreation Site
- Environmentally Significant Lands
- Hydrology
- Village Boundary



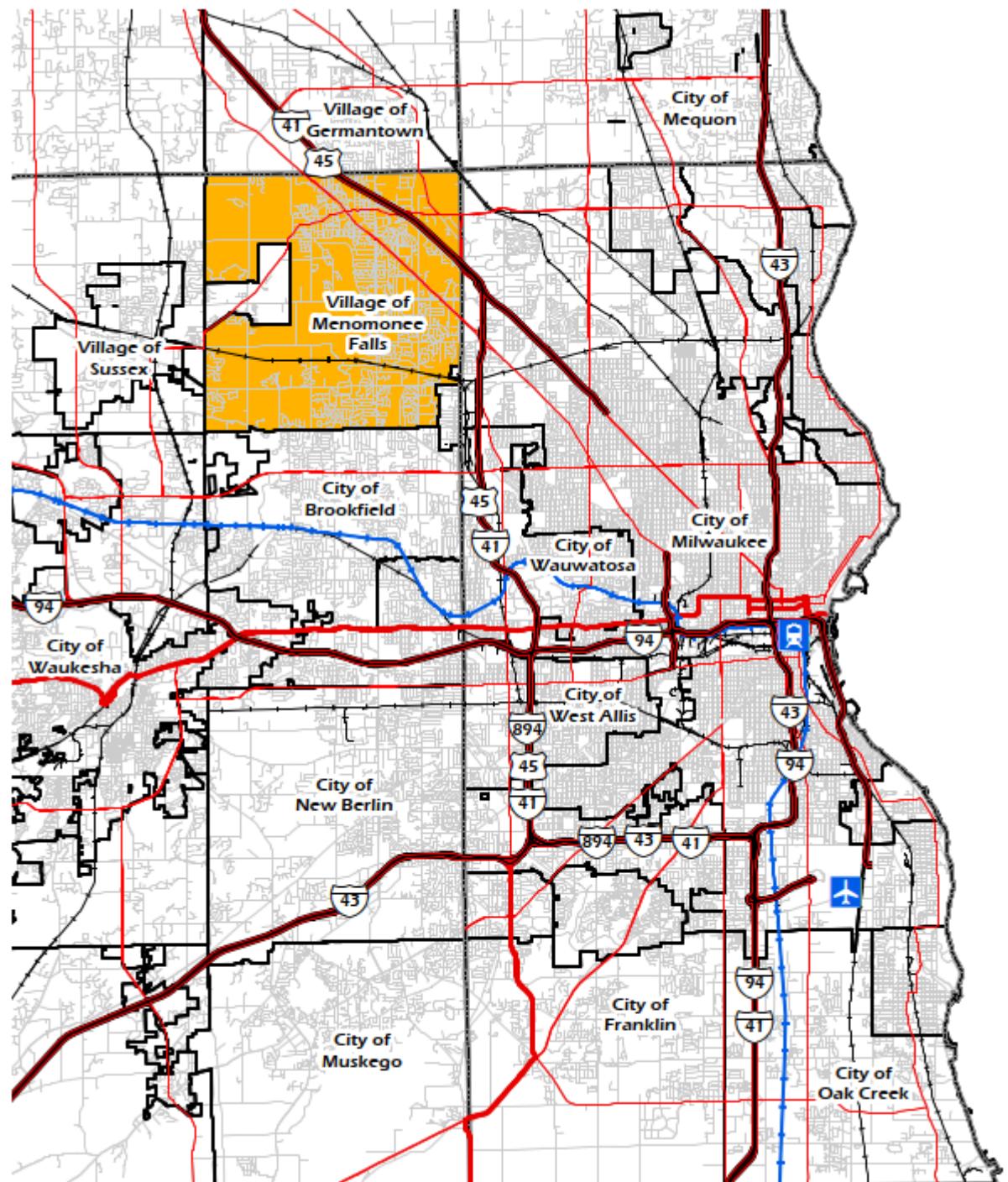
Intergovernmental Cooperation

In Menomonee Falls, we envision...

In Menomonee Falls, we envision...

- **GOAL #1:** Enhanced coordination and collaboration with local, regional and statewide governmental organizations to promote Village interests.
 - Enforce, abide by, and maintain existing intergovernmental/cooperative agreements.
 - Convene with neighboring officials to discuss intersecting community development goals, intergovernmental boundaries, and future cooperation on planning efforts.
 - Work closely with the Menomonee Falls School District and Hamilton School District.
 - Work with other governmental entities (e.g. Waukesha County, SWERPC, Wisconsin Department of Transportation, and Department of Natural Resources, etc.) to advance Village interests as identified in Village plans.
 - Evaluate options for providing reliable workforce transportation to Village employers from Milwaukee County through FlexRide, MCTS, or other transportation providers.
 - Coordinate with all adjoining jurisdictions during outdoor recreation planning
 - Work with neighboring jurisdictions to identify and resolve conflicts and inconsistencies between local plans and resolve key countywide issues affecting the Village.
 - Ensure information access to residents and potential residents and businesses regarding community events, engagement opportunities, and other Village developments.

Regional Jurisdictions



Housing

In Menomonee Falls, we envision...

In Menomonee Falls, we envision...

- **GOAL #1:** Housing located in a safe, attractive and convenient living environment that includes access to transportation networks (i.e., roads, walkways, bike paths, trails), public recreation facilities and private facilities and services
 - Ensure developments are carefully designed to accommodate traffic and stormwater management.
 - Review and update zoning and land use regulations to accommodate a range of housing options.
 - Continue to assess housing needs and issues within the community, including the potential need for workforce housing.
 - Infill development should respect the scale, proportion, and architectural style of nearby homes to a reasonable extent.

In Menomonee Falls, we envision...

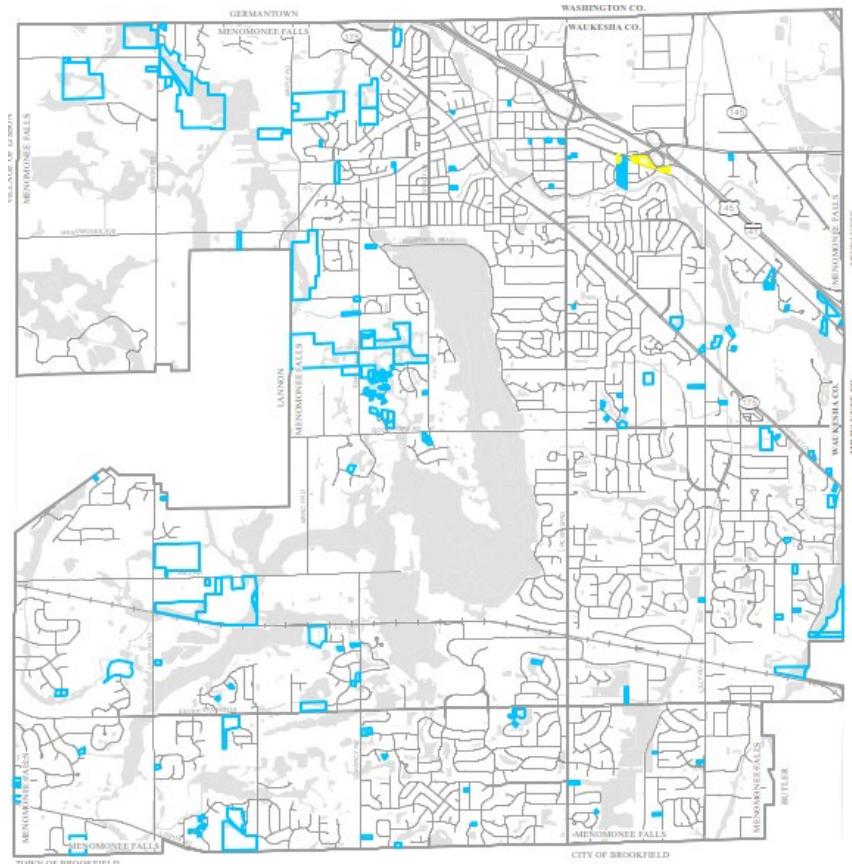
- **GOAL #2: A variety of opportunities for high-quality living environments**
 - Maintain and enforce property upkeep and building codes.
 - Develop and share resources on design and rehabilitation strategies in conjunction with the permit process.
 - Update the Village website to promote local, neighborhood level events in support of neighborhood groups.

Menomonee Falls Housing Assessment

Key Takeaways

- Balanced in housing mix, but leaning towards larger multi-unit structures
- An aging housing stock with uptick in newer housing production post Great Recession
- Household incomes are keeping up with cost of housing
- Housing stock growth at the current rate is needed to meet 2040 demand
 - At least 400-600 Rental homes needed by 2035
 - At least 1,185-1,770 Ownership homes needed by 2035
- Home Affordability vastly different between Homeowner and Renter

Housing Opportunity Areas



Map Accuracy: National Map Accuracy Standards
Coordinate System: State Plane Coordinate System
Datum: North American Datum, 1983

VILLAGE OF
Menomonee Falls

VILLAGE OF
Menomonee
Falls



Questions?

Next meeting!

Comp Plan Policy Review #3
Tuesday, July 8, 2025



Brian Wiedenfeld
bwiedenfeld@msa-ps.com
(414) 285-6693