



Village of Menomonee Falls

Comprehensive Plan

2025-2045

WELCOME TO
Menomonee
Falls

Prepared for the Menomonee
Falls Department of Engineering
& Development

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Updated

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Chapter 1: Introduction

WELCOME TO THE VILLAGE OF MENOMONEE FALLS COMPREHENSIVE PLAN!

The Comprehensive Plan is intended to guide decisions and actions affecting Village budgets, ordinances, and growth. The Plan looks 20 years into the future, focusing on short-term and long-term strategies, as well as possible implementation steps, to achieve the future that the community has envisioned. As a broad-based plan, it sometimes relies on other more detailed plans or budget processes to determine when or how implementation will occur.

The Plan's recommendations are intended to:

- Create a collective vision for the future of Menomonee Falls.
- Guide private development through the Future Land Use map (Land Use Plan) and corresponding policies
- Establish priorities for public investment, including the Village's Capital and Operating Budgets.
- Inform policies that guide Village decision-making.
- Align the work of Village staff around the issues that matter most to our residents and stakeholders.
- Create a framework for topic-specific plans and initiatives that will expand on the Comprehensive Plan's recommendations.
- Foster partnerships with other entities to address shared goals.



Plan Adoption and the Consistency Requirement

Wisconsin's Comprehensive Planning law requires that if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with the comprehensive plan:

- Official map
- Local subdivision regulations
- Zoning ordinance
- Shoreland/wetland zoning ordinance

Though adopted by ordinance, the plan itself is not an ordinance. This plan is not intended to be a literal "road map" from the present to a point twenty years into the future. Rather, it is intended as a decision making framework to guide the Village towards the unified vision expressed in this plan. Over the course of time, many factors will arise that will significantly influence local decisions. This plan should continue to be consulted to ensure that such decisions contribute to the vision established in this plan.

WHY PLAN?

The purpose of this plan is to establish a shared vision for Menomonee Falls that will guide future actions and decisions. This guidance improves the Village's ability to work cohesively and consistently over time.

PURPOSE & INTENT

The Comprehensive Plan is a resource for managing the growth of the Village of Menomonee Falls. It is designed to be a working document used by Village officials to direct community development decisions, to assist with capital and operational budgeting, and as a tool to focus and stimulate private housing, business and industrial investment.

A Comprehensive Plan functions as an umbrella document that considers most issues affected by Village government, and it is to be used in coordination with other documents and ordinances. The plan refers to other plans and studies that address specific topics in greater detail.

The plan is implemented through the use of ordinances, especially the zoning and subdivision ordinances. This plan is intended to help the Plan Commission and Village Board apply those ordinances; in fact, State statutes require that certain decisions must be consistent with this Plan.

PLAN MAINTENANCE

The plan represents the Village's best effort to address current issues and anticipate future needs, but it can and should be amended as conditions warrant reconsideration of policies. The plan should be amended from time to time to adjust to changing conditions, and it should be fully updated with new data every 10 years.

Overall Vision

The vision statement is intended to set the general tone for the rest of the plan. It encapsulates the major themes woven throughout the Menomonee Falls 2025-2045 Comprehensive Plan.

Community Vision

It is our vision that each of the following components be realized as part of the community life of the Village of Menomonee Falls:

- A Safe, Family-Friendly Community
- Housing Options to Meet the Needs of Residents of All Ages
- Vibrant Interactive Neighborhoods that Promote Community Health
- High Quality Business Development
- Preservation of Natural Resources in Balance with Development
- Responsive, Effective and Financially Sustainable Government Services
- A Thriving Revitalized Downtown.
- A Safe and Well-Maintained Transportation Network
- Quality, Comprehensive Education
- Growing Cultural and Community Activities
- Reinvestment in Aging Residential and Commercial Properties

Plan Organization

This plan is organized around the nine required plan elements as outlined in State Statutes:

1. Introduction
2. Public Engagement
3. Agricultural, Natural, & Cultural Resources
4. Utilities & Community Facilities
5. Economic Development
6. Housing
7. Mobility & Transportation
8. Intergovernmental Cooperation
9. Land Use
10. Implementation

Each section includes Issues and Opportunities (identified during the planning process), Voices from the Community (public input gathered), Goals and Strategies, and a 2025 Data Snapshot (of existing conditions).

The plan also includes the following appendices:

- Appendix A: Plan Adoption & Amendments
- Appendix B: Action Plan
- Appendix C: Public Engagement Results
- Appendix D: Maps
- Appendix E: Housing Assessment

Goals & Strategies

The policy content of this plan is organized into Goals and Strategies.

Goals

A goal is a general statement about a desired future outcome. Goals provide the big idea and direction but do not indicate how they will be achieved.

Strategies

Strategies are the methods by which the goals are achieved. Some are intended to guide decisions, while others provide potential implementation opportunities the Village government may actively pursue.

Regional Context

The Village of Menomonee Falls is located in northeast Waukesha County. According to the U.S. Census Bureau, the Village has a total area of 33.3 sq mi. The Village is bordered by:

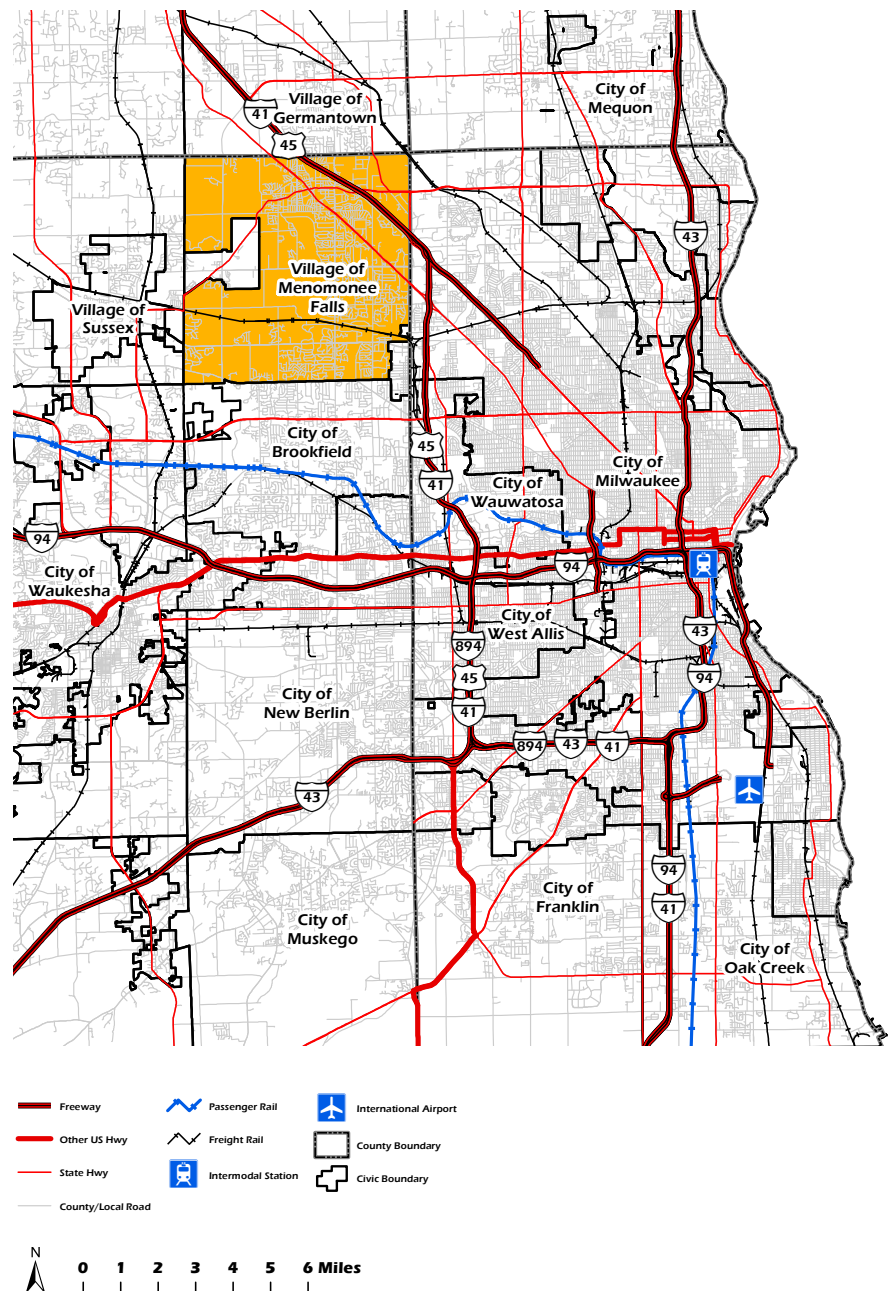
- Village of Germantown to the north;
- City and Town of Brookfield to the south;
- City of Milwaukee and Village of Butler to the east; and,
- Villages of Sussex, Lisbon, and Lannon to the west.

Planning Jurisdiction

The study area for this plan includes all lands in which the Village has both a short-and long -term interest in planning and development activity.

Menomonee Falls is a Village, which corresponds to a 1.5-mile extraterritorial jurisdiction. Due to community incorporation on nearly all of its borders, Menomonee Falls may exercise extraterritorial jurisdiction power over a small portion of the Town of Brookfield.

Map 1: Menomonee Falls Regional Context



Snapshot Overview

Data used for the Village of Menomonee Falls Comprehensive Plan includes American Community Survey (ACS) data, 2000 & 2020 Decennial Census and Wisconsin Department of Administration (DOA) 2010-2040 population and household projections and estimates.

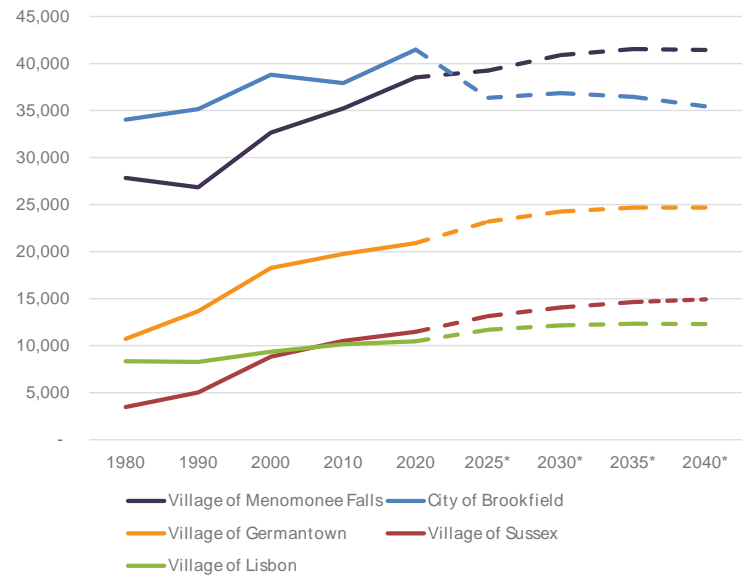
As development has taken place in and around the Milwaukee region, Menomonee Falls and the surrounding communities have seen slowed but continuous growth since 1980.

2024 Total Population

40,099

Source: WI DOA Population Estimates

Figure 1: Population Growth & Projections 1980-2040



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

Educational Attainment

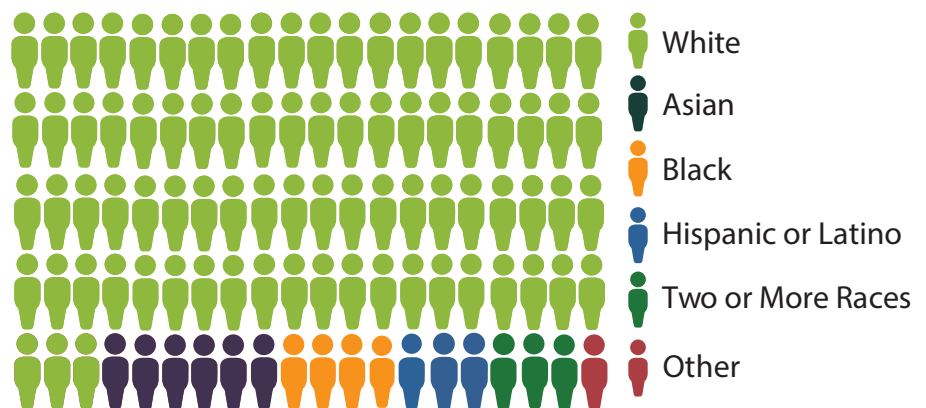


Source: U.S. Census Bureau ACS

Nearly 3 out of 4 residents over 25 (72%) have at least some college education, including associate, bachelor's, or master's degrees; 96% graduated from high school. County-wide, 77% of the population over 25 has at least some college education, and 97% are high school graduates.

Race and Ethnicity

In 2020, about 3% of the Menomonee Falls total population identified as Hispanic or Latino; Black residents made up 4% of the population; Asian residents accounted for 6% of the population; and two or more race residents represented 3% of the Village. The majority of the population identified as White alone (83%). For comparison, Waukesha County as a whole is over 85% White, 5% Hispanic or Latino, under 2% Black, about 4% Asian, and 3% are two or more races.

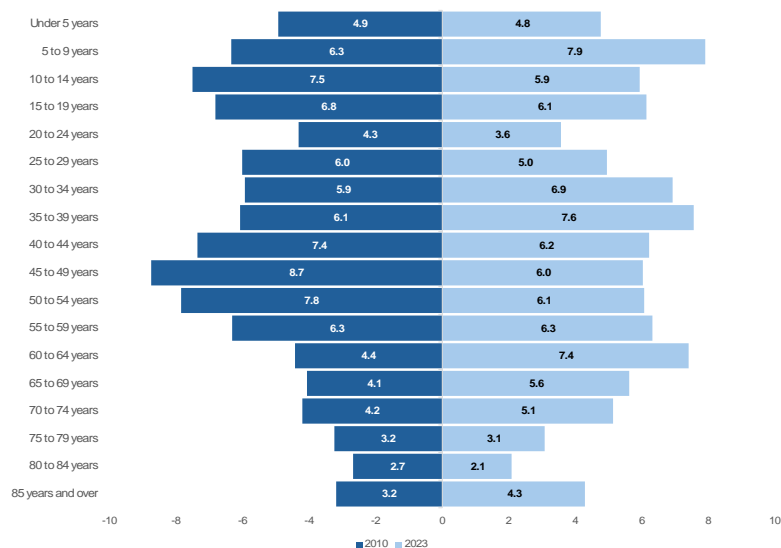


Source: U.S. Census Bureau Decennial Census, 2020

Age Group Trends

Compared to 2010, the population of Menomonee Falls has a greater share of residents over the age of 85, and fewer of those under the age of 19. Figure 2 shows the changes in population age cohorts between 2010 and 2023. Although the median age has declined, the data also shows a cohort of seniors who are aging in place in Menomonee Falls.

Figure 2: Age Cohorts, 2010 vs. 2023

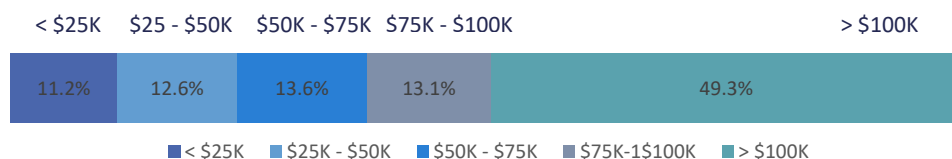


Source: US Census Bureau ACS, 2023 5-year Estimate

Household Income Distribution

2023 ACS data shows that about 49% of households in Menomonee Falls earned over \$100,000, while fewer than 24% earned \$50,000 or less.

Figure 3: Household Income Distribution, 2023



Source: US Census Bureau ACS, 2023 5-year Estimate

Full Time Occupation by Industry

The most common occupational industry among Village residents is educational services, health care, and social assistance. The trends within the Village largely track with those seen in Waukesha County as a whole, with small variations.

Table 1: Industry Shares in Village vs. County

Industry	Village of Menomonee Falls	Waukesha County
Agriculture, forestry, fishing and hunting, and mining	1%	0%
Construction	5%	6%
Manufacturing	18%	17%
Wholesale trade	4%	3%
Retail trade	10%	10%
Transportation and warehousing, and utilities	4%	4%
Information	2%	2%
Finance and insurance, and real estate and rental and leasing	10%	9%
Professional, scientific, and management, and administrative and waste management services	10%	11%
Educational services, and health care and social assistance	26%	24%
Arts, entertainment, and recreation, and accommodation and food services	6%	7%
Other services, except public administration	3%	4%
Public administration	2%	3%

Source: US Census Bureau ACS, 2023 5-year Estimate

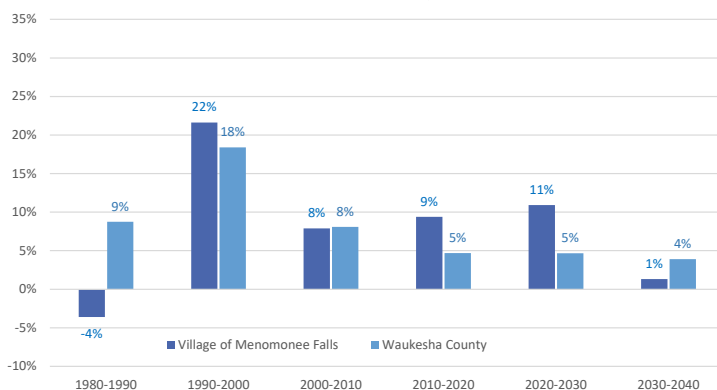
Major Employers in the Village

The largest employers encompass a variety of industries inclusive of retail, financial, health care, and manufacturing firms. This distribution of industries is indicative of healthy and diverse local economy.

Population Growth and Projections

In recent history, the most significant increase in population came during the period of 1990-2000 when the population grew from 26,840 to 32,646 or an average of 2.2% per year. By 2040, the adjusted Wisconsin Department of Administration projections predict the Village will add at least 3,000 new residents.

Figure 4: Population Growth by Decade



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

Household Growth and Projections

Based on State of Wisconsin household projections, the Village is anticipated to add 1,500 households by 2040.

Table 2: Major Village Employers

Major Employers	Employee Numbers
Kohl's Corporation	1,000+
Froedtert ThedaCare Health, Inc	1,000+
Harley-Davidson	500-999
Leonardo DRS	500-999
Arandell Corp	500-999
Fed Ex	500-999
Milwaukee Tool	500-999
Wacker Neuson Corp	500-999
Bradley Corp	500-999
Alto-Shaam Inc	500-999
School District of Menomonee Falls	500-999

Source: WiscEconomy, 2020, Village of Menomonee Falls

Table 3: Population Growth and Projections

	Village of Menomonee Falls	Waukesha County	Wisconsin
1980	27,845	280,203	4,705,767
1990	26,840	304,715	4,891,769
2000	32,646	360,767	5,363,675
2010	35,221	389,964	5,691,047
2020	38,527	408,241	5,893,718
2025*	41,017	427,257	6,041,778
2030*	42,737	443,977	6,204,731
2035*	43,406	449,425	6,293,795
2040*	43,303	446,688	6,299,132

Table 4: Household Growth and Projections

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

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

Chapter 2: Public Engagement

Introduction

The Public Engagement chapter summarizes the efforts to engage community members throughout the comprehensive planning process.



Public Participation Plan

The public participation plan included the following activities and events:

1. **Project Meetings** | Plan Commission, Village Board, and other committee meetings to review and give feedback on plan development
2. **Public Open House** | In-person community meeting to review the full plan
3. **Online Engagement** | Community survey and community input mapping
4. **Stakeholder Interviews and Focus Groups** | Virtual discussions with community stakeholders and groups
5. **Pop-Up Events** | Gathering input at local events early in the planning process
6. **Promotional Methods** | Use of Village website, flyers/posters, newspaper, emails, and social media to reach community members on updates during the planning process
7. **Public Hearing** | Steps for recommendation and adoption of the updated comprehensive plan

Engagement Summary

The Village of Menomonee Falls facilitated a variety of efforts to garner public input for the Comprehensive Plan. The engagement process aimed to gather diverse community input to shape the vision, goals, and strategies for the Village's future development.

Community Vision and Goals

The community envisions Menomonee Falls as a vibrant, safe, and welcoming place with a strong sense of community, excellent amenities, and a high quality of life. The key goals identified by the public include enhancing walkability, increasing housing options, supporting economic development, and preserving the Village's charming and friendly character.

Issues and Opportunities

- **Housing:** There is a significant demand for housing, particularly for young professionals and first-time homebuyers. There is significant support for a variety of single-family housing types, including large and small lots, clusters, and conservation-style development, and there is some support for condominiums and multi-family housing. Opportunities exist to develop a mix of housing types, including senior living communities and conservation subdivisions.

- **Transportation:** Improving transportation options, especially pedestrian and bicycle infrastructure, is a priority. Enhanced connectivity and safety measures are needed for busy intersections and major roadways as well as additional trail connections.
- **Economic Development:** The Village is recognized for its strong support of business growth and manufacturing. Continued investment in downtown revitalization and public spaces can drive economic development and attract a younger workforce. Economic development is inherently linked with the availability and affordability of housing to support continued growth in population and workers who want to call Menomonee Falls home.
- **Parks and Recreation:** The community values its parks and recreational facilities but sees opportunities to improve accessibility and expand amenities and programming to meet diverse community needs.



Falls Lavender Fest at Village Park

Common Themes

- **Community Character:** Residents appreciate the Village's character, safety, and sense of community. There is a strong desire to maintain these qualities while accommodating additional growth and development.
- **Walkability and Connectivity:** Improved walkability and connectivity through enhanced pedestrian and bicycle infrastructure are recurring themes. Residents seek safer routes and better connections between existing and new neighborhoods, parks, and key destinations.
- **Increase in Housing:** The need for more housing options is a consistent concern. Residents support a variety of housing types and densities to meet different needs and preferences. Greater housing diversity including smaller single-family homes, senior housing, condos, townhomes, duplexes, and apartments should be considered.
- **Public Spaces and Amenities:** There is strong support for enhancing public spaces, including parks, trails, and downtown areas. Residents value events, programming, and amenities that foster community connection and improve quality of life.
- **Economic Growth:** Supporting local businesses and attracting new ones, particularly in the downtown area, is seen as vital for the Village's economic health. Public-private partnerships and infrastructure improvements are key strategies.



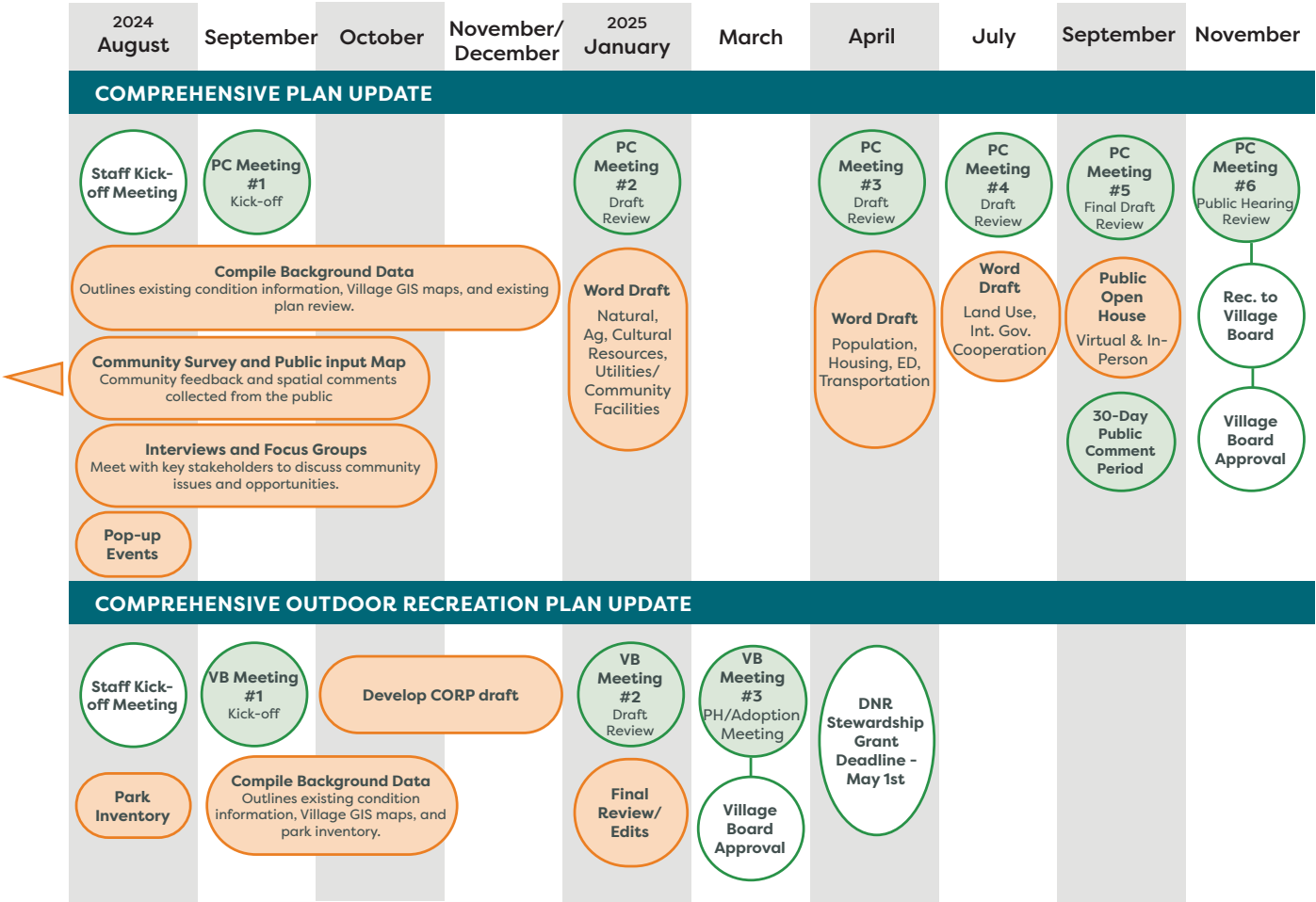
Meetings

A project kick-off meeting was held on August 7, 2024. The discussion highlighted issues and opportunities in Menomonee Falls that the Village hoped to address in the Comprehensive Plan. Throughout the rest of the planning process, meetings were held with the Plan Commission to review draft elements of the plan as it was developed. A final Public Open House was held to review the full draft version of the plan and provide opportunity for stakeholders to give feedback on the updated plan.

At the kickoff meeting with the Plan Commission, key priorities for the Comprehensive Plan included:

- Managing housing density to match community needs
- Being fiscally responsible with the actions identified in the plan
- Expanding the community trail system and improving the safety of transportation network for all community members
- Identifying opportunity zones for future development

PROJECT TIMELINE



Community Survey

An online community survey was active from June 15 through October 1, 2024 and received 2,745 responses. A total of 30 questions with some open-ended responses were included to inform the direction of policy relevant to both the Comprehensive Plan and Comprehensive Outdoor Recreation Plan. A link to the survey was provided on the Village’s website, posted on the Village Facebook, and shared out to community members through the other engagement opportunities. Ninety-five percent (95%) of survey responses came from Village residents; as compared to the community, respondents were generally more likely to be female, older, and homeowners. Overall, the responses reflect an appreciation of the Village’s parks and neighborhoods with strong desire for improved walkability through pedestrian/bicycle infrastructure and increased housing supply while preserving the Village’s small-town feel.

Living in Menomonee Falls

Most respondents identified that they live in Menomonee Falls because of proximity to family and friends, affordability, community character, and sense of safety provided. Respondents commonly expressed satisfaction with the Village’s street trees, property upkeep, public utility services, and recreational opportunities. Village parks, downtown appearance, and personal safety were highly rated. Respondents were not satisfied with walking/biking routes; streets were commonly rated as both satisfactory (60%) and poor (23%).

Figure 5: How do you rate the following in the Village?

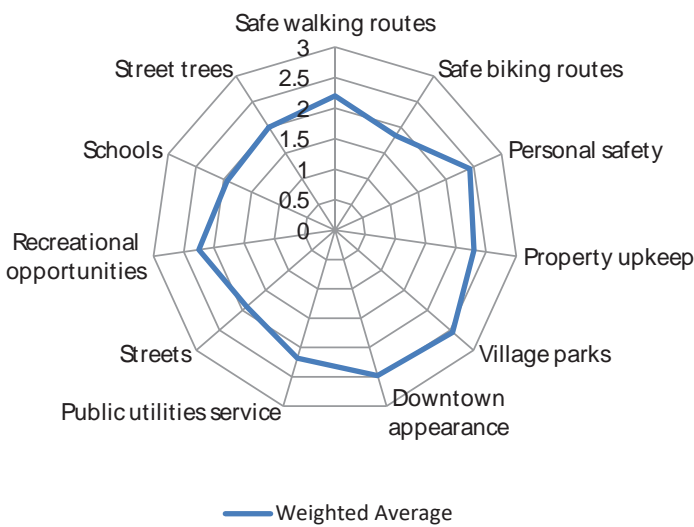
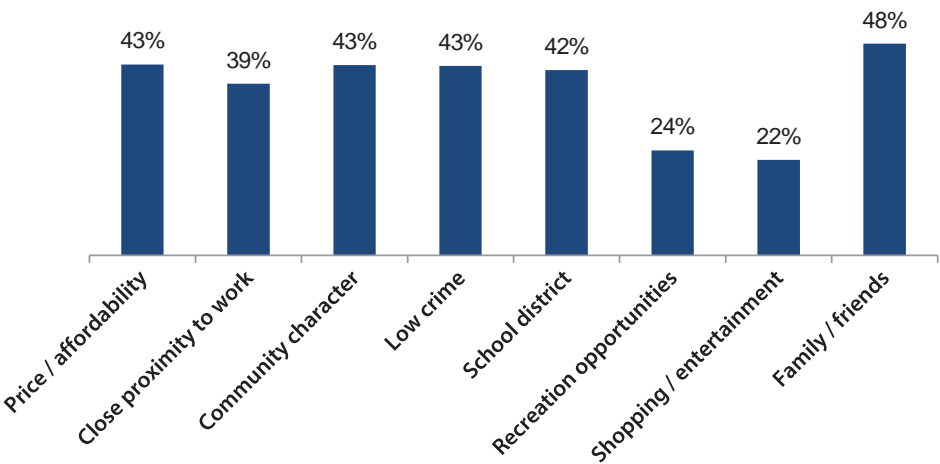


Figure 6: Why do you choose to live in Menomonee Falls?



Housing

Ninety-two percent (92%) of respondents were homeowners. Respondents identified strengths of the Village's residential areas as neighborhood character, access to parks and trails, housing quality, and walkability. They noted that neighborhoods should continue to improve walkability with additional sidewalks, trails, and pedestrian-friendly intersections.

Table 5 highlights survey responses to the question, "Rate the following housing conditions in Menomonee Falls." Each category was rated overall as "satisfactory," but ownership housing quality received the highest percentage of "satisfactory" and "excellent" ratings; ownership housing costs and rental housing quality also rated highly. The results indicate room for improvement in rental housing costs as well as the supply of housing for both owners and renters, with open comments highlighting unaffordable rental prices for young professionals and a lack of "starter" homes at an attainable price point for first-time homebuyers.

For the development of new housing supply, responses showed support for single family home clusters preserving open space (referred to as a conservation-style subdivision), single family homes on small and large lots, cottage clusters, and a general mix of housing types. Those who expressed concern for additional development referenced increased traffic, loss of open space, and desire to maintain the small town "village" feel of the community.

Table 5: Public Satisfaction with Housing Conditions and Costs

	Poor	Satisfactory	Excellent
Ownership housing costs	16%	71%	13%
Ownership housing supply	25%	66%	9%
Ownership housing quality	6%	75%	19%
Rental housing costs	38%	57%	4%
Rental housing supply	22%	66%	12%
Rental housing quality	14%	75%	11%

Employment

The employment share response indicates 34% of respondents work full-time away from home, 13% work hybrid full-time, and 12% work full-time from home; this aligns with the national trend shifting towards hybrid employment. Of non-working respondents, twenty-six percent (26%) identified as retirees. Ninety-one percent (91%) of survey respondents attended some college or have a college degree.

Additional Investment

Street repair and maintenance, public safety, and park and recreation facilities were identified as the highest priorities for additional Village investments. Open comments indicated a need for walking and biking paths, street trees and native plantings, and safer pedestrian crossings.

- **Suggested locations for walking/biking paths:** Pilgrim Rd, Lilly Rd, Mill Rd, Fond du Lac Ave
- **Suggested locations for enhanced pedestrian crossings:** Main St, Appleton Ave, Pilgrim Rd

Development Needs

Respondents would like to see more full-service, non-chain restaurants (range of fine dining, pub, and local mom-and-pop options), and high-end grocery stores (similar to Whole Foods, Sendik's, Trader Joe's, etc.). Survey results also indicate a need for entertainment venues and specialty retail shops.

Park and Recreation Needs

Overall, those surveyed reported satisfaction with the Village's parks and recreational facilities and provided recommendations for future improvement. Seventy-four percent (74%) of survey respondents stated that they currently use the Village's parks and/or recreational facilities. The 637 respondents who reported that they do not use parks or facilities cited reasons including distance from home (19%), safety concerns (18%), and parks lacking desirable features (17%).

The 2024 Community Survey provided an opportunity for respondents to rate recent improvements to Village Park, which 58% of respondents ranked as one of their top three favorite parks in Menomonee Falls. Amenities with the highest percentages of "satisfactory" ratings included Park Maintenance (81%), the Play Area (76%), Concerts (72%), and Festivals (70%). Survey responses indicate that some amenities still "need improvement," including Parking Availability (32%), Restroom Access (28%), and Multi-Use Trails (27%). The survey also polled respondents about their typical modes of transportation to common destinations like places of work, essential services, shopping, and parks. Fifty-six percent (56%) recorded walking as a regular mode of transportation; thirty-one percent (31%) reported frequent bicycle use.



Falls Kids Festival at Village Park



Survey results produced the following general feedback and recommendations:

- Some parks may benefit from additional signage and branding.
- Park events and programming are highly supported, and many would like to see even more.
- Open comments indicate a strong demand for more bike and pedestrian infrastructure throughout the Village; considering that distance from parks was the most cited reason for those who do not use park facilities, expanding the trail network with focus on connections to parks could increase access.
- Some comments about Village Park suggest a need for amenities intended for different youth age groups; sports fields, spaces for older youth/teenagers, and water features were requested for various parks.

Additional Feedback

When asked to agree or disagree with the following statements, respondents 'strongly agreed' with the following:

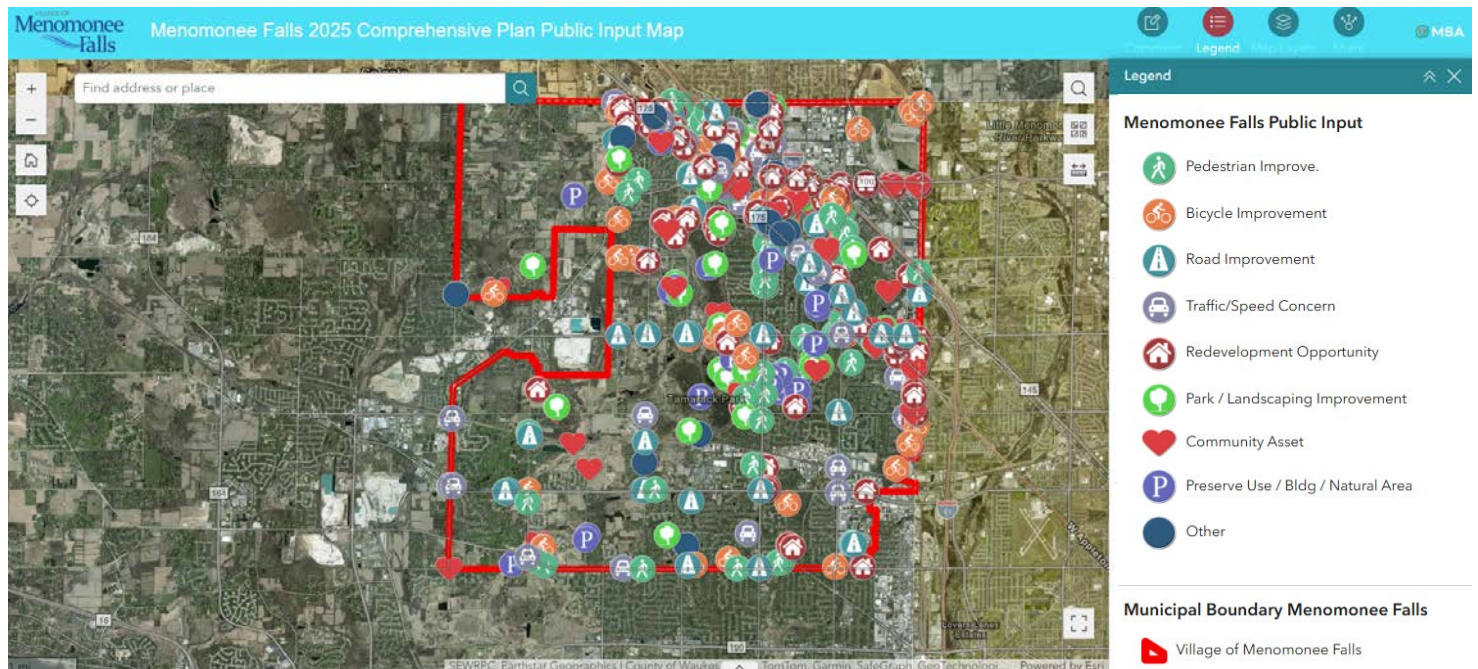
- Menomonee Falls Public Library services meet the community's needs. (95%)
- Village police and fire service is satisfactory. (94%)
- Village maintenance of parks and trails is satisfactory. (88%)
- Village snow removal procedures are satisfactory. (83%)

While not a majority, some respondents expressed dissatisfaction with street maintenance and land use decisions and would like to see improved responsiveness from Village government.



Public Input Map

The Public Input Map was available online from September 18, 2024 to November 15, 2024 and received 625 comments providing key location-based insight into the Village's existing conditions and opportunities for growth. Comments were categorized into the following categories:



Bicycle Improvements

Input Map responses call for more bike lanes, especially protected ones, on major roads like Appleton Avenue, Good Hope Road, Roosevelt Drive, and Menomonee Avenue; there are also numerous requests for better connections between the Bugline Trail, Menomonee River Parkway, and nearby parks with improved wayfinding signage. There is some interest in creating mountain bike trails within the village park system to support the local high school team, and respondents suggest extending multi-use trails throughout various parks and neighborhoods.

Community Assets

Input map comments express significant appreciation for the Village's park system, including Village Park, Aero Park, and Lime Kiln Park; Old Falls Village is also highly rated for its historical significance and educational opportunities. The Menomonee Falls Public Library is one of the most valued community assets for its wide range of events, programming, and resources, with some requests for a second library on the west side of town. Many commenters provided positive feedback about community spaces and showed support for more art installations and public facilities (with frequent mentions of mental health centers for teens and community gardens).

Park / Landscaping Improvements

Input Map comments align with comments from the 2024 Community Survey in requests for more walking and biking trails with connections to parks and wayfinding signage. Respondents also identified opportunities for future parks and desirable amenities including sports fields, tennis and pickleball courts, and playgrounds in neighborhoods that are not within walking distance of larger parks. The former site of Jefferson Middle School was frequently mentioned as an ideal location for a future neighborhood park.

Pedestrian Improvements

Some respondents would like to see sidewalks on both sides of Appleton Avenue, Good Hope Road, Pilgrim Road, Shady Lane, and Lisbon Road. Signals and raised crosswalks are recommended to enhance pedestrian safety, especially within downtown and at busy intersections; on major roadways, two-stage crossings would be preferred. Comments also suggest enhancing pathways through neighborhoods with bridges, increased lighting at intersections, and curb ramps to meet accessibility needs. Future extensions of the pedestrian trail network should prioritize routes to schools, connections between parks, gaps in the Bugline and Menomonee River parkway trails, and points of interest (shops along Main Street, grocery stores).

Preserve Use / Buildings / Natural Area

Many comments emphasize the importance of preserving natural spaces for wildlife, including wetlands, old growth forests, and wooded areas; there is also support for prairie restoration projects and nature trails with overlooks in designated park preserves. Responses show a mix of those who would like to see increased development and others who are concerned for overdevelopment and loss of green space and Village character. The downtown area and historic sites such as Old Falls Village Park are highly supported for preservation efforts.



Old Falls Village Historical Park

Redevelopment Opportunity

Limited housing availability was one of the most frequently identified issues in the Input Map's comments. Desirable future housing options in a range of types and price points. Many would like to have housing developed within walking distance of parks and grocery stores, and there is support for mixed-use developments and redevelopment of older shopping centers. Considering types of businesses to attract to the Village, respondents proposed specialty grocery stores, restaurants, and an indoor public market.

Road Improvements

Traffic flow in the Village could be improved with lane reconfigurations to add turn lanes and either roundabouts or traffic signals at busy intersections (Lisbon Road / Lannon Road and Menomonee Road / Pilgrim Road are mentioned). The Village should continue efforts to repair potholes and bridges, repave roadways, and add safety measures to bicycle and pedestrian crossings.

Traffic / Speed Concerns

In addition to crosswalk and road conditions previously mentioned, safety in major intersections could be improved with signage, upgrading intersections with stop signs or traffic lights, and installing roundabouts; various comments identified high-risk intersections along Appleton Avenue, Lisbon Road, Main Street, and Pilgrim Road. High traffic speeds on Appleton Avenue should also be addressed. Implementing additional safety features for speed reduction and crossings should be prioritized for routes to schools and multi-use path connections.

Pop-Up Booths

The project team set up booths at community events to garner additional public input. The first pop-up was hosted on July 31, 2024 at the Farmer's Market in Village Park. Community members were asked to vote for their "three highest park priorities". The results included:

- New programming for existing parks - 11 votes
- Installing new amenities at existing parks - 10 votes
- Developing / acquiring new parks - 10 votes
- Maintaining existing parks - 7 votes
- Enhancing park ecosystems - 6 votes

The second pop-up was hosted on August 8, 2024 during the Menomonee Falls Kids Festival in Village Park. Over 250 attendees, primarily kids, were asked the question, "What is your favorite thing to do at the Village's parks?" and allowed to vote for up to three amenities.



The results included the following categories:

- Playgrounds - 165 votes (22%)
- Events / Concerts - 151 votes (20%)
- Walking / Biking Trails - 123 votes (16%)
- Baseball - 91 votes (12%)
- Pickleball - 74 votes (10%)
- Picnics - 72 votes (9%)
- Other - 86 votes (11%)

Some of the amenities identified in the “Other” category included soccer, splash pads, football, tennis, volleyball, basketball, and Movies in the Park.



Village Park All-Children's Play Area

Stakeholder Interviews

Over the course of the planning process, 12 interviews and focus groups were conducted with key stakeholders to give their input on the issues, opportunities, and vision of the community. Feedback was collected through 30-minute interviews and is summarized through the major themes below.

Housing

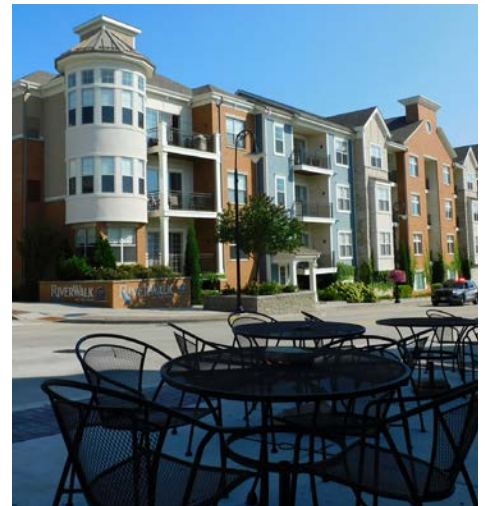
Interviews related to the Village's housing conditions and market included local developers, Realtors, and major landowners.

- **Strengths** – Stakeholders report a generally good mix of housing types in the Village, including single-family homes, condos, and townhomes. The Village's school districts and quality parks and trails are notable features that attract homebuyers. Developers and realtors have a positive outlook for continued growth working with Village officials.
- **Challenges** – There is significant demand for housing options accessible to the Village workforce, particularly for single-family homes under \$400,000 and condos and townhomes. Stakeholders express concern for aging housing stock and need for new developments; developers currently face challenges with impact fees, infrastructure costs, and a lengthy approval process. Land availability and access to utilities is also a concern for new housing developments.
- **Opportunities** – Future housing developments can accommodate growing demand for senior living communities. New construction methods and continued revitalization efforts in the downtown area could also positively impact future residential development.
- **Recommendations** – The Village should support the development of more housing options, in a mix of housing types and densities, and consider simplifying the development process with clear guidance and reduced impact fees. Investing in infrastructure improvements will support new development and make more land accessible to utilities. Strengthening partnerships between the Village, developers, and other stakeholders will facilitate increased housing options for the community.

Business & Economic Development

Interviews related to supporting businesses and economic development within the Village included local business owners and major employers, as well as several members of the Downtown Business Improvement District (BID), the Chamber of Commerce, and the Menomonee Falls Events organization.

- **Strengths** – Community business owners and representatives of the Downtown BID report positive partnerships with the Village to support business growth. Economic development in recent years, especially related to downtown revitalization, has improved the ability to attract a local workforce; the Village is recognized for its connections to the manufacturing industries.
- **Challenges** – Employers identify a need to grow a younger workforce in anticipation of older generations' retirement; current barriers to attracting and retaining a workforce include limited availability of housing accessible to workers, long commutes from surrounding communities like Milwaukee, and high childcare costs. Business owners in the downtown area emphasize that limited parking negatively impacts customer access and foot traffic.
- **Opportunities** – Continued investment in downtown businesses through walkability, public spaces, infrastructure, and transportation services would support future growth. Promoting downtown as a tourist destination with events, art murals, and festivals could drive foot traffic and engagement.
- **Recommendations** – The Village should improve transportation connectivity and facilitate the development of more housing options. The Village can build partnerships with local organizations to increase access to affordable childcare and support manufacturing jobs. Continued enhancement of public spaces like Centennial Plaza and Village Park, especially those near community business hubs, is encouraged. The Village should utilize grants and funding opportunities from organizations like WEDC and WHEDA to support business development and infrastructure projects.



Parks and Recreation

Interviews related to the parks and recreation facilities included Community Education and Recreation staff, Waukesha County Parks and Land Use staff, representatives from local recreation leagues and organizations, and the athletic directors for Menomonee Falls High School and Hamilton High School.

- **Strengths** – Stakeholders report that the Village’s outdoor recreation facilities are well maintained. The Village provides a good variety of programming and events for the community and fosters strong partnerships with local organizations.
- **Challenges** – There are currently not enough baseball fields to meet the youth program’s current demand. Limited indoor facilities restrict available recreational activities during winter months. Some facilities, like the Little League Complex, are in need of larger-scale repairs and improvements.
- **Opportunities** – There are opportunities to improve accessibility in the Village’s parks with wheelchair-friendly paths and adaptive sports/playground equipment. Pickleball, soccer, and inclusive fitness programming are increasing in popularity. New facilities and improvements to existing ones could attract more tournaments and visitors, building community and supporting the local economy.
- **Recommendations** – The Village should collaborate with local organizations and school districts to address facility needs, especially those that prioritize accessibility and year-round indoor uses. New parks and recreational facilities should reflect public demand (popular sports and events) and implement inclusive design strategies.



Chapter 3: Agricultural, Natural, & Cultural Resources



Introduction

The Agricultural, Natural, & Cultural Resources chapter of the Village's Comprehensive Plan focuses on preserving and enhancing the Village's valuable resources. It addresses key aspects such as agriculture, natural resource conservation, and cultural heritage preservation. By prioritizing these areas, the Village aims to ensure the long-term sustainability and enjoyment of its resources for generations to come.

Issues and Opportunities

Natural Spaces



Menomonee Falls contains almost 4,000 acres of primary and secondary environmental corridors and more than 500 acres of isolated natural resource areas, all of which provide wildlife habitat, locations for parks and open spaces, and lend aesthetic character to the Village.

Cultural Events



The Village hosts several events throughout the year, including Falls Memorial Fest, an Independence Day celebration, Falls Lavender Fest, Falls Festival of the Arts, Harvest Fest, and a Sunset Concert Series.

Water Resources

Menomonee Falls contains over 200 acres of surface water and large wetland areas, which perform important ecological functions but also impose limitations on development in the surrounding area.

Voices from the Community



77% of survey respondents agree that Menomonee Falls has strong neighborhood character.



Although **60%** of survey respondents rate village parks as excellent, respondents would like to see more community programming and park facilities such as a public pool and skate park.



60% of survey respondents rated the Village's street trees as satisfactory.

Agricultural, Natural, & Cultural Resources Goals and Strategies

In Menomonee Falls, we envision...

Goal 1: Agricultural areas serving as holding areas for future development.

Strategies

- A.** Maintain areas for agricultural activities until development trends, market forces, and infrastructure improvements create appropriate conditions for changes in land use.
- B.** Promote the use of buffers between new residential developments and adjoining agricultural uses.
- C.** Ensure that public water and sewer services are provided prior to the development of holding areas, except within permitted conservation developments.

Goal 2: A land use pattern which maintains biodiversity and results in the preservation and responsible use of the natural resources.

Strategies

- D.** Preserve the Village's natural resources, as much as practicable, including but not limited to:
 - I.** Primary and secondary environmental corridors and isolated natural resource areas;
 - II.** Small wetlands, woodlands, and grasslands;
 - III.** All identified critical species habitat sites.
- E.** Encourage efforts to restore open space land to more natural conditions, including removal of invasive species.
- F.** Maintain appropriate densities of development and proper disposal of sanitary sewer wastes in areas with high ground water to ensure the adequacy and quality of domestic water sources. *

* Indicates a strategy that relates to community health and safety

- G.** Establish guidelines to limit development in high-risk areas, including:
 - I.** Regulated floodplains;
 - II.** Areas in which soils contain severe limitations for urban and residential uses
- H.** Enforce the Wellhead Protection Ordinance to restrict potentially contaminating uses within areas where the potential for ground water contamination is the highest. *
- I.** Update the future land use map to guide development patterns and practices to preserve important ground water recharge areas and to support maintaining the natural surface and ground water hydrology. *

Goal 3: Adequate and accessible park, recreation, and open space facilities.

Strategies

- J.** Provide well-defined public or private squares and parks and other civic-like places for informal social, civic, pedestrian, and recreation activity. *
- K.** Preserve stream valleys, marshes, woodlands and scenic and historic areas by including these areas in the park and open space system when possible.
- L.** Maximize the use of greenway systems to provide open space, carry storm water and allow for infiltration and enhance water quality.
- M.** Use drainage corridors and other natural open space areas as a framework for enhancing other land uses.
- N.** Link parks and open spaces to the maximum extent possible. *
- O.** Develop the park and open space system in conformance with the adopted Comprehensive Outdoor Recreation Plan. *
- P.** Designate outdoor recreation sites in a manner that considers proximity and accessibility for the resident population, potentially through the identification of a maximum service radius for outdoor recreation sites and established guidelines to determine necessary park facilities. *

Goal 4: Preservation and celebration of cultural heritage and arts.

Strategies

- Q.** Work with the Village's historical groups for the preservation and restoration of cultural assets. Evaluate any funding opportunities through the State Historical Society.
- R.** Conduct an updated comprehensive architectural and historical intensive survey of significant sites, buildings, and landmarks within the Village. Engage with local historians, cultural experts, and community members to identify assets and ascertain cultural significance.
- S.** Coordinate cultural and historical activities with the Menomonee Falls Historical Society, Old Falls Village Park, the Menomonee Falls Public Library, the Chamber of Commerce, the School District of Menomonee Falls, and other stakeholders as needed.
- T.** Review ordinances pertaining to art and mural installations and coordinate with the Downtown BID to commission appropriate public art projects in the downtown area.

* Indicates a strategy that relates to community health and safety

Snapshot: Agricultural, Natural, & Cultural Resources

Farmland

Agriculture remains an important, but diminishing, land use within the Village, particularly in the western study areas of this plan. This plan envisions the build-out stage of the community and does not anticipate that agriculture will remain a viable long-term industry in Menomonee Falls.

Physical Characteristics

Geology:

The geology of Menomonee Falls is characterized by silty till and clay soils deposited by the Lake Michigan lobe, with Menomonee Falls situated at its edge. Paleozoic Aged dolomite is the bedrock of the region, stretching through the eastern border of the state.

Topography:

The topography of the Village of Menomonee Falls is characterized by limited elevation changes, with more variation on the western edge of the municipal boundary, and slight inclines around the Menomonee River. The Village is a low point topographically in the County, with western and central Waukesha County seeing elevations up to about 1,200 feet above mean sea level, compared to about 800 feet in Menomonee Falls.

Minerals:

The current non-metallic mining operations in the area consist of limestone quarries in the Village of Lannon. There are currently no mining operations within the Village boundaries.

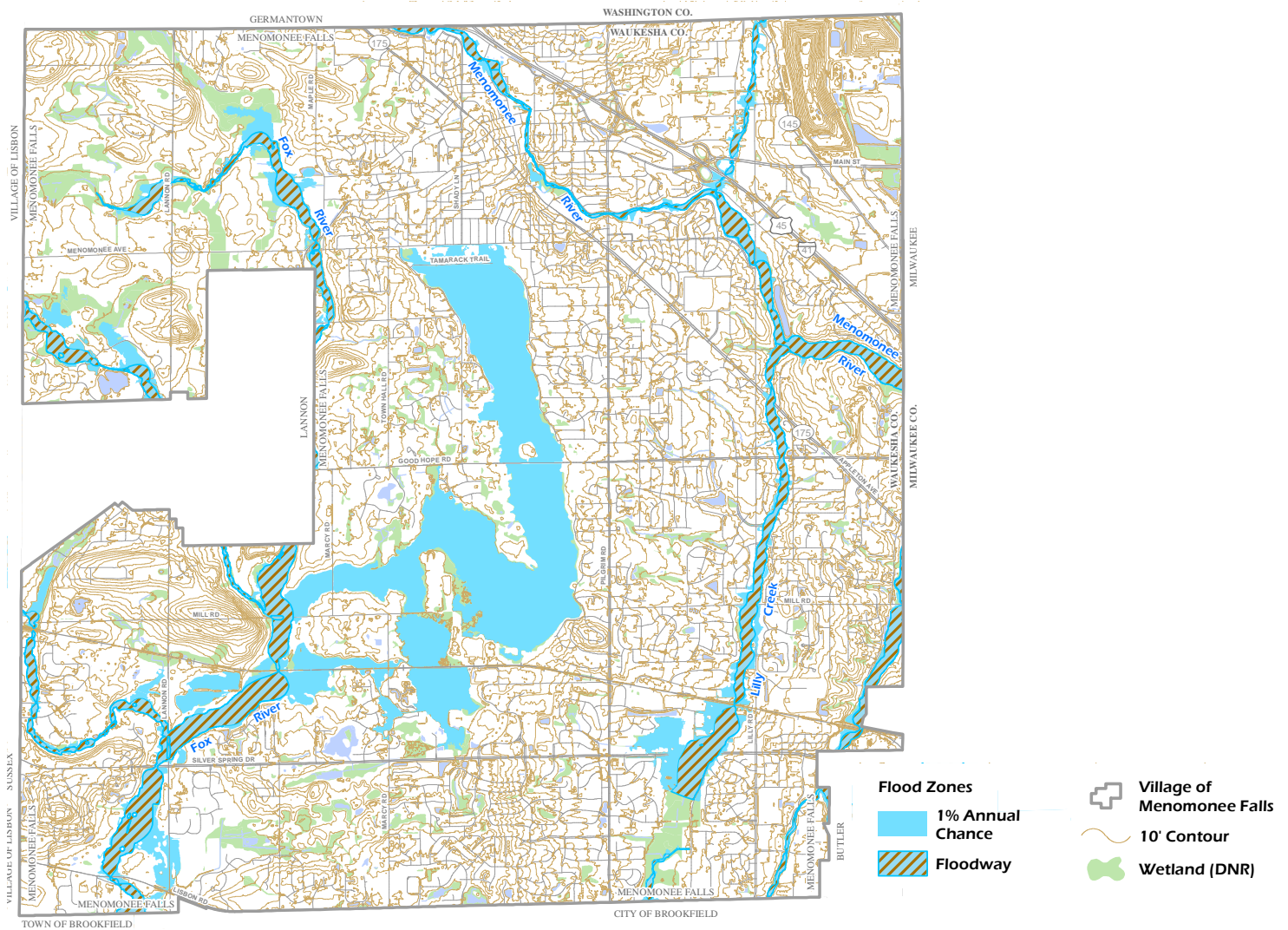
Water Resources

Surface Water:

According to SEWRPC Land Use inventory from 2020, the Village of Menomonee Falls contains 222 acres of surface water. Approximately 80 acres of that surface water is in primary environmental corridors, secondary environmental corridors, or isolated natural resource areas.



Map 2: Development Limitations



Floodplains:

Flood lands within Menomonee Falls are generally found along the Menomonee River and the Fox River, Lilly Creek, and the 910-acre Tamarack Preserve in the center of the Village.

Wetlands:

Wetlands are defined by the Southeastern Wisconsin Regional Planning Commission as “areas that are inundated or saturated by surface water or groundwater at a frequency, and with a duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions.” There are several areas of wetlands within the Village limits, with the largest wetlands found in the Tamarack Preserve. The Fox River runs from the north through the western area of Menomonee Falls creating many smaller wetlands through the Village, in addition to the wetlands on the eastern portion of the Village surrounding the Menomonee River.

Cultural Resources

Historic Assets:

Many historic properties and structures contribute to the character of Menomonee Falls, with some historic buildings in the Village dating to the middle of the 19th century. There are 330 Village properties listed on the Wisconsin Historical Society's Architecture and History Inventory. The table to the right lists the addresses and construction dates for major historic properties, with the exception of two sites which are omitted because their historic structures have been demolished.

The Menomonee Falls Historical Society was organized in 1965 and there are currently two active historical groups in Menomonee Falls: The Historical Society and the Friends of Old Falls Village.

Cultural Assets:

The residents of Menomonee Falls have access to numerous local and regional cultural offerings. These offerings enrich the quality of life in the Village while connecting residents to the Milwaukee metropolitan area.

Popular cultural destinations within the Village include the downtown and Village Park. A majority of community events and festivals are hosted in these areas due to its cluster of amenities and availability of space. The Menomonee Falls Downtown Business Improvement District, Menomonee Falls Events, and supporting downtown businesses collaborate to organize many community events.

Table 6: Historic Properties in Menomonee Falls

Site Number	Historic Site Name	Address	Construction Date
1	Baer, Albert R. House	W166 N8990 Grand Ave.	1893
2	Barnes, Andrew, House	N89 W16840 Appleton Ave.	1858
3	Camp, Thomas, Farmhouse	W204 N8151 Lannon Rd.	Late 1850s-early 1860s
4	Davis, Cyrus, Farmstead	W204 N7776 Lannon Rd.	1855
5	Davis, Cyrus/ Davis Brothers Farmhouse	W204 N7818 Lannon Rd.	1868
6	Henze, LeRoy A., House	N89 W15781 Main St.	1924
7	Hoeltz, Herbert House	N87 W15714 Kenwood Blvd.	1932
8	Hoos, Elizabeth House	W164 N9010-2 Water St.	1894
9	Hoos--Rowell House	W164 N8953 Water St.	1856-59
10	Koehler, Frank, House and Office	N88 W16623 Appleton Ave.	1893
11	Mace, Garwin A., House	N89 W16626 Grant Ave.	1890-91
12	Mace, Garwin, Lime Kilns	Lime Kiln Park	1890
13	Main Street Historic District	Intersection of Main and Appleton	Varied
14	Menomonee Falls City Hall	N88 W16631 Appleton Ave.	1929-30
15	Menomonee Golf Club	N73 W13430 Appleton Ave.	1930
16	Miller-Davidson House	N96 W15791 County Line Rd.	1858
17	Pratt, John A., House	N88 W15634 Park Blvd.	1903
18	Third St Bridge	Roosevelt Dr. (over the Menomonee River)	1899
19	Village Park Bandstand	Village Park On Garfield Dr.	1938
20	Wick, Michael Farmhouse and Barn	N72 W13449 Good Hope Rd.	1879
21	Johann Zimmer Farmhouse	W156 N9390 Pilgrim Rd.	1865

Source: The Wisconsin Historic Preservation Database, Wisconsin Historical Society

Chapter 4: Utilities & Community Facilities



Introduction

The Utilities & Community Facilities chapter of the 2025 Comprehensive Plan focuses on ensuring the efficient provision of essential services and the development of necessary infrastructure to support the needs of the Village of Menomonee Falls. It addresses a wide range of utilities and community facilities, including water supply, wastewater management, solid waste disposal, energy systems, telecommunications, and public facilities and programs.

Issues and Opportunities

Public Services Capacity

The provision of public utilities is essential for meeting community needs and future regional demands. Public service facilities and capacity should be closely managed to provide for consistent growth while managing the costs to Village taxpayers.

Storm Water Management



With the rise in annual rainfall, it is becoming increasingly essential to implement storm water projects to tackle poor drainage and flooding issues.

Parks and Recreation



The Village is home to an extensive park system along with the well-used Bugline Trail. There is opportunity to create connectivity between the park system and other community trails to attract additional recreational activity and tourism. Space for youth sports and programming remains a challenge for baseball and indoor activities.

Voices from the Community



Over **90%** of survey respondents found that Village police, fire, and the public library are satisfactory services that meet community needs.



Stakeholders value the community spaces hosting events, programming, and amenities that foster engagement and improve quality of life.



Many respondents identified public utilities as major cost burdens on Village residents.

Utilities & Community Facilities Goals and Strategies

In Menomonee Falls, we envision...

Goal 1: Safe, efficient and dependable stormwater management, public water, and wastewater service.

Strategies

- A.** Maintain municipal water and sewer service to meet the needs of current users. *
- B.** Conduct regular inspections and maintenance of existing utility systems, including water, sewer, and stormwater management, to ensure their integrity and reliability.
- C.** Extend the planned Sewer Service Area where necessary to promote orderly development.
- D.** Utilize asset management tools and maintain a five-year capital improvement plan to prioritize maintenance and replacement projects and minimize disruptions in service. Consider requiring fiscal impact analysis of all major capital projects considered for funding. Such analysis should include, but not be limited to, revenues from the project, and costs of not doing the project.
- E.** Utilize stormwater management strategies that encourage groundwater recharge and seek to meet the designated attainable use of streams in the Village.
- F.** Evaluate the location and capacity of existing public water and wastewater systems in planning for new development.
- G.** Prepare stormwater management plans for areas of significant existing and/or planned urban development in accordance with applicable requirements. Priority should be given to those watersheds which experience serious drainage problems and those which are expected to develop first.

* Indicates a strategy that relates to community health and safety

- H.** Review stormwater management ordinances for consistency with non-point source pollution control standards set forth in applicable regulations; adopt provisions in the ordinance for stormwater management practices to maintain pre-development hydrologic conditions.
- I.** Explore opportunities to improve internet connectivity through state and federal grant programs as awarded by the Wisconsin Public Service Commission. Consult with the Southeast Wisconsin Regional Planning Commission (SEWRPC) to discuss broadband expansion tools available to the Village.

Goal 2: Enhancing community wellbeing through access to excellent community facilities.

Strategies

- J.** Support partnerships with nearby municipalities and community organizations to provide greater diversity of parks, recreational facilities, public buildings, public spaces, and programming that supports all populations in the local community and region. *
- K.** Encourage developers to dedicate community trails and paths in new developments that connect residents to amenities like schools, businesses, parks, and other community trails.*
- L.** Review the existing impact fee ordinances in accordance with the Public Facilities Needs Assessment and Impact Fee Study Update.
- M.** Consider the incorporation of cost and energy saving technologies into all new and remodeled Village-owned buildings. Seek grant opportunities to support this.
- N.** As feasible, locate public-use community facilities where they are accessible to a majority of their expected users by walking and bicycling.
- O.** Encourage and support the provisions of private recreation, daycare, and other facilities and services to serve the needs of the youth, the elderly, and those with special needs.

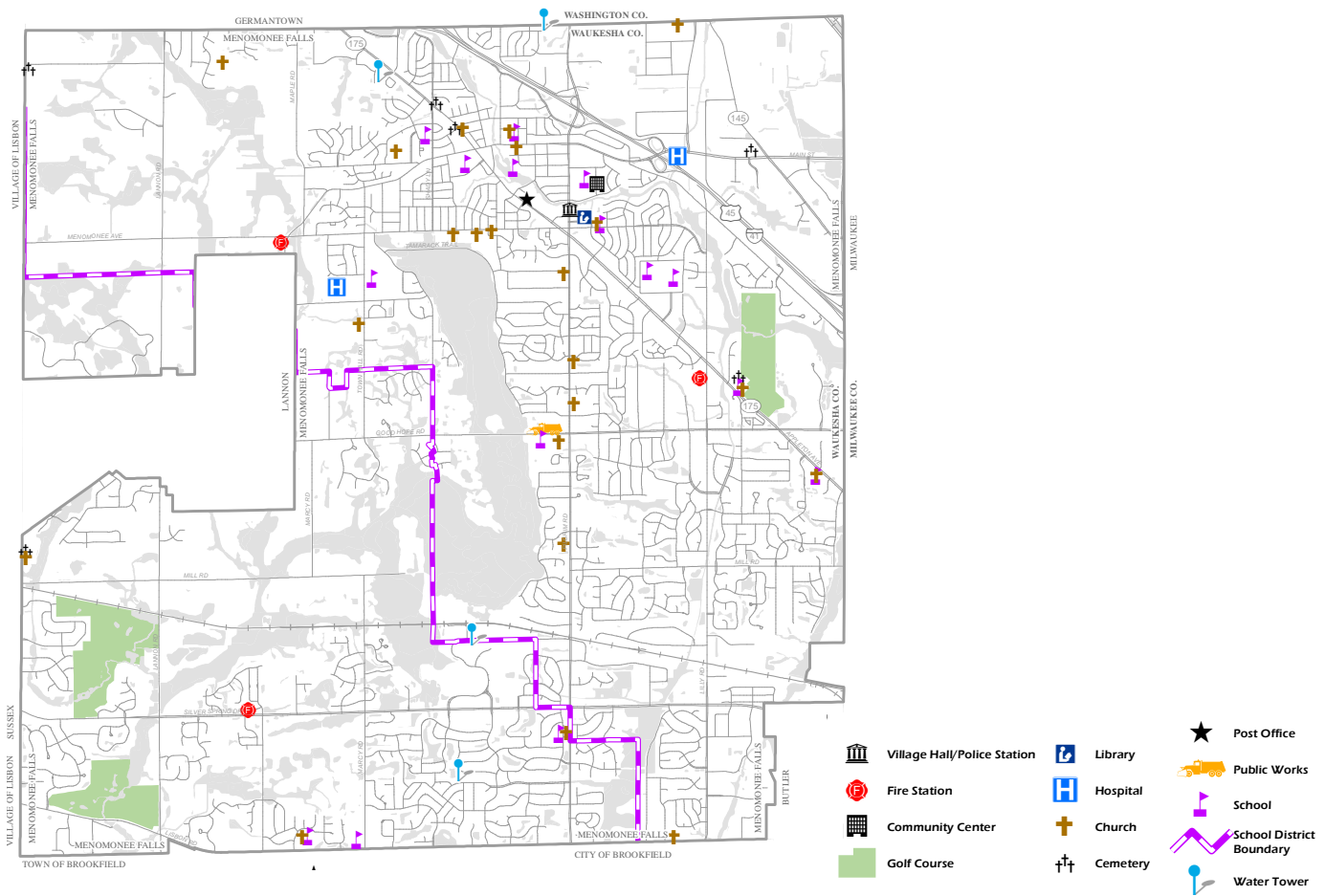
Goal 3: An efficient land use pattern supported by transportation, utility, and public facility systems.

Strategies

- P.** Ensure new development is located and designed to maximize the use of the existing water and wastewater systems by extending existing municipal services without overburdening the system with demand or loadings exceeding current or planned capacities.
- Q.** Designate land to be developed for high-, medium- and low-density residential use in areas serviceable by existing or planned public water and wastewater systems and preferably within the gravity drainage area tributary to the wastewater system.
- R.** Avoid environmentally sensitive areas when planning the location of utilities to minimize adverse impacts, to the greatest extent possible.
- S.** Discourage inefficient development that results in infrastructure constructed before there is adequate customer base in place to support its maintenance.

* Indicates a strategy that relates to community health and safety

Map 3: Community Facilities



Snapshot: Utilities & Community Facilities

Schools & Education

The School District of Menomonee Falls serves most of the eastern and northern parts of the Village. It has five elementary schools (Benjamin Franklin, Shady Lane, Valley View, Marcy, and Riverside), a middle school and a high school. Lannon Elementary also serves portions of Menomonee Falls. Hamilton High School, the Silver Spring Intermediate School (grades 5 & 6) and Templeton Middle School are located on lands adjacent to Menomonee Falls in the Village of Lisbon.

Daycare Facilities

Menomonee Falls has approximately 25 different day care providers within the Village, as well as additional pre-Kindergarten services available.

Parks & Recreation

Menomonee Falls is home to over 2,400 acres of public outdoor recreation and open space; developed facilities include 15 Village parks, Menomonee Park (a 390-acre Waukesha County park), a 79 acre Little League Complex, and 32 miles of paths and recreational trails.



Public Safety, Health, & Welfare

Police Department: The Menomonee Falls Police Department is composed of 65 full-time sworn police officers, 13.5 civilian support personnel and 8-14 part-time police aides. The Police Department is located in the Municipal Building on Pilgrim Road.

Fire, Rescue, Emergency Medical: The Village has a total of three staffed fire stations. The Fire Department is staffed by 43 full-time sworn firefighters, 30 part-time sworn employees (fire and EMS only), 6 non-sworn part-time inspectors, 1 full-time office manager, and 1 part-time clerk.

The Fire Department established full paramedic level of service in 2017 and staffs each station with a minimum of one paramedic on each ambulance- when additional assistance is needed (based on incident severity) all ambulance crews have the ability to call for additional resources and personnel.

The Fire Department has mutual aid agreements to assist neighboring fire departments (mutual aid is intended to serve communities equally).



Healthcare Facilities: The Village offers a variety of healthcare providers, including Aurora Health Services, Froedtert Town Hall Health Center, Froedtert Menomonee Falls Hospital, Ascension Wisconsin Hospital and Urgent Care, and Pamela Parker Community Outreach Health Clinic. Additionally, private practices within the Village and surrounding municipalities provide specialist services.



Source: YMCA of Greater Waukesha County

Health & Wellness: Health and wellness programs are prevalent in the Village. There are approximately 12 fitness centers located within Menomonee Falls providing space dedicated to fitness and wellness activities. The Village also provides ample opportunities for park and trail recreation, with programs offered by Menomonee Falls Community Education and Recreation (in collaboration with the Menomonee Falls School District), Tri-County YMCA, Hamilton School District, and other organizations hosting youth and adult leagues and activities.

Outreach Services:

- Local Food Pantry
- Community Gardens
- Pamela Parker Community Outreach Health Clinic

Senior Care: Menomonee Falls, offers a wide range of senior care services, including assisted living, memory care, and independent living options. The Waukesha County Aging and Disability Resources Center provides information for older adults and adults with disabilities regarding local services, long-term care options and eligibility for public programs and benefits.

Utilities

Power: Menomonee Falls is served by the American Transmission Company (ATC) and We Energies. Due to Homeland Security concerns, details regarding the electric grid are not made available to the general public.

Solid Waste Disposal & Recycling: Residential garbage removal and recycling services in the Village are performed by Waste Management, a private company. Waste Management operates three sites in the Village, along with others in the Milwaukee metro area.

Waste Management's Orchard Ridge Drop-Off Facility is open to residents to dispose of yard waste, excess recycling, and excess garbage. Yard waste permits are mailed to property owners in early spring.



Source: Aging and Disability Resource Center of Waukesha County



Water: The Water Utility is governed by the Public Service Commission of Wisconsin (PSC) and is regulated by state and federal drinking water agencies (Department of Natural Resources (DNR), Environmental Protection Agency (EPA)). The Water Utility is municipally owned and services approximately 30,600 residents.

The Village of Menomonee Falls is split almost evenly by the sub-continental divide with the east portion draining to Lake Michigan and the west portion draining into the Fox River and eventually into the Mississippi River. The Village currently operates two water systems: the Lake Water system east of the divide, with water being supplied by Milwaukee Water Works, and the Groundwater system to the west side which is served by Village Municipal wells.

The Village has recently finished construction on a 400,000-gallon reservoir and pump station in the southwest area of the Village and is currently designing an additional deep well to service the Groundwater system. The Village is focusing on expanding its water distribution system in the groundwater system in order to build redundancy through looping of water mains, construction of additional wells and added storage capacity.

Stormwater: The Village implemented a storm water utility fee in 2024 to fund storm water projects to address poor drainage and flooding issues. These projects typically include the removal and replacement of defective curb and gutter and driveway approaches, the installation of appropriately sized storm sewers to eliminate poor drainage and detention to control run off. Village storm water ordinances have been put in place to assure that new development does not cause additional flooding problems.

Other Community Facilities

Municipal Center: The Village operates the Municipal Complex on Pilgrim Road. The Municipal Complex is inclusive of Village offices, the municipal court, and the Police Department.

Library: Menomonee Falls Public Library is located adjacent to the Municipal Complex on Pilgrim Road.

Community Center: Menomonee Falls Community Education and Recreation operates the Community Center on Margaret Road at Riverside Elementary School.

Other Village Facilities: Other facilities include several utility buildings and centralized Public Works building for Village vehicles and equipment. The Public Works building was completed in 2017, bringing activities to one centralized location on Good Hope Road.

Cemeteries: Cemeteries within the Village of Menomonee Falls include Union Cemetery, St. Paul Cemetery, Emmanuel Community Church Cemetery, St. Mary's Cemetery, St. Anthony's Cemetery and St. James Cemetery.

Chapter 5: Economic Development



Introduction

The Economic Development chapter focuses on fostering a vibrant local economy. It outlines strategies to support entrepreneurship, attract investments, and create a favorable business environment. The Village aims to stimulate economic growth, job creation, and enhance residents' well-being through targeted initiatives and collaboration with stakeholders.

Issues and Opportunities



Business Development

Close proximity to the City of Milwaukee and excellent access to Interstate 41/ US 45, Interstate 94 and Interstate 43, position Menomonee Falls as a major regional job center.

Labor Force

Population growth and a high level of educational attainment support a growing pool of skilled workers capable of tasks in highly technical fields.



Balanced Change

Balancing economic needs for young families with the needs of those aging-in-place in the Village.

Voices from the Community



Almost **53%** of survey respondents indicated that the Village needs more full-service restaurant options, with comments showing preference for locally owned and operated establishments.



Programs such as the Façade improvement Program in the Downtown Business Improvement District (BID) have improved the appearance of downtown retailers. Many respondents identified public utilities as major cost burdens on Village residents.



Respondents also indicated that the community would like to see additional specialty grocery, entertainment, and retail offerings.

Economic Development Goals and Strategies

In Menomonee Falls, we envision...

Goal 1: A stable, growing, and diversified local economy including residential, commercial, industrial and institutional sectors.

Strategies

- A.** Increase communication between Village staff, local businesses, The Chamber (Greater Menomonee Falls and Sussex), and other groups to promote business retention and expansion.
- B.** Collaborate with local, regional, and state agencies for economic development.
- C.** Develop a marketing strategy for attracting investment to available properties throughout the Village.
- D.** Complete a review of Village ordinances to ensure the code does not cause unnecessary burden to business growth and development.
- E.** Continue to enforce property maintenance ordinances to ensure aesthetically pleasing business corridors and commercial areas.
- F.** Promote and encourage a mixture of housing options to attract a variety of businesses and ensure there is sufficient housing to support the workforce.
- G.** Promote the clusters of manufacturing, industrial, business, and healthcare related companies already located within the Village.
- H.** 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.

Strategies

- I.** Preserve historically significant sites and structures within the Village as practicable.
- J.** Encourage the redevelopment of underutilized parcels within aging commercial corridors.
- K.** Promote walkable destinations (i.e. coffee shops, restaurants, local retail, parks) and mixed-use projects in redevelopment corridors. *
- L.** Identify and promote the places that make Menomonee Falls a great place to live, work, play, and do business.
- M.** Review directional and wayfinding signage and consider possible improvements to connect residents and visitors to local areas of interest.
- N.** Utilize TIF (tax increment financing) to spur redevelopment of underutilized parcels into better uses.
- O.** Identify potentially contaminated sites in the Village and encourage the use of state and federal grants to move brownfield lands back into productive use. *

Goal 3: A healthy business mix in the Downtown area.

Strategies

- P.** 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.
- Q.** Partner with the Downtown BID to recruit additional 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.
- R.** Continue to coordinate the Economic Development Master Fund Grant Program and Business Development Loan Pool.
- S.** Consider streetscaping and wayfinding improvements.
- T.** Continue communication between Village Staff and Business Improvement District director.

Goal 4: The promotion of the Village as a tourist destination.

Strategies

- U.** Collaborate with The Chamber, the Downtown BID, local businesses, Travel Wisconsin, and other stakeholders to provide consistent and cohesive marketing material for attracting tourists.
- V.** Actively support festivals, recreational, and community events that attract visitors and spending at local businesses.
- W.** Promote and enhance the Village's natural, cultural, and historical amenities to generate tourist spending and business attraction within the region. *
- X.** Develop and maintain a "Visitors" page to promote local destinations and tourism on the Village's website.

* Indicates a strategy that relates to community health and safety

Snapshot: Economic Development

Economic development activities play a key role in the quality of life of the community and the long-term viability of the Village. This economic development snapshot explores the Village's current environment, and inventories efforts that support economic development in the community.

The top industries within the Village include Manufacturing, Health Care and Social Assistance, and Management of Companies and Enterprises. From 2018 to 2023, the industries that added the most jobs included Transportation and Warehousing (222 new jobs), and Management of Companies and Enterprise (217 new jobs). These top industries are representative of the concentration of industrial, business, and healthcare companies that are present in the community. Overall, employment dropped by approximately 550 jobs from 2018-2023.

Table 7: Industry Job Loss/Gain 2018-2023

Industry	2018 Jobs	2023 Jobs	Change in Jobs
Manufacturing	5,891	5,775	(115)
Health Care and Social Assistance	3,901	4,086	185
Management of Companies and Enterprises	3,020	3,237	217
Retail Trade	1,971	2,143	172
Construction	2,052	2,099	47
Wholesale Trade	1,484	1,530	46
Accommodation and Food Services	1,404	1,393	(11)
Administrative and Support and Waste Management and Remediation Services	1,881	1,325	(556)
Professional, Scientific, and Technical Services	1,209	1,180	(29)
Finance and Insurance	1,238	898	(340)
Other Services (except Public Administration)	430	567	137
Educational Services	739	550	(188)
Transportation and Warehousing	315	537	222
Government*	39	390	350
Arts, Entertainment, and Recreation	325	356	31
Real Estate and Rental and Leasing	190	219	29
Agriculture, Forestry, Fishing and Hunting	84	111	27
Information	838	59	(779)
Utilities	35	35	(0)

Source: Southeastern Wisconsin Regional Planning Commission, Lightcast 2025 Economy Overview

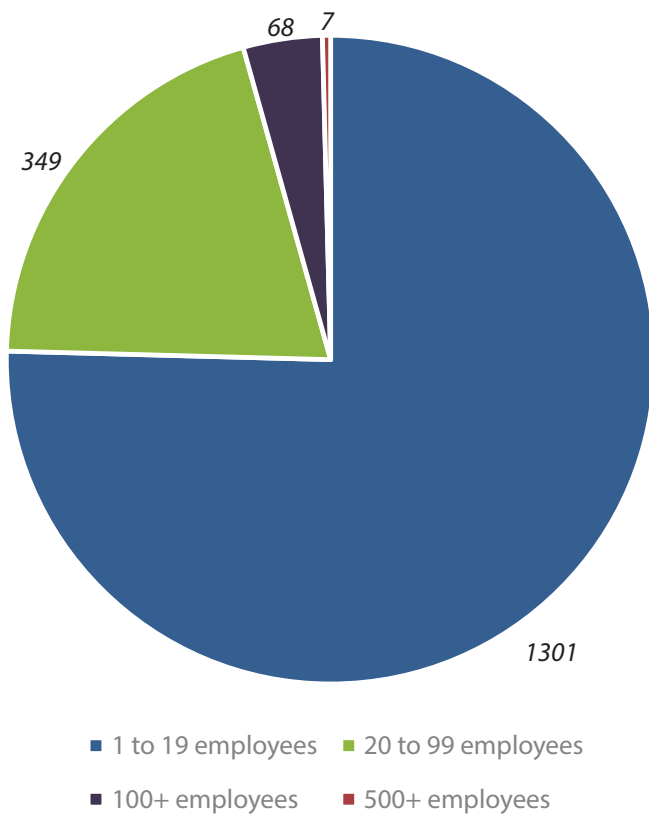
*Note: Available ACS data and existing village conditions suggests that there is an error in the data which is inflating the 2023 jobs under the Government sector. As a result, this category is excluded from the top growth industries.

Table 8: Top 5 Highest Growth Industries

Industry	Change in Jobs	% Change in Jobs
Transportation and Warehousing	222	71%
Management of Companies and Enterprises	217	7%
Health Care and Social Assistance	185	5%
Retail Trade	172	9%
Other Services (except Public Administration)	137	32%

Source: Southeastern Wisconsin Regional Planning Commission, Lightcast 2025 Economy Overview

Figure 7: Business Sizes in Menomonee Falls



Menomonee Falls is home to 19 businesses that employ 250 or more people with the largest of them being Kohl's Corporation, Froedtert ThedaCare Health, Inc, and Harley-Davidson. The most common occupations within the Village reflect the types of jobs and industries that these largest employers represent. Annual earnings can range from \$30,000 to \$117,000. The typical family of four with two parents working would need to each earn at least \$28.74 hourly or \$59,779 annually (\$119,558 annual household income) to afford to live in Menomonee Falls per MIT's Living Wage Calculator.

Source: Southeastern Wisconsin Regional Planning Commission, Lightcast 2025 Economy Overview

Table 9: Earnings by Common Occupations

Occupation	2023 Median Hourly Earnings	Annual Earnings
Production	\$23.33	\$48,524.07
Office and Administrative Support	\$21.69	\$45,109.19
Sales and Related	\$21.75	\$45,249.86
Business and Financial Operations	\$35.85	\$74,567.83
Transportation and Material Moving	\$20.60	\$42,842.05
Management	\$56.28	\$117,056.81
Healthcare Practitioners and Technical	\$38.41	\$79,897.95
Food Preparation and Serving Related	\$14.27	\$29,684.23
Construction and Extraction	\$31.58	\$65,683.90
Healthcare Support	\$18.84	\$39,194.79

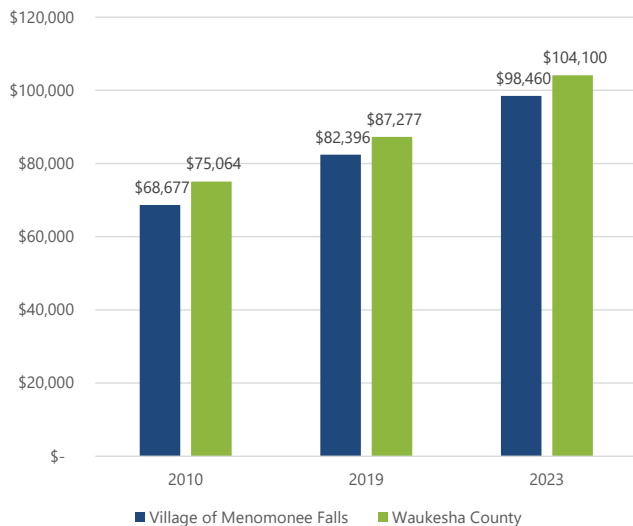
Source: Southeastern Wisconsin Regional Planning Commission, Lightcast 2025 Economy Overview

Table 10: Top Employers by Size

Major Employers	Employee Numbers
Kohl's Corporation	1,000+
Froedtert ThedaCare Health, Inc	1,000+
Harley-Davidson	500-999
Leonardo DRS	500-999
Arandell Corp	500-999
Fed Ex	500-999
Milwaukee Tool	500-999
Wacker Neuson Corp	500-999
Bradley Corp	500-999
Alto-Shaam Inc	500-999
School District of Menomonee Falls	500-999

Source: WiscEconomy, 2020, Village of Menomonee Falls

Figure 8: Median Household Income 2010-2023



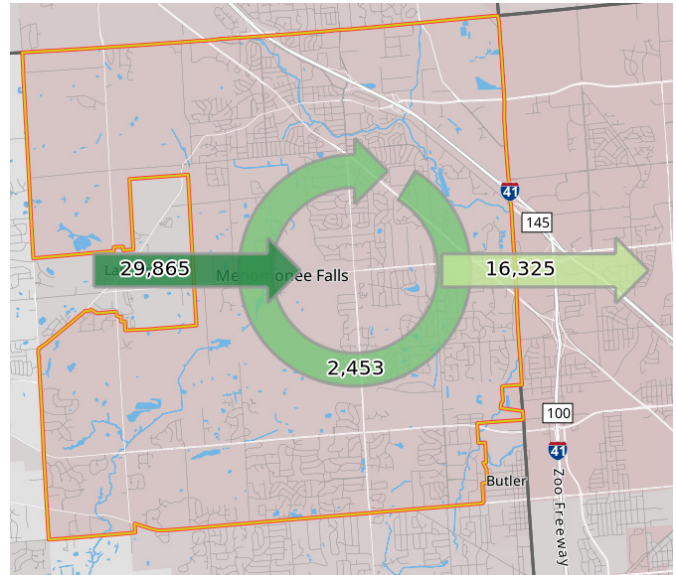
Source: US Census Bureau ACS, 2023 5-year Estimate

Median household income has grown 43.4% within the Village between 2010 and 2023, nearly reaching \$100,000. This has outpaced the County median household income growth of 38.7% over the same period. Nationally, there has been 51.3% growth in median household income during that period. While the increase appears significant, it's important to consider the impact that inflation has had on the purchasing power of that income in recent years.

The employment density within the Village roughly corresponds to the location of industrial and business park locations. There are nine total industrial or business parks within the Village covering 1,300 acres. The largest of which is the Nor-X-Way Industrial Park (314 acres).

Menomonee Falls Local and Regional Economic Development Groups

- Menomonee Falls Downtown BID
- The Chamber (Greater Menomonee Falls and Sussex)
- Menomonee Falls Community Development Authority (CDA)
- Milwaukee 7
- Wisconsin Economic Development Corporation (WEDC)
- Wisconsin Economic Development Association (WEDA)
- Wisconsin Women's Business Initiative Corporation (WWBIC)



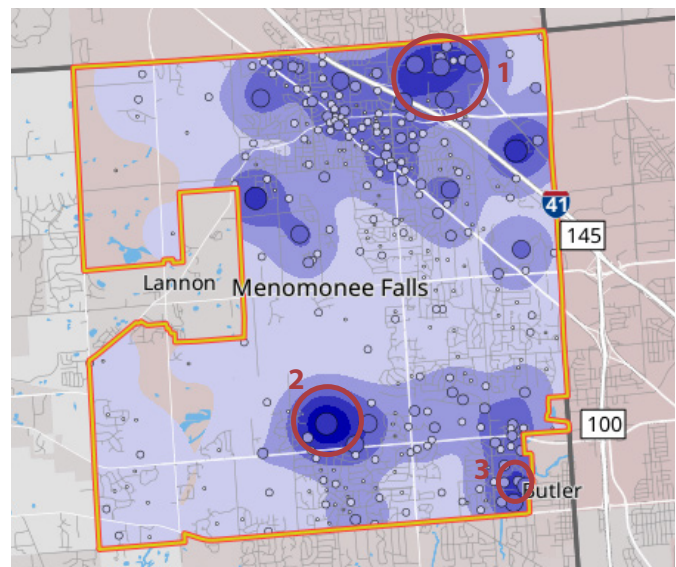
Source: OnTheMap, 2022

Inflow & Outflow of Workers

29,865 people work in Menomonee Falls but live outside of Menomonee Falls.

2,453 people work and live in Menomonee Falls.

16,325 people live in Menomonee Falls but work outside of Menomonee Falls.

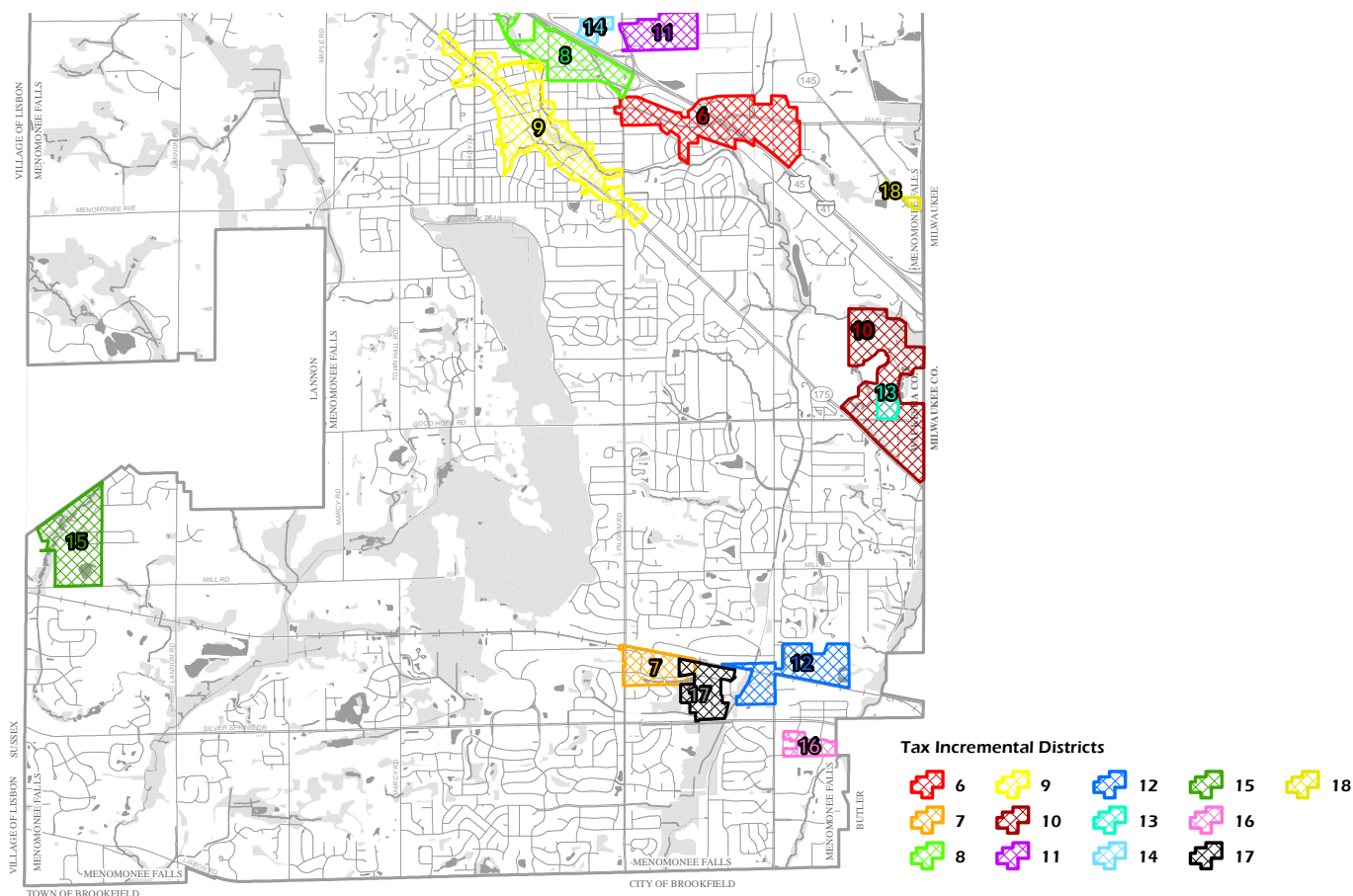


Source: OnTheMap, 2022

Major Business Parks

1. Nor-X-Way Industrial Park I, II, III
2. Silver Spring Corporate Park/Technology Center
3. Falls Business Park

Map 4: TIF Districts



The Village currently has thirteen active TIF (Tax Incremental Financing) districts. TID #6, created in 2006, aims to redevelop Main Street and is set to close in 2036. TID #8, created in 2008, has a current increment value of over \$150 million and is estimated to close in 2038. TID #9, created in 2010, promotes mixed used development in the downtown area running north and south along Appleton Ave and is set to close by 2030. TID #10, created in 2011, aims to re-ignite office development and is set to close in 2037. TID #17 and TID #18, created in 2024, focus on redeveloping underutilized industrial sites and are estimated to close by 2044.

As of 2024, the equalized property value and value increment of parcels in existing TIDs was at 7% of the Village's total equalized property value. State statute does not allow a municipality to create or expand TIDs once this value reaches the 12% value limit. Village officials and financial consultants should use conservative project valuations and increments to help determine the length of time a TID needs to remain open in order to remain under the 12% valuation test. With a conservative approach to TID based on: life, payback, community outcomes, and need, it will remain one of the most useful tools the Village has to ensure continued growth in residential, retail, office, and industrial uses.

Chapter 6: Housing



Introduction

The Housing chapter focuses on ensuring accessible and diverse housing options for Village residents. It addresses challenges and strategies to promote affordability, availability, and quality. By encouraging a range of housing types and revitalizing older properties, the Village aims to meet the needs of its residents while preserving its unique character. Through partnerships and community engagement, the Village seeks to create a vibrant and sustainable housing environment for all.

Issues and Opportunities

Diverse Housing Stock



Single family homes account for roughly 70 percent of all units, but the housing stock in the Village also includes a growing number of apartments and senior housing facilities at a variety of price points.

Population Growth



Menomonee Falls is expected to add over 130 households annually, placing additional demand on housing stock.

Balance the Changes



There is a need to balance the housing and services required of Menomonee Falls' aging population while attracting new families to the Village.

Voices from the Community



Respondents identified neighborhood character (**77%**) and access to parks/trails as the greatest strengths of Village residential areas.



For additional future households in the Village, respondents preferred conservation subdivisions, single-family homes, cottage clusters, and a mix of housing types.



74% of respondents would consider a single-family home for their next form of residence, with **25%** saying they would consider a condominium, and **14%** would consider a retirement community.

Housing Goals and Strategies

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.

Strategies

- A.** Promote residential neighborhoods designed as a cohesive part of the larger community. – Complete neighborhoods should contain a variety of housing types, natural open space, parks, schools, community facilities and other uses to support the daily activities of residents. *
- B.** Encourage neighborhood development to include a mix of housing sizes, structure types, and lot sizes which contribute to an overall density that is desirable to a Village residential atmosphere.
- C.** Designate agricultural holding areas to preserve larger tracts of open space or farmland (35 acres or more) where municipal water and sanitary sewer services are presently not available.
- D.** Permit the use of conservation subdivision design concepts to preserve natural features and view corridors in rural settings where adverse impacts to the surrounding environment can be avoided and municipal utilities are unlikely to be available within 20 years. .
- E.** Ensure developments are carefully designed to accommodate traffic and stormwater management. *
- F.** Review and update land use regulations to accommodate a range of housing options.
- G.** Continue to assess housing needs and issues within the community, including the potential need for workforce housing.
- H.** Infill development should respect the scale, proportion, and architectural style of nearby homes to a reasonable extent.

* Indicates a strategy that relates to community health and safety

Goal 2: A variety of opportunities for high-quality living environment.

Strategies

- I. Promote a range of housing types, locations, and price points within the Village to assure a balanced supply and equal housing opportunity.
- J. Maintain and enforce property upkeep and building codes. *
- K. Develop strategies (branding, enhancement of public amenities, etc.) for making aging residential neighborhoods more appealing to first-time homebuyers.
- L. Develop and share resources on design and rehabilitation strategies in conjunction with the permit process.
- M. Update the Village website to promote local, neighborhood level events in support of neighborhood groups. *

* Indicates a strategy that relates to community health and safety

Snapshot: Housing

The following numbers illustrate the conditions in Menomonee Falls most relevant to the formation of housing goals and policies for the next 10 years.

18,846 - The total number of housing units as of 2024.

67% - The percentage of units that are single-family detached housing.

75% - The percentage of all units that are owner-occupied, based on the American Community Survey (ACS).

33% - The percentage of all units that are attached or part of a multi-unit structure (e.g. townhomes, apartments).

4.6% - The rental vacancy rate in 2025. This is slightly below a “healthy” vacancy rate of 5-7%, which allows for movement and reduced pressure on the rental market.

47% - The percentage of renters who are spending more than 30% of their income on housing costs as of 2023 ACS data. For comparison, 19% of owners are spending more than 30% of their monthly income on housing costs.

Table 11: Median Home Value (Owner-Occupied) by Year Built

Year Built	Median Value	# of Units
2020 or later	\$496,800	149
2010 to 2019	\$606,500	802
2000 to 2009	\$535,400	1,619
1990 to 1999	\$433,000	2,328
1980 to 1989	\$355,400	688
1970 to 1979	\$298,400	624
1960 to 1969	\$287,200	2,649
1950 to 1959	\$273,800	2,440
1940 to 1949	\$261,600	255
1939 or Earlier	\$327,000	542

Source: US Census Bureau ACS, 2023 5-year Estimate

Table 12: Monthly Rental Estimates

Community	Monthly Rental Estimate
Village of Menomonee Falls	\$1,683.00
City of Brookfield	\$1,801.00
Village of Germantown	\$1,462.00
Village of Sussex	\$1,307.00
Waukesha County	\$1,557.00

Source: CoStar, 2025

Figure 9: Total Number of Units by Structure

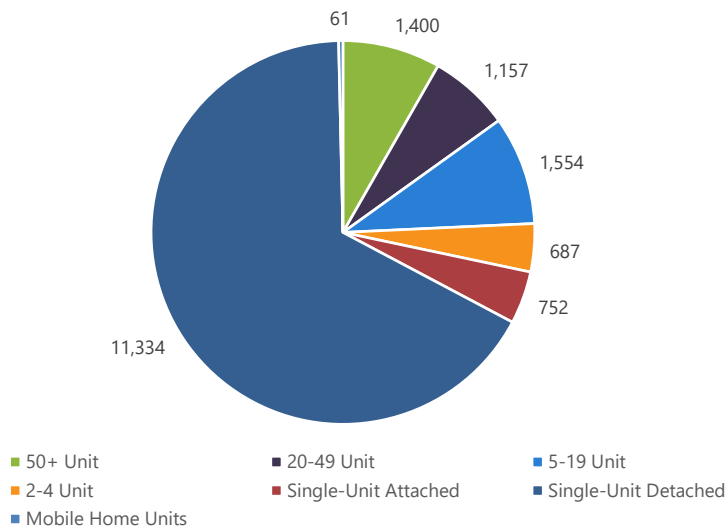


Figure 10: Households by Tenure

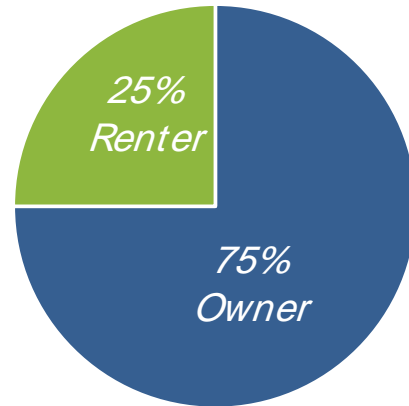


Figure 11: Median Home Value

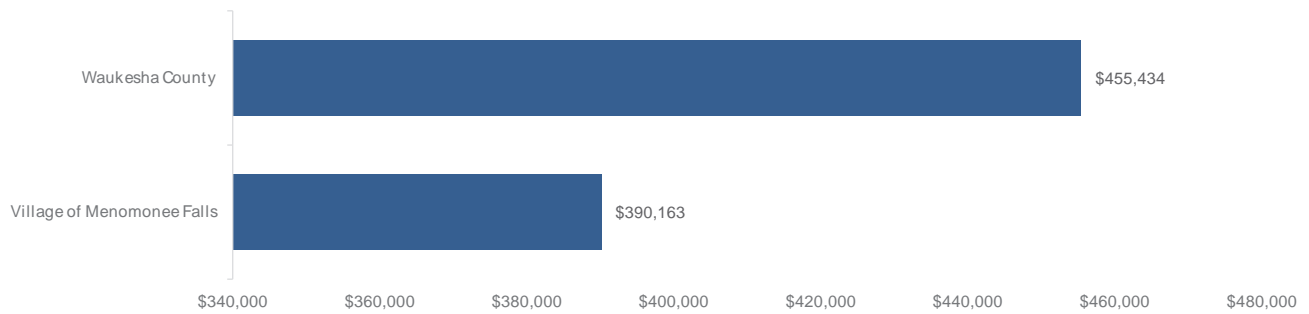


Figure 12: Rental Vacancy Rate

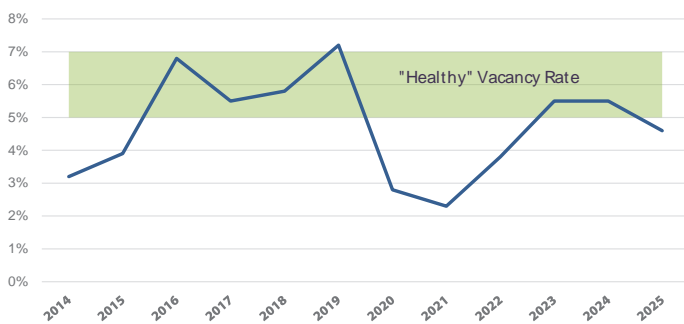
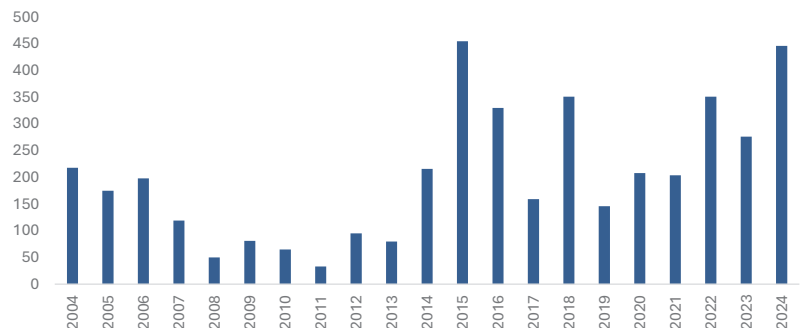


Figure 13: Dwelling Units Constructed



Chapter 7: Mobility & Transportation

Introduction

The Mobility & Transportation chapter focuses on the importance in having a safe, accessible, and cost-effective transportation system in the Village of Menomonee Falls for residents and visitors.



Issues and Opportunities



Commuting Methods

Less than 1% of residents walked or biked to work in 2022, down from 1.5% in 2013, while 77% of workers drove alone to work. 15% residents worked from home.

Regional Connections

Menomonee Falls benefits from its proximity and connectivity to the Greater Milwaukee region.



Transit Options

Menomonee Falls has seen reduced public transit options in recent years. Several Milwaukee County Transit System (MCTS) bus routes have been eliminated in the Village since 2022 due to the lack of ridership and a sustainable funding source. Waukesha Metro Transit does not serve the Village with existing routes.

Voices from the Community



Street repair and maintenance is the top priority in Village investment for **34%** of respondents.



27% of respondents rate the bike routes as unsatisfactory or poor. Many residents are supportive of new bike and pedestrian facilities.



"Shuttle services or partnerships with local transportation providers could help bridge the gap for those who face transportation barriers. The Village could play a key role in facilitating these connections by working with transportation agencies or funding programs that ensure individuals have access to the resources they need to thrive."

Mobility & Transportation Goals and Strategies

In Menomonee Falls, we envision...

Goal 1: A safe, well-maintained, and cost-effective transportation network which provides for motor vehicles, pedestrians, and bicycles.

Strategies

- A.** Design cohesive transportation systems that work together with land use planning and infrastructure in order to: *
 - I.** Minimize conflicts between different forms of transportation.
 - II.** Encourage the use of alternative modes of transportation such as walking and bicycling.
 - III.** Provide a transportation system that is safe for all users.
 - IV.** Link trails and paths throughout the Village.
 - V.** Provide adequate arterial and collector road corridors for future traffic requirements.
- B.** Ensure that additional traffic generated by non-residential development does not directly connect into the middle of residential areas.
- C.** Encourage the use of traffic calming design elements within neighborhoods and upon collector, sub-collector, and access roads to discourage speeding on local-serving streets. *
- D.** Ensure that streets safely and effectively serve the needs of all users. *
- E.** Coordinate transportation planning with state (WisDOT), regional (SEWRPC), and County highway plans.
- F.** Improve streets to provide access to those areas recommended for development in the Comprehensive Plan.
- G.** Ensure that newly constructed streets or transportation systems will address any needed improvements to surrounding streets.

* Indicates a strategy that relates to community health and safety

- H. Establish arterial road rights-of-way that will allow for the accommodation of pedestrians and bicycles as well as automobiles where possible. *
- I. Evaluate all existing major transportation facilities and services prior to making improvements to facilities and services to avoid undue costs.
- J. 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.

Strategies

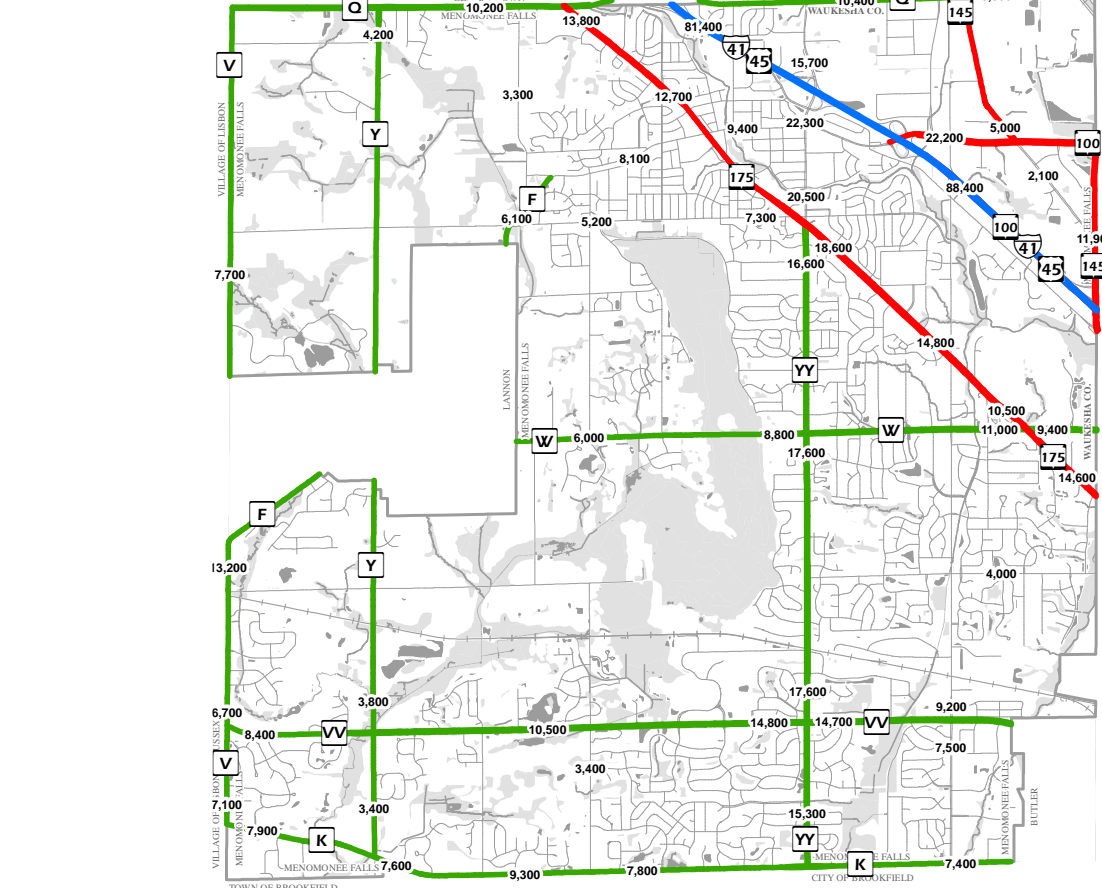
- K. Promote residential developments with efficient street layouts and convenient pedestrian and bicycle connections within the neighborhood and to the wider community. *
- L. Collaborate with the Menomonee Falls School District and Hamilton School District on safe transportation for students, including walking, biking, and busing, both in neighborhoods and near the school sites. Consider applying for Safe Routes to School and TAP grant funding sources through WisDOT. *
- M. 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.
- N. 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.
- O. Continue to work with FlexRide Milwaukee to provide shuttle service to major employers in the Village.

Goal 3: Promoting biking as a tourist activity.

Strategies

- P. Connect Village trails with adjacent communities and Waukesha, Milwaukee, and Washington County trails. *
- Q. Work with hotels to market the hundreds of miles of bike trails connecting Lake Country, Lake Michigan and the Kettle Moraine Forest.
- R. Consider using tourism funds to maintain existing trails and develop future trails connections.

* Indicates a strategy that relates to community health and safety



Snapshot: Mobility & Transportation

Regional Transportation Network

Regional Highway System: Interstate 41/ US 45 is a limited access arterial that bisects the northeastern quarter of the Village of Menomonee Falls and includes interchanges with County Line Road, Pilgrim Road, Main Street and 124th Street. The interchanges at Good Hope Road, State Highway 175 (Appleton Avenue) Silver Spring Drive and Hampton Road are just east of the Village limits. Primary arterials within the community that are under State jurisdiction include State Highway 175 (Appleton Avenue), State Highway 74/100 (Main Street) and State Highway 145 (Fond du Lac Avenue/124th Street).

Local Roads System: Local roads are owned and maintained by the Village of Menomonee Falls.

Airport: Menomonee Falls has no active air transportation infrastructure. Commercial, corporate, and cargo flights depart from nearby General Mitchell International in Milwaukee. The majority of additional cargo and corporate service is provided by Waukesha County Airport/Crites Field in Waukesha, Capitol Airport in Brookfield, and Lawrence J. Timmerman Airport in Milwaukee.

Map 6: Public Transit



Public Transit: Public Transit is limited within the Village to two Milwaukee County Transit System (MCTS) bus routes, the Blue Line and Route 88, that terminate at the Village boundaries along 124th St. MCTS service was reduced throughout Menomonee Falls in 2022 due to lower ridership after the pandemic and the lack of a sustainable funding source for bus lines.

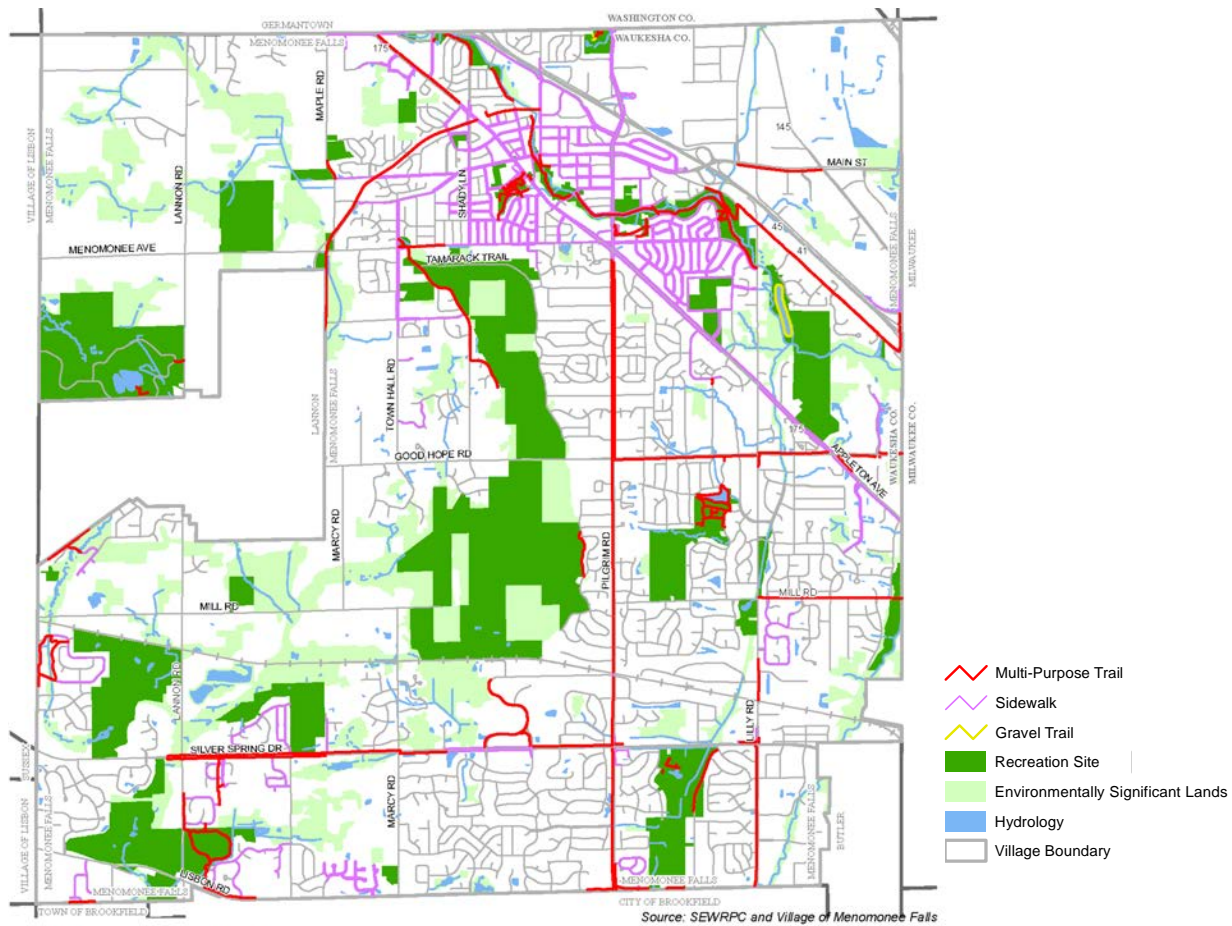
The Aging and Disability Resource Center of Waukesha County (ADRC) sponsors subsidized transportation services for ambulatory, non/limited-driving older adults 60 years of age and older, and for individuals with disabilities age 18-59 through a shared taxi service and Ride Line program. Users must fill out an application form to confirm eligibility. Additionally, Seniors 60 years of age and older are eligible to a curb-to-curb shuttle service.

FlexRide Milwaukee provides a convenient and affordable transportation service. The app-based program provides on-demand taxi service connection for Milwaukee area residents to businesses in Menomonee Falls. FlexRide is a not-for-profit service that currently does not have a permanent funding source, as such service is not guaranteed to run through 2026.

Rail: The Village has 3 active railroad lines in Menomonee Falls. Wisconsin and Southern Railroad freight lines cross the NE corner of the Village. Another freight line is owned and operated by the Union Pacific Railroad and runs through the southern portion of the Village. The passenger rail corridor between Milwaukee and Minneapolis is located just outside of Menomonee Falls. The closest Amtrak station is located in downtown Milwaukee.



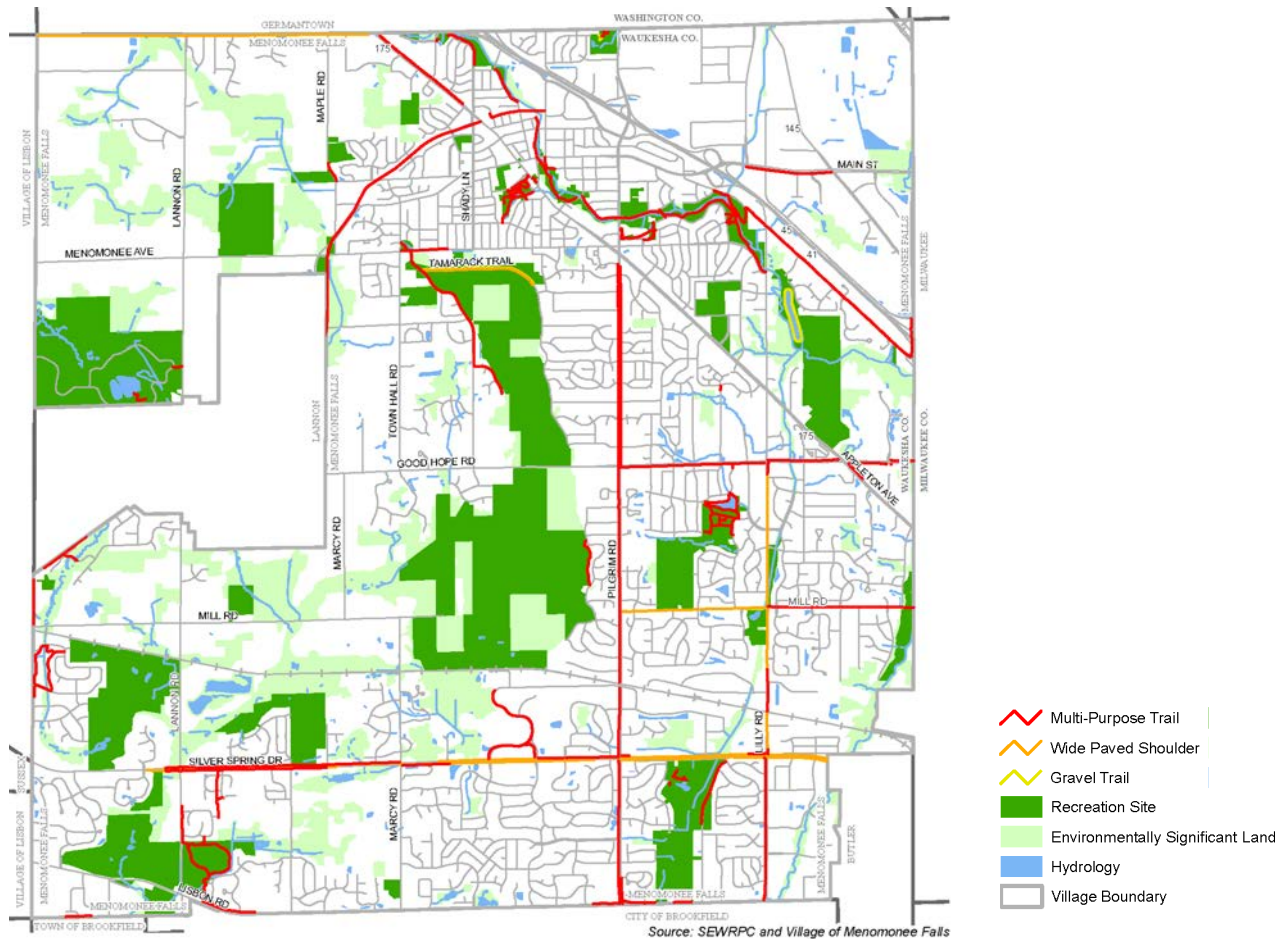
Map 7: Existing Pedestrian Ways



Bicycle & Pedestrian Network

The Village of Menomonee Falls has approximately 23.8 miles of multi-use paved paths and over 13.5 miles of wide paved shoulders along major streets. Recent multi-use trail projects include the completion of trails in Aero Park, Tamarind, Brookdale Estates, and Bella Vista Estates subdivisions. The Village also maintains roughly 8.2 miles of multi-use asphalt trails within park lands. Multi-use trails range from 3 feet to 10 feet wide, depending on conditions and location. The Village maintains the trails but does not plow snow on the trails in winter and does not require adjoining properties to perform any maintenance. Bicycle facilities are limited to the existing multi-use trails and corridors with shoulder improvements. The Village's existing sidewalk network is centered in the neighborhoods near the historic core of the communities as well as in new subdivisions and near school sites.

Map 8: Existing Bicycle Ways



Bugline Trail: The Village is served by Waukesha County’s 16.4-mile Bugline Trail, an eight-foot-wide paved recreational trail that follows the corridor of the former Chicago, Milwaukee, St. Paul and Pacific Railroad right-of-way. Expansion plans call for extensions to Monches Park to the north and Milwaukee County’s Oak Leaf Trail to the east.

Oak Leaf Trail System: Menomonee Falls is situated near Milwaukee County’s 118-mile-long Oak Leaf Trail System, and the multi-use trail along Fond du Lac Avenue in the Village connects the Menomonee River Trail to this trail system.

Menomonee River Parkway Trail: This multi-use paved trail includes four segments and stretches from Shady Lane to Lilly Road, a length of about 3 miles. The trail follows the Menomonee River through parkland and natural areas.

Other Trails: Various multi-use trails are located along the important transportation corridors of Silver Spring Dr, Pilgrim Rd, Lilly Rd, Good Hope Ave, and Fond du Lac Ave.

Chapter 8: Intergovernmental Cooperation



Introduction

This chapter emphasizes the vital role of collaboration and partnership between the Village of Menomonee Falls and other government entities. By fostering effective intergovernmental relationships with neighboring municipalities, county agencies, and state authorities, the Village aims to maximize resources, coordinate planning efforts, and pursue shared goals.

Issues and Opportunities

Neighboring Jurisdictions



Photo Source: AARoads

The Village's proximity to Metropolitan Milwaukee ensures access to quality public services and amenities across the region.

School Districts



Photo Source: Menomonee Falls High School

The Hamilton School District, as well as the Menomonee Falls School District continue to attract new families to the community. It is important that the Village stay involved in conversations with both school districts in facility planning and support for their students.

Voices from the Community



42% of survey respondents say they choose to live in Menomonee Falls because of the school districts.



Stakeholders included in the interviews and focus groups noted additional collaboration on key issues like transportation, childcare and healthcare access, regulatory changes that impact the local economy, community infrastructure, and sustainable funding sources is needed between the Village and applicable entities.

Intergovernmental Cooperation Goals and Strategies

In Menomonee Falls, we envision...

Goal 1: Enhanced coordination and collaboration with local, regional and statewide governmental organizations to promote Village interests.

Strategies

- A.** Enforce, abide by, and maintain existing intergovernmental/cooperative agreements with neighboring jurisdictions to provide predictability for property owners, avoid municipal boundary disputes, and plan for efficient provision of public facilities and services.
- B.** Convene with neighboring officials to discuss intersecting community development goals, intergovernmental boundaries, and future cooperation on planning efforts.
- C.** Work closely with the Menomonee Falls School District and Hamilton School District, and other community stakeholders to foster communication, relationships, and knowledge about facility planning and other activities/efforts that impact Menomonee Falls residents.
- D.** Work with other governmental entities (e.g. Waukesha County, SEWRPC, Wisconsin Department of Transportation, and Department of Natural Resources, etc.) to advance Village interests as identified in Village plans.
- E.** Evaluate options for providing reliable workforce transportation to Village employers from Milwaukee County through FlexRide, MCTS, or other transportation providers.

Snapshot: Intergovernmental Cooperation

Local Jurisdictions

- Town of Brookfield
- City of Brookfield
- Village of Butler
- Village of Germantown
- Village of Lannon
- Village of Lisbon
- City of Mequon
- City of Milwaukee
- City of Pewaukee
- Village of Richfield
- Village of Sussex

School Districts

- Menomonee Falls School District
- Hamilton School District

County Jurisdictions

- Waukesha County
- Milwaukee County
- Washington County
- Ozaukee County

Regional Jurisdictions

- Southeastern Wisconsin Regional Planning Commission (SEWRPC)
- Milwaukee County Transit System
- Waukesha Metro Transit
- Milwaukee Metropolitan Sewage District (MMSD)
- Milwaukee 7
- Fox River Sewage District

Menomonee Falls participates in several joint initiatives with other governmental entities. A partial list of these includes:

- Mutual aid agreements for fire protection with most communities in Waukesha, Washington, Ozaukee, and Milwaukee counties
- Consolidated fire service with the Village of Lannon
- Automatic aid agreements for fire protection with the Village of Butler
- Hazardous materials response agreements with service provided by the City of Waukesha
- Property tax collection services provided by Waukesha county
- Mutual aid agreements for police protection with most surrounding communities
- Police participation in regional activities such as the Metro Drug Task Force and regional dispatch systems
- Snow and ice removal services provided by Menomonee Falls by contract to the Village of Lannon
- Provision of water service to portions of the City of Mequon
- Wastewater treatment provided by a shared plant with the Village of Sussex, City of Brookfield, and City of Milwaukee
- Potable water provided by the City of Milwaukee to eastern portion of Menomonee Falls

Chapter 9: Land Use



Introduction

The Land Use chapter outlines the vision for sustainable development and community well-being through effective land use planning. It aims to strike a balance between residential, commercial, industrial, and recreational land uses while preserving open spaces and protecting environmentally sensitive areas.

Issues and Opportunities



Downtown Revitalization

Downtown is the historic and cultural center of the community. Continued investment in downtown businesses through walkability, public spaces, infrastructure, and transportation services would support future growth. Promoting downtown as a tourist destination with events, public art, and festivals could drive foot traffic and engagement.



Balanced Neighborhoods

The Village is seeking healthy, balanced neighborhoods that feature a mix of housing types. Community amenities like shops, daycare facilities, public spaces, and other businesses should be within safe walking and biking distances from neighborhood residents.

Voices from the Community



The importance of preserving natural resources was heard throughout the engagement process, while providing ample space needed for residential, commercial, civic, and industrial uses.



The community desires more retail, dining, shopping, and housing options within the village. There is interest in seeing new development and redevelopment projects respect the existing architectural character of the community.



Community members value the ability to walk and bike to community destinations.

Land Use Goals and Strategies

In Menomonee Falls, we envision...

Goal 1: A land use pattern resulting in a compatible arrangement supporting vibrant and healthy neighborhoods.

Strategies

- A. Use the Village development review processes to promote land use compatibility by: ***
 - I. Maintaining adequate physical separation between residential areas and uses that tend to produce excessive noise or odors, without sacrificing pedestrian and bicycle connectivity. Locating community facilities such as schools, churches, libraries, museums, parks and community centers in strategic locations that enhance and are safely accessible from the surrounding neighborhoods.
- B. Designate future residential uses to be located within, or as additions to, neighborhoods which are served with public sanitary sewer, water supply and contain local service uses, such as parks, retailers and schools. ***
- C. Provide a mix of housing types that accommodate every stage of life, as seen in [Chapter 6: Housing](#).
- D. Provide opportunities for mixed-used development, as appropriate, to accommodate urban land uses that are compatible and complementary.
- E. Promote convenient access between homes and places of work by locating employment-generating land uses in proximity to residential neighborhoods.
- F. Preserve sites, buildings, and structures with architectural, historical, and cultural significance.
- G. Encourage infill development of vacant or underutilized lands or buildings.
- H. Update the Village Centre Master Plan / Downtown Plan to better align with community and property owners' vision for the downtown.
- I. Review and update the Village's zoning ordinance to align with the land use goals as established in this Plan.

** Indicates a strategy that relates to community health and safety*

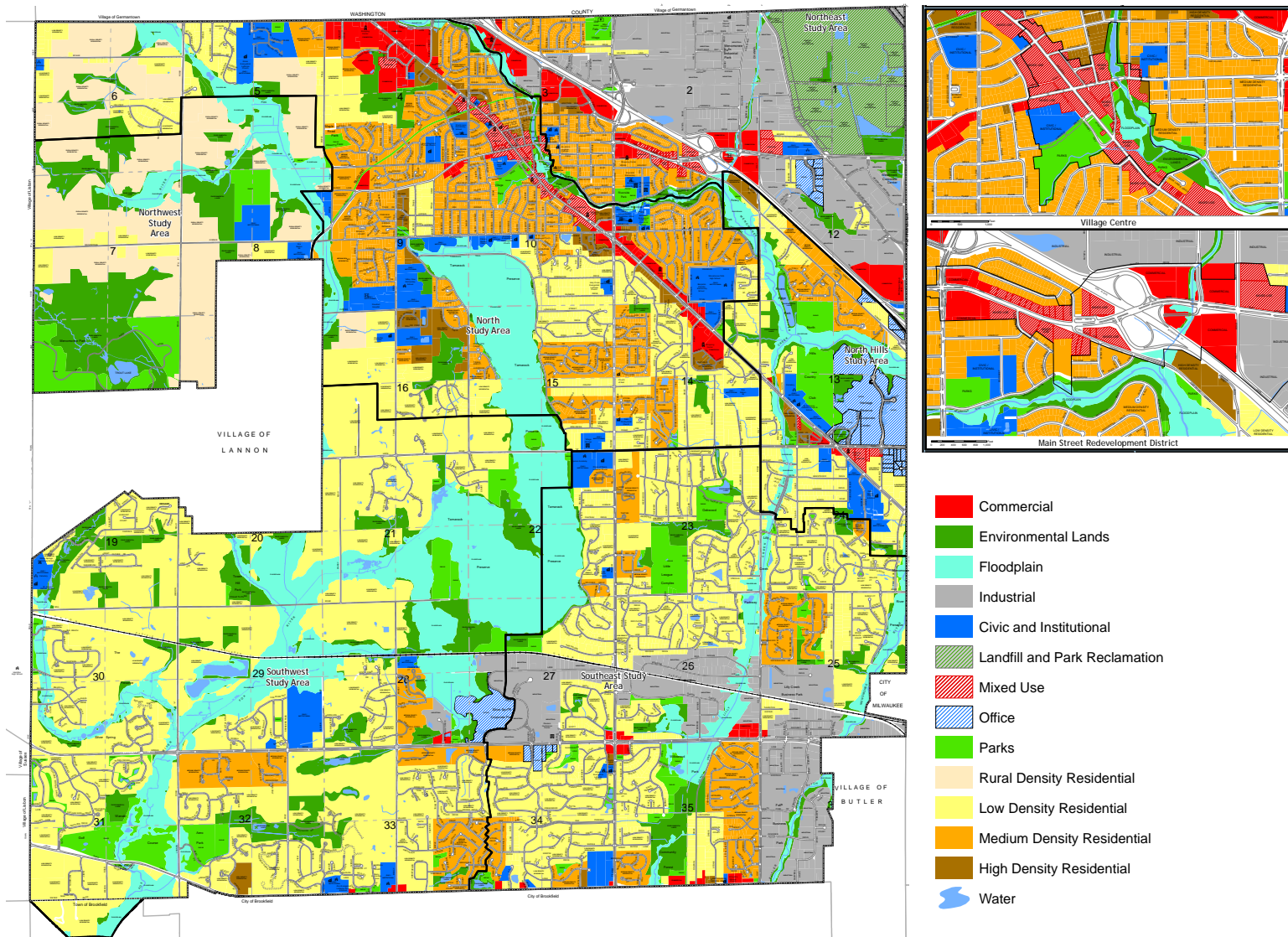
- J.** Incorporate Environmental Lands and Floodplain District areas (see FLU map) into future park and recreation areas.
- K.** Promote development located in such a way as to minimize impacts on the natural resource base, including wildlife habitats. Review and update landscaping and stormwater management guidelines for future development that responsibly considers natural resources.

Goal 2: Encouraging appropriate development through effective collaboration and efficient development review while balancing community needs.

Strategies

- L.** Apply a broad range of policies and regulatory tools to support orderly development, including:
 - I.** Existing and new zoning districts
 - II.** In-fill developments
 - III.** Site plan review procedures and design standards
 - IV.** Impact fees
 - V.** Conservation development ordinances and design standards
- M.** Foster collaboration between property owners and developers to encourage successful property development and investment. Provide support and resources when necessary to ensure sustainable and beneficial outcomes for both the community and developers.
- N.** Ensure the development review process for new land uses complies with the Village's design standards. Streamline the process to enhance efficiency, effectiveness, and consistency in reviewing and approving new development proposals.
- O.** Provide online guidance materials outlining the Village's development and application process for residents, property owners and developers.
- P.** Regularly update the development review process and factor in feedback from stakeholders, including developers, residents, and professionals involved in the planning and construction industry.
- Q.** Simplify application procedures, reduce processing timeframes, and enhance clarity in design standards and traffic safety requirements.
- R.** Develop additional capabilities of the online GIS database to track parcel and community information.

Map 9: Future Land Use



Using the Future Land Use Map

The Future Land Use Map contains different land use categories that together illustrate the Village's land use vision. These categories, including explanation of the Village's intent, zoning, design, and development strategies, are described in this section.

The Future Land Use Map presents recommended future land uses for the Village of Menomonee Falls and its extraterritorial jurisdiction. This map and the associated policies form the basis for land development decisions and are to be consulted whenever development is proposed, especially when a zoning change or land division is requested. Zoning changes and development shall be consistent with the future land use category shown on the map and the corresponding plan text.

Statement of Intent & Typical Use

The future land use categories identify areas by their primary intended uses, character, and densities. These classifications are not zoning districts; they do not establish binding performance criteria for land uses (i.e. setbacks, height restrictions, etc.) nor are they intended to list every possible use that may be permitted within the future land use classification. Parcels on the Future Land Use Map are identified by their primary intended uses; however, some of the parcels on the map have yet to be platted or subdivided. The Village recognizes that detailed site planning to identify precisely how larger unplatted parent parcels may be subdivided, zoned, and developed is outside of the scope of this plan.

The Village may create neighborhood plans for these areas as part of future amendments to this Comprehensive Plan to further illustrate and guide development within these areas. The Village may also require that developers create neighborhood plans for these areas prior to submitting requests for rezonings or preliminary plats.

Potentially Acceptable Zoning Districts

The future land use classifications identify those existing Village of Menomonee Falls Zoning Districts that are “consistent” within each future land use category (herein described as “Potentially Acceptable Zoning Districts”). The list of potentially acceptable zoning districts will be used by the Village to confirm whether requests for rezoning of property are generally consistent with this plan.

Effect on Zoning

Land use and design policies in this plan should be considered during all development processes, especially in land division and rezoning or zoning ordinance amendment processes when consistency with the plan is a statutory requirement. Where development is proposed under existing zoning regulations, including any Planned Development Overlay districts, the regulations of existing zoning supersede policies in this plan.

The identification of future land use categories and potentially acceptable zoning districts does not compel the Village to approve development or rezoning petitions consistent with the future land use category or map. Other factors will have to be considered, such as the quality of the proposed development, its potential effect on adjacent properties, its potential effect on Village transportation infrastructure, Village resources and ability to provide services to the site, and the phasing of development, before any development applications are approved. In addition, it is not anticipated that all areas suggested for future (re)development on the Future Land Use Map will develop or be rezoned for development immediately following adoption of this Comprehensive Plan. In some cases it may be years or decades before (re)development envisioned in the plan occurs due to market conditions, property owner intentions, and Village capability to serve new (re) development.

Amending the Future Land Use Map

It may, from time to time, be appropriate to consider amendments to the Future Land Use Map, usually in response to a type of development not originally envisioned for an area when this plan was adopted. See the Implementation chapter for a description of the procedural steps for amending any aspect of this plan. The following criteria should be considered before amending the map.

Compatibility

The proposed amendment/development will not have a substantial adverse impact upon adjacent property or the character of the area, with a particular emphasis on existing residential neighborhoods.

Natural Resources

The land does not include natural features such as wetlands, floodplains, steep slopes, scenic vistas or mature woodlands (1 or more acres, especially those consisting of heritage trees), which will be adversely affected by the proposed amendment/development. The proposed development will not result in undue water, air, light, noise pollution or soil erosion.

Transportation

The proposed amendment/development will not create a significant detriment to the condition of adjacent transportation facilities or cause significant safety concerns for motorists, bicyclists, or pedestrians.

Ability to Provide Services

The provision of public facilities and services will not place an unreasonable financial burden on the Village.

Public Need

- There is a clear public need for the proposed change or unanticipated circumstances have resulted in a need for the change.
- The proposed development is likely to have a positive social and fiscal impact on the Village.
- The Village may require that the property owner, or their agent, fund the preparation of a fiscal impact analysis by an independent professional.

Adherence to Other Portions of this Plan

The proposed amendment/development is consistent with the general vision for the Village, and the other goals and strategies of this plan.

Future Land Use Categories

This section includes a description of each of the Future Land Use Plan categories. These categories include recommended land uses (e.g. residential, commercial, industrial), and land use densities (i.e. dwelling units per net acre). All zoning decisions, land divisions, utility extensions, capital improvement projects, and related land development activities and decisions should be consistent with the recommendations of the Future Land Use Plan.

- Rural Density Residential (RDR)
- Low Density Residential (LDR)
- Medium Density Residential (MDR)
- High Density Residential (HDR)
- Mixed Use (MU)
- Office (O)
- Commercial (C)
- Industrial (I)
- Civic & Institutional (CI)
- Parks & Open Space (P)
- Landfill and Park Reclamation (LPR)
- Floodplain (F)
- Environmental Lands (EL)





Rural Density Residential (RDR)

RDR is a residential land use category that may include open space, hobby farms , agricultural businesses, forestry, and limited rural residential on well and septic systems. The Village anticipates this land use category will be utilized in areas where future conservation subdivision residential developments are desired and residential development can occur in existing agricultural “holding areas.”

Potentially Acceptable Zoning Districts: Agricultural/Urban Fringe Districts (A-1 and A-2) and Conservation Development District (CDD)

Policies

1. **RDR** areas should have net densities of at least 35 acres per dwelling unit EXCEPT for proposed conservation developments which should have net densities of at least 1 acre per dwelling unit (excluding streets, parks, outlots, etc.).
2. Approval of non-conservation development residential subdivisions in areas designated as **RDR** requires the development of a conceptual neighborhood plan, prepared by a developer or the Village, and adopted as an appendix to the Village’s Comprehensive Plan with an amendment to the Future Land Use Map. The proposed development should meet the following conditions:
 - I. The proposed development will not have a substantial adverse effect upon adjacent property or the character of the area, including adjacent agricultural or residential uses.
 - II. Non-farm development projects are designed and laid out in such a manner to not impede the orderly future development of the surrounding area, at such time when the Village identifies that area as appropriate for more intensive development.
 - III. The extension of utility services should not be detrimental to the Village and/or taxpayers.



Low Density Residential (LDR)

LDR is a residential land use classification, generally containing of single-family homes/small-scale neighborhoods. These neighborhoods will be served by municipal sanitary sewer and water systems. Some civic and institutional land uses (parks, stormwater facilities, and municipal water utilities) may be built within this land use category.

Potentially Acceptable Zoning Districts: Single-Family Residential Districts (R-1 through R-3) and Conservation Development District (CDD), Planned Residential Development (PRD), Civic Park District (CV-1), and Civic Institutional District (CV-2)

Policies

1. **LDR** areas are expected to have net densities ranging from 1 dwelling unit per 3 acres to 2 dwelling units per acre.
2. In new neighborhoods, the creation of a detailed neighborhood plan is strongly encouraged to identify specific locations for various housing types and densities.
3. Promote new development that complements and reinforces the existing neighborhoods and development.
4. Protect natural areas, including wetlands, wildlife habitats, woodland, open space, and groundwater resources.



Medium Density Residential (MDR)

MDR is a residential land use category that may include detached homes, two-unit homes and small multi-family buildings. Some small-scale civic and institutional land uses (parks, stormwater and municipal water facilities) may be built within this land use category.

Potentially Acceptable Zoning Districts: Single-Family Residential Districts (R-3.5 through R-6), Multi-family Residential District (RM-1), Planned Residential Development (PRD), Civic Park District (CV-1), Civic Institutional District (CV-2), and Planned Development District (C-3/PDO)

Policies

1. **MDR** areas are expected to have net densities ranging from 2 to 6 dwelling units per acre.
2. In new neighborhoods, the creation of a detailed neighborhood plan is strongly encouraged to identify specific locations for various housing types and densities.
3. Promote new development that complements and reinforces the existing neighborhoods and development.



High Density Residential (HDR)

HDR is a residential land use that may include single-family homes, duplexes, multi-family buildings, and row houses. Within the **HDR** district, the objective is to provide a mix of housing types to provide for balanced neighborhoods, while mitigating negative impacts to existing or planned residential areas. **HDR** is highly compatible with Mixed Use districts.

Potentially Acceptable Zoning Districts: Single and Two-Family Residential Districts (R-6), Multifamily Residential District (RM-1 and RM-2), Planned Residential Development (PRD), Civic Park District (CV-1), Civic Institutional District (CV-2), and Planned Development District (C-3/PDO)

Policies

1. **HDR** areas are expected to have net densities ranging greater than 6 dwelling units per acre.
2. Some small scale civic and institutional land uses (parks, stormwater and municipal water facilities may be appropriate in **HDR** areas.
3. In new neighborhoods, the creation of a detailed neighborhood plan is strongly encouraged to identify specific locations for various housing types and densities.
4. Promote new development that complements and reinforces the existing neighborhoods and development.
5. Protect natural areas, including wetlands, wildlife habitats, woodland, open space, and groundwater resources.



Mixed Use (MU)

MU areas are intended to provide a unique mix of neighborhood commercial, medium- to higher-density residential, institutional and park uses. Areas identified as **MU** often serve as a buffer between low-density residential neighborhoods and higher intensity commercial, industrial, or transportation areas. Nearly all of Downtown Menomonee Falls is designated as **MU**, accommodating a wide variety of employment, service, retail, government, entertainment, lodging, and residential uses mostly in multi-story buildings.

Potentially Acceptable Zoning Districts: Single and Two-Family Residential District (R-6), Multifamily Residential Districts (RM-1 and RM-2), Planned Residential Development (PRD), Civic Park District (CV-1), Civic Institutional District (CV-2), Neighborhood Business District (C-1), Community Business District (C-2), and Planned Development District (C-3/PDO)

Policies

1. Typically, residential densities in **MU** areas will be 4-20 units per net acre (excluding streets, parks, outlots, etc.).
2. New buildings in **MU** areas are expected to be up to four stories in height with a preference towards multi-story buildings.
3. As part of the zoning approval process, the appropriate mix of land uses, densities, and intensities will be determined with consideration of market conditions and compatibility with adjacent neighborhoods.
4. While both residential and non-residential uses are accommodated within this mixed-use district, not every building in a mixed-use district needs to include both residential and non-residential uses. Non-residential development within **MU** areas should be a mix of uses (retail, schools, entertainment, parks, etc) to support surrounding residential use.



Office (O)

O land use category designates areas intended for offices related to research and development, high technology products, corporate and divisional headquarters, and administrative, business and professional offices. Though not considered detrimental to the surrounding area or to the community as a whole, **O** land uses typically are located in higher-traffic areas that are not generally compatible with residential activities.

Potentially Acceptable Zoning Districts: Office District (C-6), Executive Office and Light Industrial District (I-3), Neighborhood Business District (C-1), and Planned Development District (C-3/PDO)

Policies

1. Residential uses are not generally recommended for office areas, though residential uses such as community living arrangements, may be considered as part of a conditional use under relevant zoning districts.
2. All uses should be compatible with the density and scale of the surrounding development.
3. Higher-traffic **O** uses should be buffered from less-intense uses through large yards and landscaping. Entrance, parking, loading, and storage areas should be screened from public streets and directed away from residential and other less-intense land uses.



Commercial (C)

C is a land use category intended for small commercial developments serving neighborhood or community shopping and service needs, as well as larger retail developments focused on highways and local interchanges. Residential or above-business housing may be appropriate near the downtown area. The type and size of use will be determined by location and business characteristics (e.g. size, hours of operation, traffic impacts, etc.).

Potentially Acceptable Zoning Districts: Neighborhood Business District (C-1), Community Business District (C-2), Planned Development District (C-3/PDO), and Suburban Retail District (C-4)

Policies

1. Discourage new “strip” retail development or long linear corridors of purely commercial growth along major roads.
2. Promote new development that complements and reinforces existing neighborhoods and development.
3. Adhere to established standards for highway access control, shared driveways and cross access.
4. While commercial areas tend to be auto-oriented, changes to commercial development that improve walking, biking, and transit access are encouraged.
5. Above-business housing may be appropriate near the downtown area.



Industrial (I)

I areas accommodate manufacturing, assembly, and processing of products, transportation, and repair/maintenance uses, and research and development activities. Corporate and divisional headquarters, administrative and business offices, professional offices, banks, data processing centers and research laboratories, are also included in this category. The designation may include uses for landfills and gravel or mineral extraction activities. Compared to the **O** designation, **I** areas generally have a relatively smaller workforce (for a given area), an emphasis on truck or rail traffic, and other characteristics such as outdoor work areas and outdoor equipment and materials storage.

Potentially Acceptable Zoning Districts: Industrial Districts (I-1 through I-3), Office District (C-6), and Planned Development District (C-3/PDO)

Policies

1. Areas may provide a variety of flexible sites for small, local, or startup businesses and sites for large regional or national businesses.
2. Architectural, site design, and landscaping features within **I** areas may be less extensive than in **O** areas, though properties should be well-buffered and screened from adjacent land uses that may not be compatible and parking/storage areas should be screened from public streets.
3. "Nuisance" uses (noise, odor, appearance, traffic, or other impacts) should not be located in proximity to residential, mixed-use, or other non-residential uses.
4. **I** category may provide for small-scale retail or office uses related to the principal industrial use.



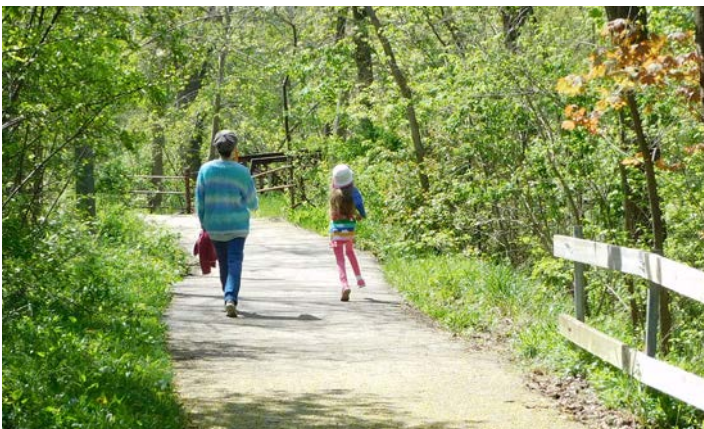
Civic & Institutional (CI)

CI areas include schools, libraries, community centers, places of worship, cemeteries, government facilities, utilities, and other parcels that are owned by a public, quasi-public, utility, or religious entity. Park and recreational uses are sometimes primary or secondary use on these sites.

Potentially Acceptable Zoning Districts: Civic Park District (CV-1) and Civic Institutional District (CV-2)

Policies

1. Larger **CI** uses should be located on or near an arterial or collector street and be designed so that high volumes of traffic will not be drawn through local neighborhood streets.
2. Streets, walkways, and multi-use paths and trails should provide strong pedestrian and bicycle linkages adjacent to and within larger **CI** areas.



Parks & Open Space (P)

P category includes public parks, conservation areas, recreation areas, private recreation uses (e.g., golf courses), stormwater management facilities, greenways, major public trails, and other natural features and lands with a park-like character that are recommended for preservation.

Potentially Acceptable Zoning Districts: Civic Park District (CV-1), Floodplain (F), Flood Fringe District (FF), and Shoreland-wetland District (SW)

Policies

1. **P** uses should be allowed uses in all other land use categories, regardless of whether the area is mapped as Parks and Open Space. As the Future Land Use Map is general in nature, smaller parks may be shown as an adjoining land use.
2. Parks often serve as important community gathering places and should be designed to have frontages on public streets when possible to make them both visible and accessible by local residents.
3. Greenways and stormwater conveyances provide opportunities to link otherwise separate open spaces with both habitat corridors and bicycle and pedestrian connections.



Waste Management Orchard Ridge Recycling Disposal Facility

Landfill and Park Reclamation (LPR)

LPR is land use of a current landfill operation or other use that has future use as potential park and recreation use once operations are suspended.

Potentially Acceptable Zoning Districts: Industrial District (I-2)



Floodplain (F)

The **F** category consists of lands delineated by the Federal Emergency Management Agency (FEMA). The floodplain category protects people and property from flood damage by prohibiting erection of structures that impede the flow of water during periodic flooding.

Potentially Acceptable Zoning Districts: Floodway District (FW) and Flood Fringe District (FF)

Policies

1. Landowners and developers are advised that land within **F** areas may be restricted from building development, site grading, or vegetation clearing under local, county, state, or federal regulations. Where building development is permissible additional building setbacks and buffer yards beyond the minimum requirements are encouraged.
2. Park and recreational uses may be permitted in accordance with local, county, state, and federal laws. Best Management Practices are highly encouraged in these areas.



Menomonee Park

Environmental Lands (EL)

EL land uses are significant environmental areas designated by the Southeastern Wisconsin Regional Planning Commission (SEWRPC). This category is a combination of primary environmental corridors, secondary environmental corridors and isolated natural resource areas.

A majority of **ELs** represent areas that are vital to the region's ecosystem and are key ingredients of the character and image in Menomonee Falls. Thus, development in areas designated **EL** shall be limited based on underlying local, county, state or federal environmental regulations.

Potentially Acceptable Zoning Districts: Civic Park District (CV-1), Floodway District (FW), Flood Fringe District (FF), Conservancy Wetlands (CW-1), and Shoreland-wetland District (SW)

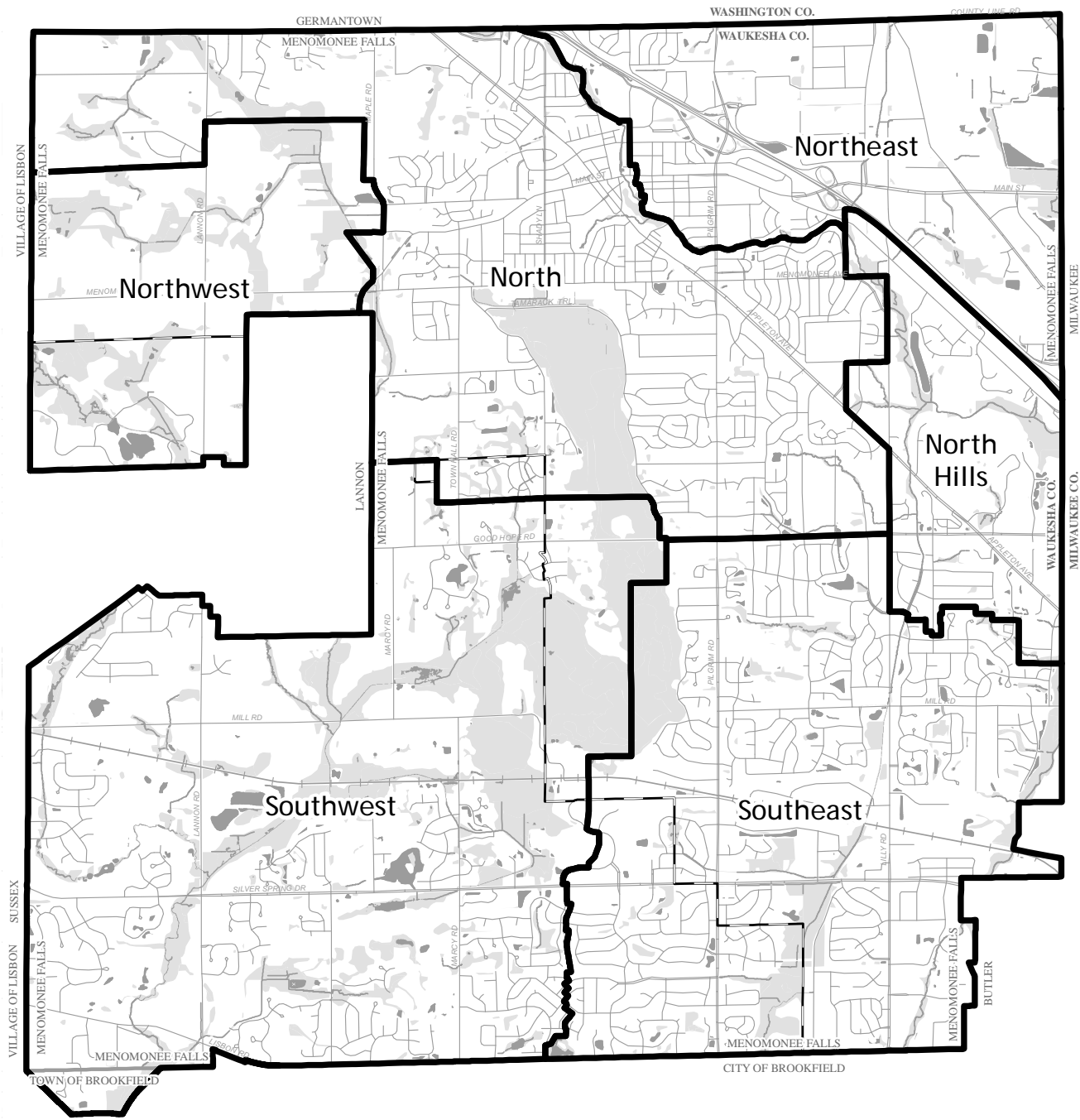
Policies

1. Landowners and developers are advised that land within EC areas may be restricted from building development, site grading, or vegetation clearing under local, county, state, or federal regulations. Where building development is permissible additional building setbacks and buffer yards beyond the minimum requirements are encouraged.
2. Park and recreational uses may be permitted in accordance with local, county, state, and federal laws. Best Management Practices are highly encouraged in these areas.
3. Primary environmental corridors including, but not limited to, areas of the Menomonee River, Fox River and Tamarack Preserve, in natural open uses should be preserved.
4. Secondary environmental corridors and isolated natural resource areas should be preserved in natural open uses to the extent possible.

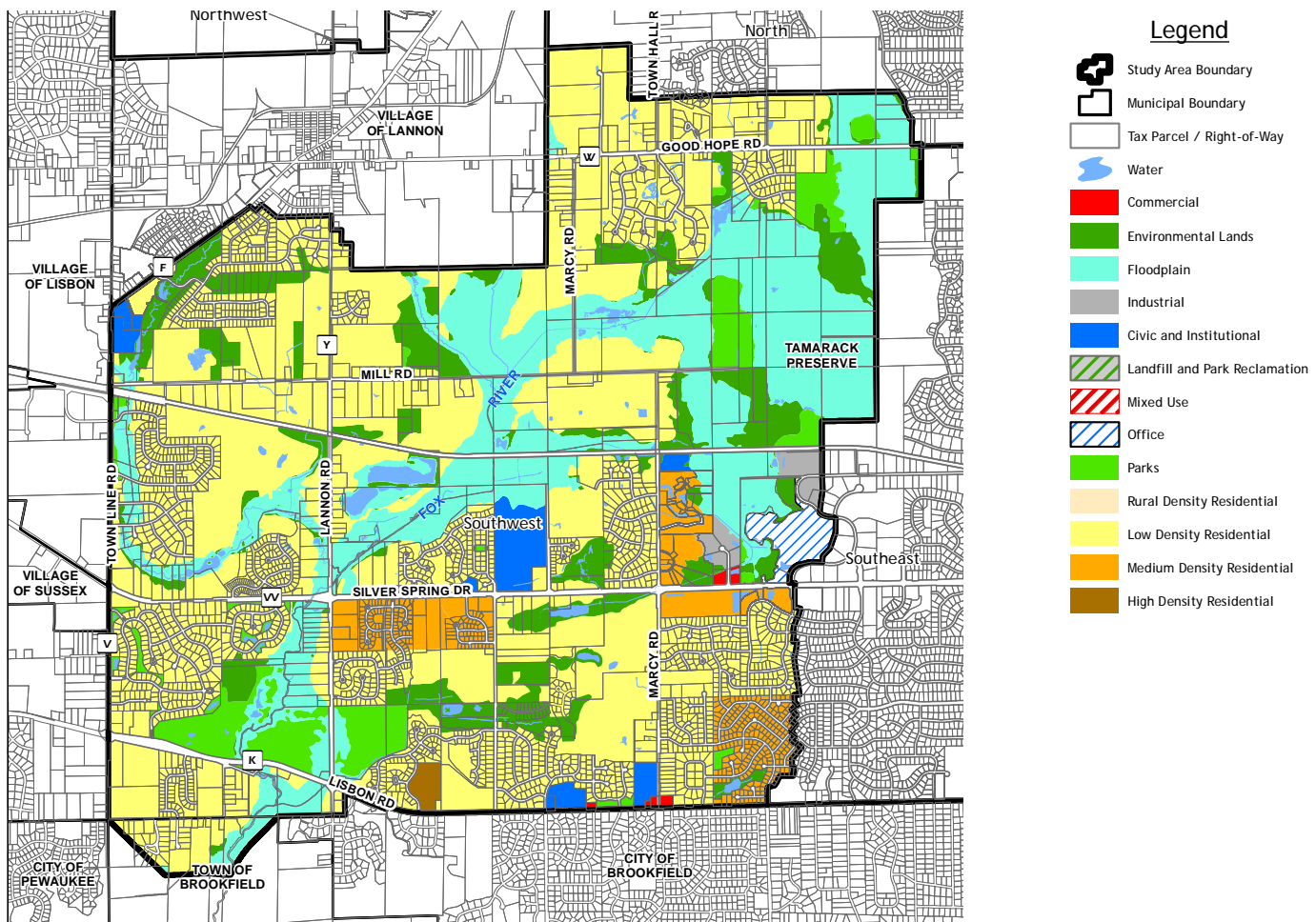
Subarea Future Land Use Plans

In 2008, the Village divided the community into six study areas and developed a detailed plan for each area. These area plans were updated in 2015. New project and program recommendations are considered for the 2025 Comprehensive Plan Update and recommended Land Use Plans were revised for each of the study areas.

Map 10: Subarea Map



Map 11: Southwest Subarea Future Land Use

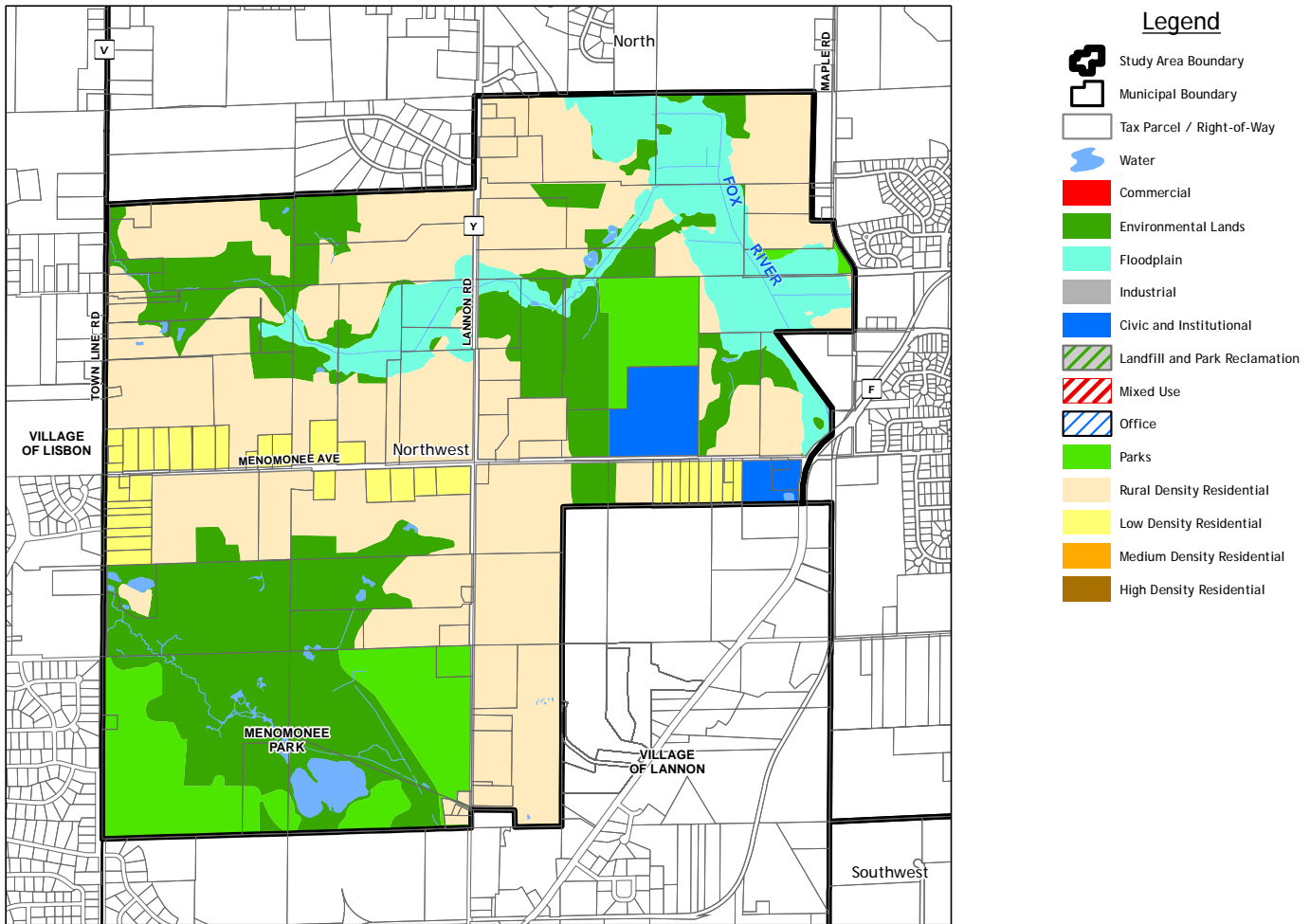


Future Land Use	Acres	Percent
Commercial	9.0	0.1%
Environmental Lands	608.7	10%
Floodplain	1,340.5	21%
High Density Residential	16.4	0.3%
Industrial	39.7	1%
Civic and Institutional	107.9	2%
Low Density Residential	3,072.9	48%
Medium Density Residential	273.2	4%
Office	54.3	1%
Parks and Open Space	286.5	5%
Right-of-Way	528.7	8%
TOTAL	6,337.9	100%

Subarea Highlights

- Predominately planned for Low Density Residential with .3 to 2 units per acre.
- Public engagement indicates support for park improvements, safety and trail considerations for bicyclists and pedestrians along Lisbon Ave, Silver Spring Dr, Lannon Rd, Town Line Rd, and near the schools within this area, as well as increasing access to water and sanitary services.
- Though much of this area remains in agricultural and open space use, all lands which do not have environmental constraints are intended to be developed in accordance with this plan.

Map 12: Northwest Subarea Future Land Use

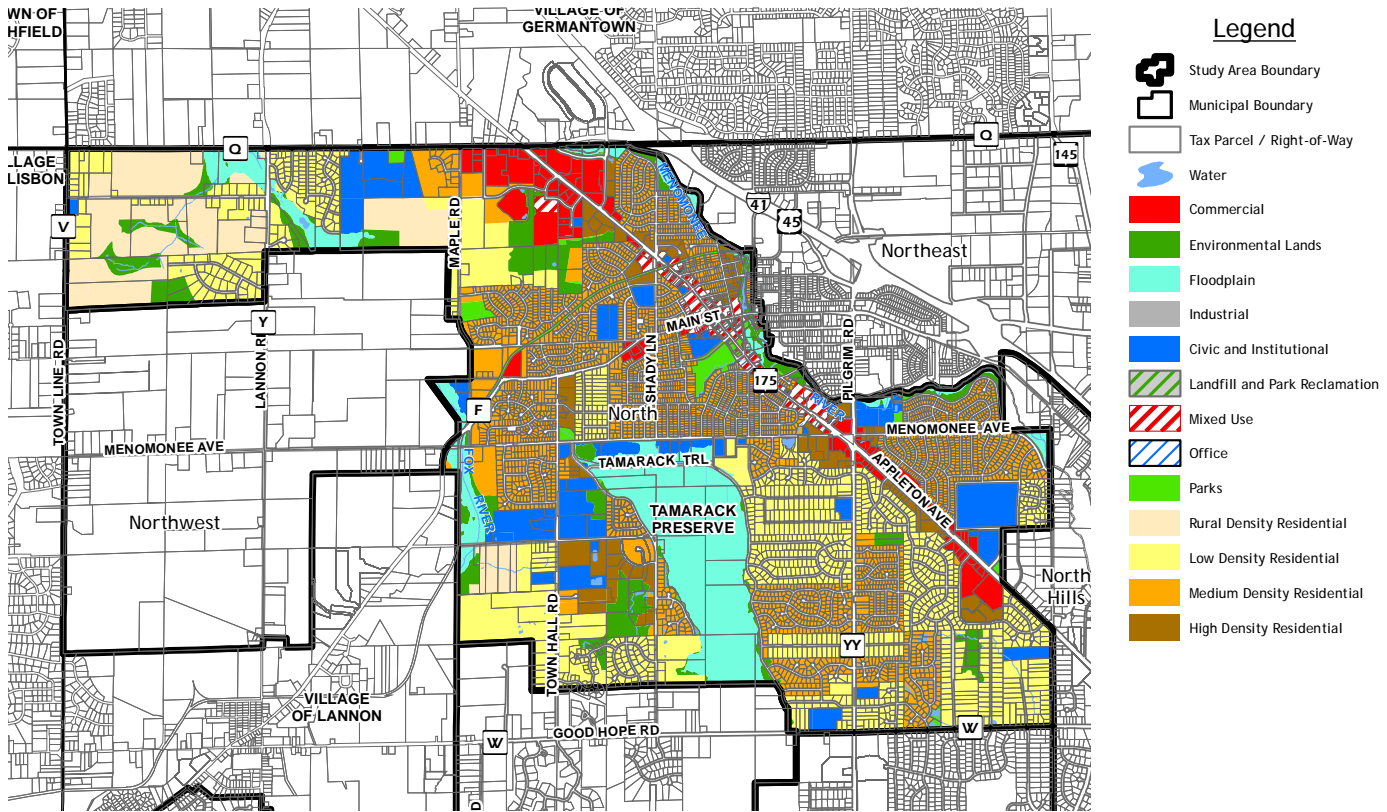


Future Land Use	Acres	Percent
Environmental Lands	537.5	27%
Floodplain	204.6	10%
Civic and Institutional	47.0	2%
Low Density Residential	97.5	5%
Parks and Open Space	198.6	10%
Right-of-Way	44.1	2%
Rural Density Residential	834.9	43%
TOTAL	1,964.2	100%

Subarea Highlights

- Predominately planned for Rural Density Residential with 3 acres to 35 acres per dwelling unit. Conservation residential development may be appropriate for these areas.
- Public engagement indicates support for keeping the area rural with limited residential development, protection of natural resource areas, and maintenance and improvements to Waukesha County Menomonee Park located in this area.

Map 13: North Subarea Future Land Use

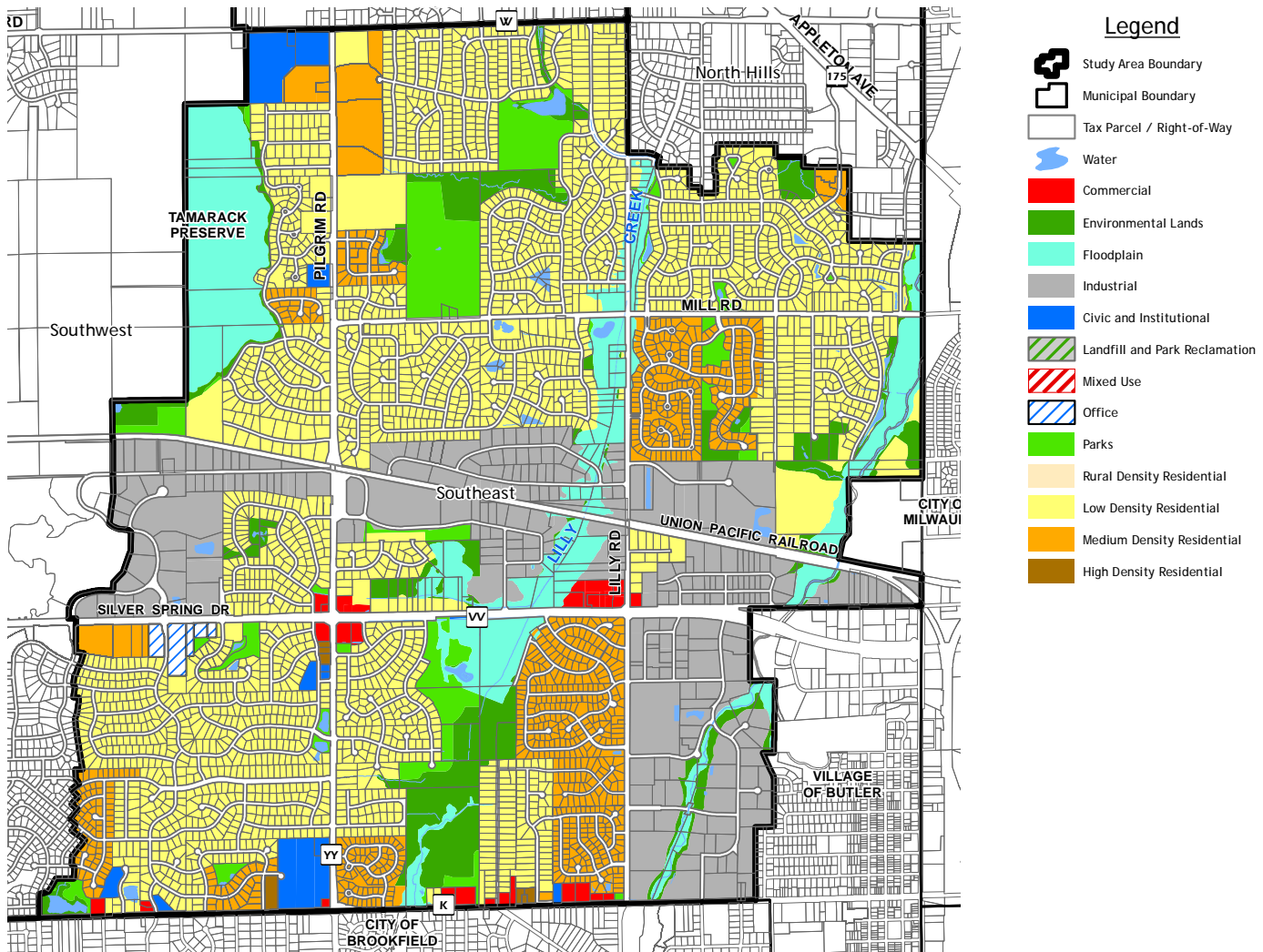


Future Land Use	Acres	Percent
Commercial	204.2	4%
Environmental Lands	281.1	6%
Floodplain	486.4	10%
High Density Residential	182.5	4%
Civic and Institutional	343.7	7%
Low Density Residential	1,164.2	24%
Medium Density Residential	1,108.3	22%
Mixed Use	81.2	2%
Office	0.1	0%
Parks and Open Space	64.0	1%
Right-of-Way	658.8	13%
Rural Density Residential	359.9	7%
TOTAL	4,934.5	100%

Subarea Highlights

- Predominately planned for Low Density Residential (.3 to 2 units per acre) and Medium Density Residential (2-6 units per acre).
- Public engagement indicates support for bicycle and pedestrian improvements including Bugline Trail extension, additional shopping and retail options, housing development, and redevelopment of vacant and underutilized spaces.
- The downtown area is categorized as mixed use and allows for compatible residential and non-residential uses that promote greater connectivity and healthier neighborhoods.
- An updated Village Centre/ Downtown Plan is recommended to reflect current needs and desires for downtown development.

Map 14: Southeast Subarea Future Land Use

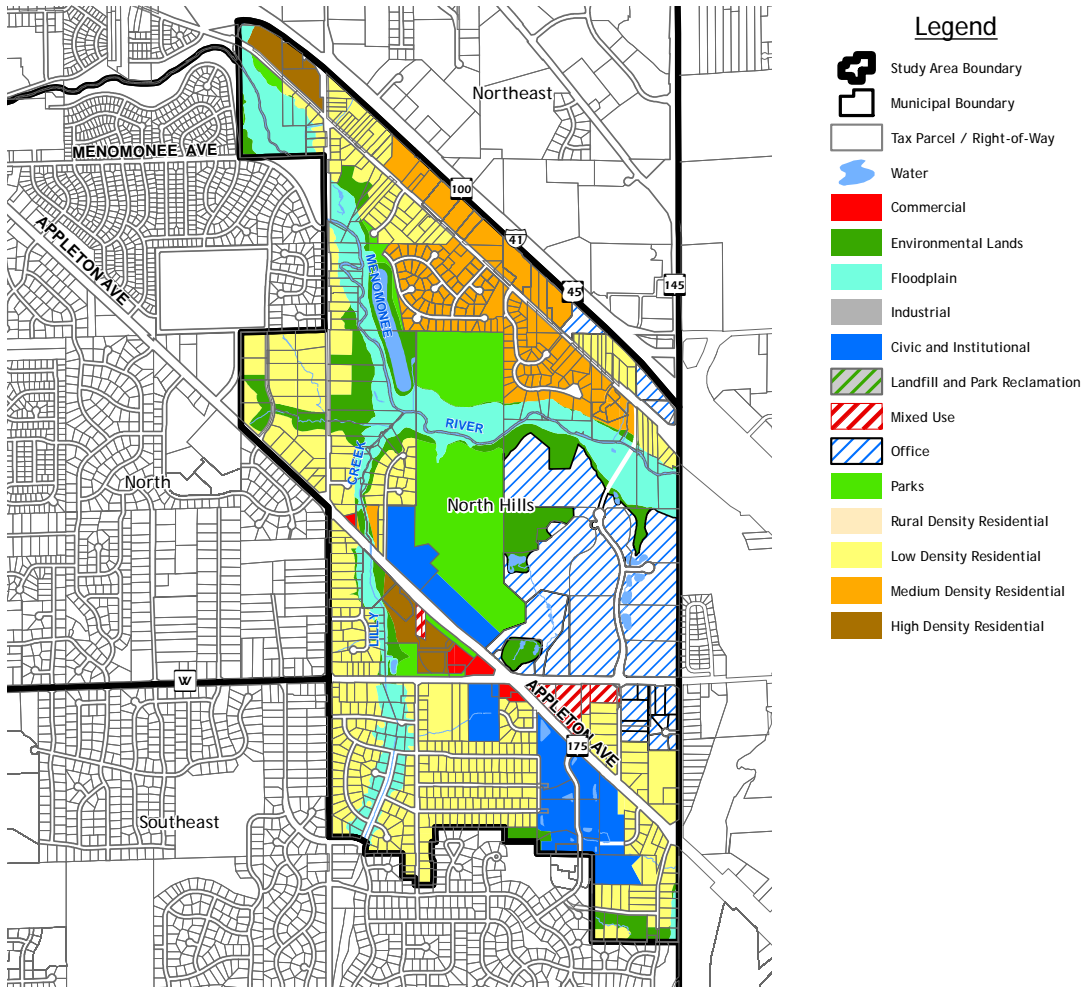


Future Land Use	Acres	Percent
Commercial	40.7	1%
Environmental Lands	253.2	6%
Floodplain	392.8	9%
High Density Residential	7.5	0.2%
Industrial	710.9	16%
Civic and Institutional	73.3	2%
Low Density Residential	1,657.2	37%
Medium Density Residential	420.1	9%
Office	15.2	0.3%
Parks and Open Space	191.5	4%
Right-of-Way	685.1	15%
TOTAL	4,447.5	100%

Subarea Highlights

- Predominately planned for Low Density Residential with .3 to 2 units per acre.
- Significant planned and existing industrial uses along Union Pacific rail line and Lilly Rd.
- Public engagement indicates support for safety improvements for bicyclists and pedestrians, preservation of open space for park and recreation, including the Little League Complex, redevelopment of underutilized areas, and additional restaurants, retail, and new housing opportunities.

Map 15: North Hills Subarea Future Land Use

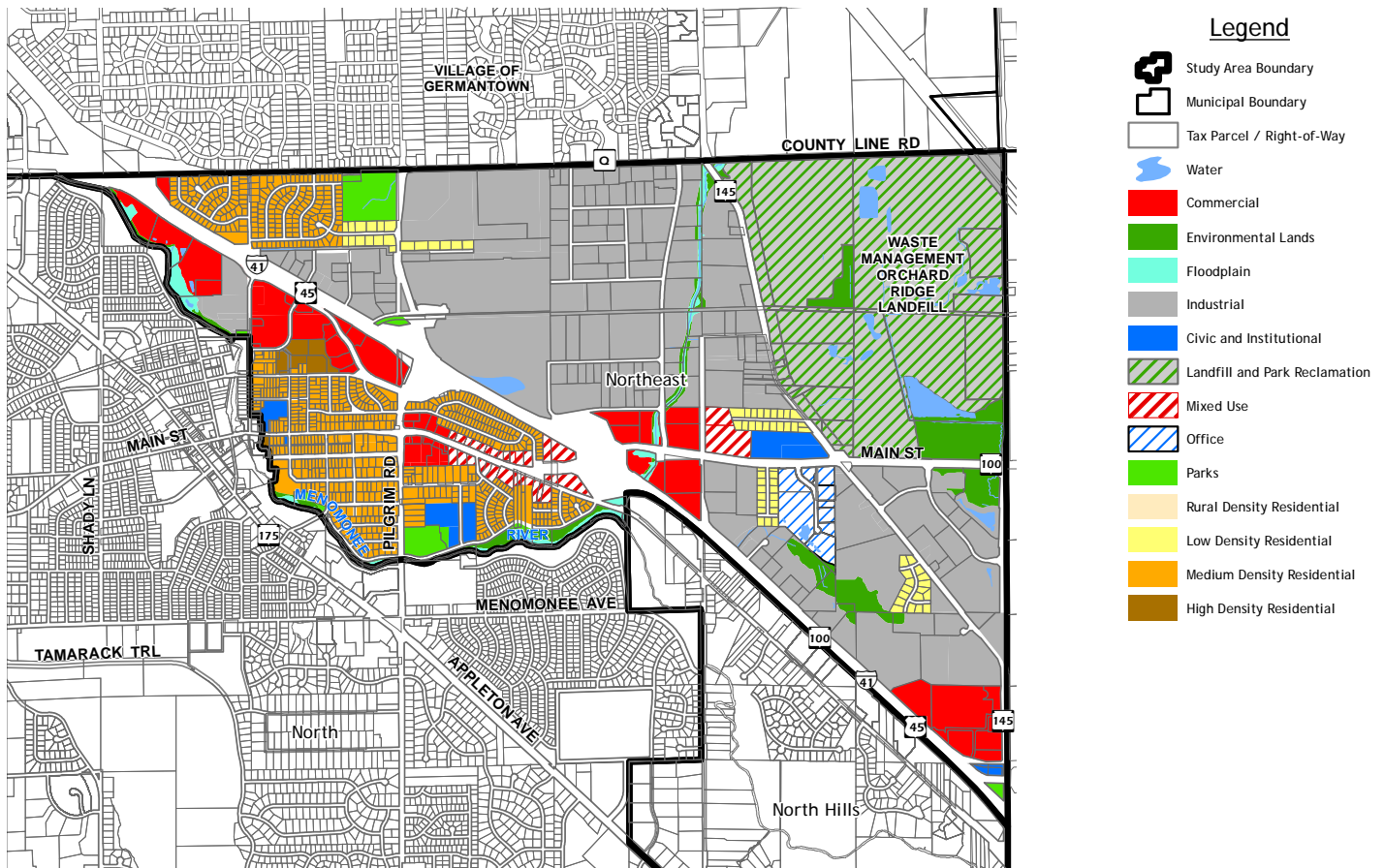


Future Land Use	Acres	Percent
Commercial	7.1	1%
Environmental Lands	110.9	9%
Floodplain	153.9	12%
High Density Residential	27.4	2%
Civic and Institutional	82.1	6%
Low Density Residential	341.3	26%
Medium Density Residential	119.7	9%
Mixed Use	15.1	1%
Office	180.8	14%
Parks and Open Space	114.5	9%
Right-of-Way	152.2	12%
TOTAL	1,305.0	100%

Subarea Highlights

- Predominately planned for Low Density Residential with .3 to 2 units per acre and Office. High Density and Medium Density Residential also make up a larger concentration of residential uses.
- Public engagement indicates support for safety improvements for bicyclists and pedestrians along Good Hope Rd, Lilly Rd, and Appleton Ave, preservation of open space for park and recreation, redevelopment of underutilized areas, and additional restaurants, retail, and new housing opportunities.

Map 16: Northeast Subarea Future Land Use



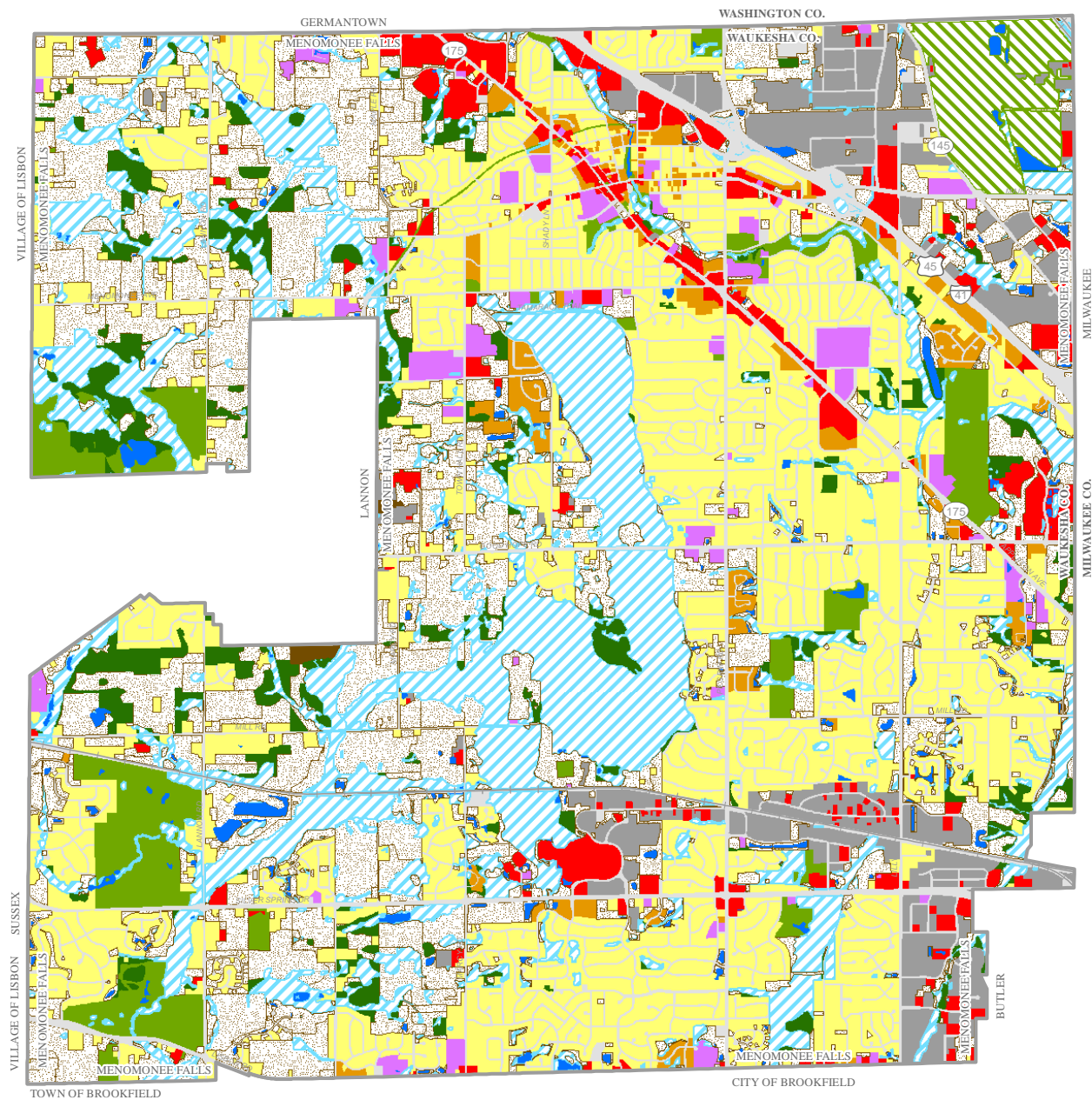
Future Land Use	Acres	Percent
Commercial	164.60	7%
Environmental Lands	96.91	4%
Floodplain	34.58	1%
High Density Residential	12.54	1%
Industrial	829.54	34%
Civic and Institutional	30.72	1%
Land Fill and Park Reclamation	450.83	19%
Low Density Residential	40.13	2%
Medium Density Residential	238.97	10%
Mixed Use	38.07	2%
Office	29.41	1%
Parks and Open Space	32.40	1%
Right-of-Way	412.16	17%
TOTAL	2,410.85	100%

Subarea Highlights

- Predominately planned for Industrial and Landfill and Park Reclamation land uses. Existing development consists of multiple business parks and medium density residential with commercial nodes.
- Public engagement indicates support for Bugline Trail extension and connection to adjacent community trails, safety considerations for Main St and Fond du Lac Ave, park improvements, including for Old Falls Village Park and Rotary Park, and additional housing units and types in complete neighborhoods with park space and neighborhood businesses.

Snapshot: Land Use

Map 17: 2020 Existing Land Use



- | | | |
|------------------------|----------------------------|---------------|
| Single Family | Industrial | Recreational |
| Multi-family | Extractive | Wetlands |
| Agricultural/Open Land | Transportation/Utilities | Landfill |
| Commercial | Governmental/Institutional | Woodlands |
| | | Surface Water |

Source: SEWRPC

This map is intended for informational purposes only and does not replace the need for land or field survey. The Village of Menomonee Falls makes no representations regarding map accuracy or fitness for any use. This map does not represent an expressed or implied contract with the Village of Menomonee Falls. All parties must obtain the permission of the Village of Menomonee Falls before re-releasing this map or copies of the information displayed on or derived from it.

Land Use	Acres	Percent
Single Family	5,660.4	26.5%
Multi-family	416.2	1.9%
Agricultural/Open Land	4,716.3	22.0%
Commercial	830.2	3.9%
Industrial	1,107.4	5.2%
Extractive	21.6	0.1%
Transportation/Utilities	2,486.9	11.6%
Governmental/Institutional	393.6	1.8%
Recreational	939.3	4.4%
Wetlands	3,350.7	15.7%
Landfill	402.8	1.9%
Woodlands	850.7	4.0%
Surface Water	224.0	1.0%
TOTAL	21,400.1	100%

**The official area of the Village is approximately 33.44 sq. miles. There is some discrepancy due to limitations within the available parcel layers in GIS.*

Existing Land Use Findings

- **22%** - The percentage of Village land area not in development, including vacant/undeveloped areas, agricultural land, and woodlands. This translates to 4,716 acres within the Village's jurisdiction available for future development opportunities; however, preservation to natural resources and agricultural land must be considered in development needs.
- **26.5%** - The percentage of land area developed as Single Family Residential in the Village of Menomonee Falls. This is the largest developed land use type in the Village. Out of the total 6,076 acres dedicated to residential uses, 94% is dedicated to single family homes.
- **5,346 acres** of recreational, wetlands, woodlands, and surface water land make up the ample space dedicated to natural resources in Menomonee Falls. This represents 25% of total Village land.

Projected Land Demand	2025	2030	2035	2040	2045	20 Yr Change
Projected Housing Units	19,007	19,812	20,617	21,422	22,227	3,220
Residential (acres)	6,076.6	6,342.2	6,607.9	6,873.5	7,139.2	1,062.6
Commercial (acres)	830.2	866.5	902.8	939.1	975.4	145.2
Industrial (acres)	1,107.4	1,155.8	1,204.2	1,252.6	1,301.0	193.6

Based on the projected population growth through 2045, 1,401 additional acres of developable residential, commercial, and industrial land is projected to be needed over the life of this plan. This projection follows the Moderate Household Growth scenario established within the Housing Assessment in **Appendix E** which calculates an annual household increase of .76%. This translates to an estimated 3,220 new housing units through 2045, though more is possible if the growth trajectory is higher than expected. Existing residential, commercial, and industrial land acreage is used to calculate the additional land needed over the next 20 years. The Future Land Use Map does not account for these projections, but can be used as a basis or support for approving amendments.

The projected need of 1,401 acres for development does not create significant conflicts between land uses. There is more than enough existing agricultural and open space land area (4,716 acres), some of which serve as holding areas for development, to meet this anticipated land need. Despite the limited future land use conflicts predicted, development of land should follow the goals and strategies outlined in this Plan in a responsible manner to create healthy, active, and balanced neighborhoods, while preserving natural resources and environmental corridor areas.

Projection Notes

These projections utilize WI DOA Population and Household Projections to produce a Moderate Growth scenario for projected housing units as detailed Appendix E: Housing Assessment. Current land use acreage is utilized to project new residential land demand and assumed land needed for other uses. A weighted average of a .33 acre lot size is assumed for residential land uses.

The acreage of the areas shown as future residential, commercial, and industrial on the Future Land Use Map differ from the projected acreage calculated above. Where and how much development will actually occur will depend on the market for the land uses and the developers and property owners that choose to respond to the market demand. The projections can be used as a basis or support for approving amendments to this plan.

Chapter 10: Implementation

Introduction

The Implementation chapter lays out how this plan should be used and by who. Key staff and elected officials will be responsible for various implementation actions of the Comprehensive Plan over its lifetime and any updates as necessary.

Guiding Daily Decisions

Village Roles & Responsibilities

Village Board

Village Board sets priorities, controls budgets and tax rates, and typically has the final say on key aspects of public and private development projects. Each board member should know where to find this plan and should be familiar with the major goals described herein. Board members should expect and require that staff recommendations and actions both reference and remain consistent with this plan.

Plan Commission

Land use and development recommendations are a core component of this plan, and the Plan Commission has a major role in guiding those decisions. Plan Commission members must each have access to this plan and must be familiar with its content, especially Chapter 9: Land Use. It is the responsibility of Plan Commission to determine whether proposed projects are consistent with this plan, and to make decisions and recommendations that are consistent with this plan. The Plan Commission should seek public feedback before recommending amendments to the Plan.

Other Committees, Boards, & Commissions

All committees, boards, and commissions that serve as an extension of the Village of Menomonee Falls should treat this Plan as relevant to their activities in service to the community and should seek outcomes consistent with the goals and policies herein.

Village Staff

Key Village staff have a significant influence on capital projects, operational initiatives, and regulatory decisions. It is imperative that individuals in key roles know about, support, and actively work to implement the various policies and actions in this plan. Specifically, the following staff should consult and reference the Comprehensive Plan during goal-setting and budgeting processes, during planning for major public projects, and in the review of private development projects:

- Village Manager, Attorney, and Clerk
- Engineering and Development Staff
- Economic Development and Tourism Staff
- Public Works Staff
- Finance Department Staff
- Utilities Staff

These key staff members should be familiar with and track the various goals and strategies laid out in this plan, and should reference that content as appropriate in communications with residents and elected and appointed officials, other division heads should also be aware of the Plan and the connections between the Plan and Village Projects. The purpose of this extra effort is to strengthen staff recommendations and reinforce the plan as a relevant tool integral to Village functions.

The Village Manager, as lead administrative official of the Village, is responsible for ensuring that other key staff members are actively working to implement this Comprehensive Plan.

Education & Advocacy

Implementation of this plan also depends, to a great degree, on the actions and decisions of entities other than the Village government. The Action Plan (see Appendix B) references several parties that the Village of Menomonee Falls does not control or direct.

It is necessary to persuade these entities to be active partners in the implementation of the goals, objectives, and strategies of this plan. The following Village activities can support this effort:

- Share this plan with each organization, including a memo highlighting sections of the plan that anticipate collaboration between the Village and the organization.
- Take the lead role in establishing collaboration with these organizations.
- Know and communicate the intent of relevant objectives and strategies. Partner organizations need to understand and buy in to the rationale before they will act.

Utilizing Existing Tools

Many of the strategies identified in this plan presume the use of existing Village ordinances and programs. The Village's key implementation tools include:

Operational Tools

- Annual Budget Process
- Capital Improvement Program

Regulatory Tools

- Building Code
- Subdivision Ordinances
- Zoning Ordinance
- Site Plan Requirements

Funding Tools

- Tax Incremental Financing (TIF) Districts
- State and Federal Grant Programs

Guiding Annual Decisions

Annual Update

To provide lasting value and influence, this plan must be used and referenced regularly, especially during budgeting processes. To inform these annual processes, the Village Manager may prepare and present to Plan Commission and Village Board, in potentially the third quarter of each year, a concise Comprehensive Plan Annual Report with the following information:

- Action items in progress or completed during the prior 12 months. Celebrate success!
- Staff recommendations for action items to pursue during the next 12 months.

Link to Annual Budget Process

The most important opportunity for this plan to influence the growth and improvement of the Village is through the annual budgeting and capital planning processes. These existing annual efforts determine what projects will and will not be pursued by the Village, and so it is very important to integrate this plan into those processes every year.

The compilation of actions in **Appendix B** is a resource to support decisions about how and where to invest the Village's limited resources. The Annual Report should draw from this Action Plan. Plan Commission should make formal recommendations for Board consideration, identifying those choices and commitments most likely to further the goals and objectives identified in this plan.

Updating the Plan

The 20-year horizon of this plan defines the time period used to consider potential growth and change. However, over time, market conditions and priorities change, community preferences shift, and technology evolves. The community's Comprehensive Plan needs to be amended and adjusted at times to keep pace with these changes to remain relevant. The State comprehensive planning law requires that this Comprehensive Plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial re-write of the Plan document and maps. Additionally, as of January 1, 2010, all decisions related to zoning, subdivisions, and official maps will need to be consistent with this Comprehensive Plan.

Additionally, on an annual basis, the Village intends to review decisions on private development proposals and implementation actions over the previous year against the recommendations of this Plan and consider potential changes to the Plan. This will help keep the Plan a "living document."

Amendment Process

In the years between major plan updates it may be necessary or desirable to amend this plan. A straightforward amendment, such as a strategy or future land use map revision for which there is broad support, can be completed through the following process.

Step One

Amendments can be initiated by referral by the Plan Commission or Village Board or may be requested by application from a member of the public.

For amendments affecting a large geographical area of the Village or proposing major changes to plan policies, a more involved public input process should be considered to ensure that proposed amendments are in the best interest of and are well supported by the community.

Step Two

Plan Commission holds a public hearing on the proposed amendment, preceded by a 30-day public notice. Notice of the proposed amendment should also be transmitted as appropriate to other governmental entities that may be affected by or interested in the change, such as a neighboring jurisdiction. After holding the public hearing, Plan Commission can approve or deny a resolution to adopt the plan as amended, or recommend adjustments to the proposed amendment. The Commission may request more information before making a recommendation on any proposed amendment.

Step Three

Village Board hears a report from Plan Commission on the amendment and considers adoption of the amended plan, by ordinance. The Village Board may choose to revise the Plan after it has been recommended by Plan Commission on such changes prior to adoption, but, depending on the significance of the revision, such consultation may be advisable.

Step Four

Staff completes the plan amendment as approved, including an entry in an amendment log. A revised PDF copy of the plan is posted to the Village website.

Action Plan

Appendix B features a compilation of actions identified in Chapters 3-9 to help the Village achieve its various goals and strategies.

“Target Completion” Deadlines

The deadlines identified to achieve these actions are not firm - rather they are indications of when the Village may choose to pursue an action based on its importance or difficulty. The general timelines identified are:

- Short-Term
- Mid-Term
- Long-Term
- On-going

Plan Consistency

Once formally adopted, the Plan becomes a tool for communicating the Village’s land use policy and for coordinating legislative decisions. Per the requirements of Wisconsin’s Comprehensive Planning Law, after January 1, 2010, if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with that local governmental unit’s Comprehensive Plan:

- Official maps
- Local subdivision regulations
- General zoning ordinances
- Shoreland/wetland zoning ordinances

An action will be deemed consistent if:

1. It furthers, or at least does not interfere with, the goals and strategies of this Plan,
2. It is compatible with the proposed future land uses and densities/intensities contained in this Plan,
3. It carries out, as applicable, any specific proposals for community facilities, including transportation facilities, that are contained in the Plan.

The State of Wisconsin planning legislation requires that the implementation element describe how each of the nine-elements will be integrated and made consistent with the other elements of the Plan. Prior to adoption of the Plan, the Village reviewed, updated, and completed all elements of this Plan together, and no inconsistencies were found.

Severability

If any provision of this Comprehensive Plan is found to be invalid or unconstitutional, or if the application of this Comprehensive Plan to any person or circumstances is found to be invalid or unconstitutional, such invalidity or unconstitutionality will not affect the other provisions or applications of this Comprehensive Plan, which can be given effect without the invalid or unconstitutional provision or application. If any requirement or limitation attached to an authorization given under this Comprehensive Plan is found invalid, it shall be presumed that the authorization would not have been granted without the requirement or limitation and, therefore, said authorization shall also be invalid.



Appendix A:

Plan Adoption & Amendments

Appendix B: Action Plan

Appendix C: Public Engagement Results

Appendix D: Maps

Appendix E: Housing Assessment