



Village of Menomonee Falls 2025-2045

Comprehensive Plan Executive Summary

WELCOME TO
**Menomonee
Falls**

Prepared for the Menomonee
Falls Department of Engineering
& Development

Adopted December 1, 2025

Updated

Plan Context and Vision

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.



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

Existing Conditions and Engagement

Snapshot Overview

Data used for the Village of Menomonee Falls Comprehensive Plan includes 2023 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

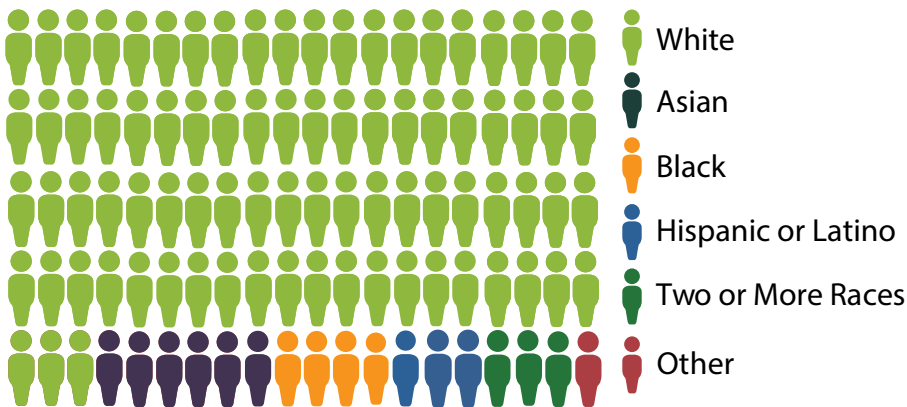
Educational Attainment



Source: U.S. Census Bureau ACS

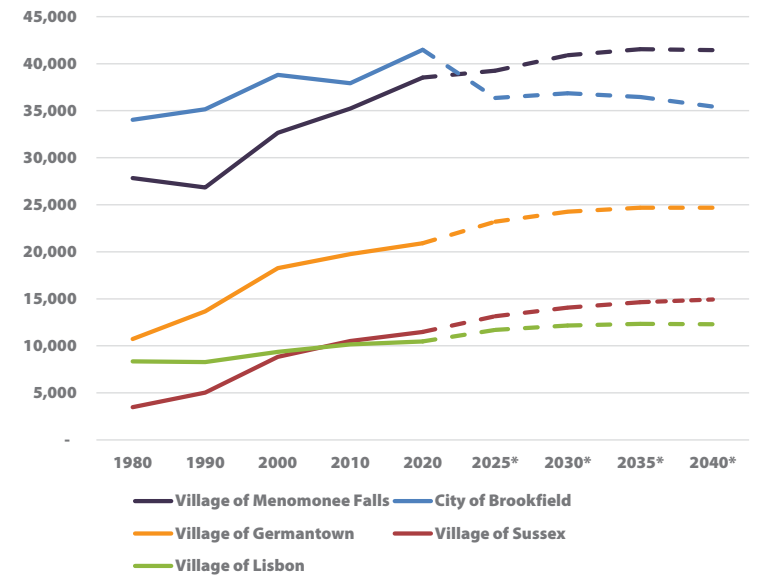
Race and Ethnicity

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

Figure 1: Population Growth & Projections 1980-2040



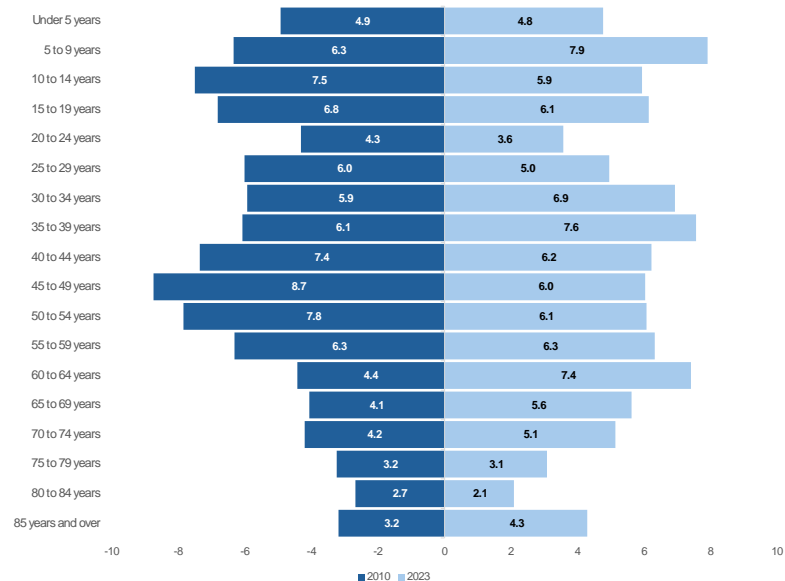
Source: U.S. Census Bureau Decennial Census, WI DOA Population Projections and Estimates

Existing Conditions and Engagement

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

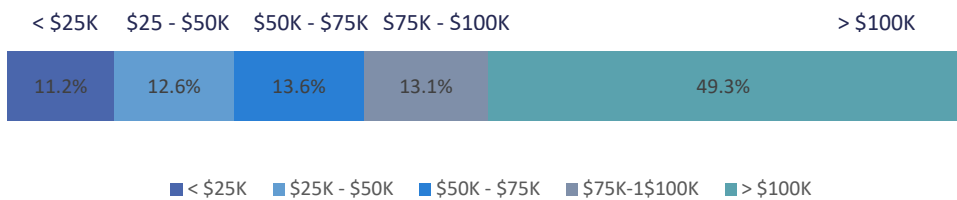


Source: US Census Bureau ACS, 2023 5-year Estimate

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

Existing Conditions and Engagement

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.

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.



Comprehensive Plan Goals

Agricultural, Natural, & Cultural Resources Goals

In Menomonee Falls, we envision...

1. **Agricultural areas serving as holding areas for future development.**
2. **A land use pattern which maintains biodiversity and results in the preservation and responsible use of the natural resources**
3. **Adequate and accessible park, recreation, and open space facilities.**
4. **Preservation and celebration of cultural heritage and arts.**

Utilities & Community Facilities Goals

In Menomonee Falls, we envision...

1. **Safe, efficient and dependable stormwater management, public water, and wastewater service.**
2. **Enhancing community wellbeing through access to excellent community facilities.**
3. **An efficient land use pattern supported by transportation, utility, and public facility systems.**

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 habitats, locations for parks and open spaces, and lend aesthetic character to the Village.

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.



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.

Comprehensive Plan Goals

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.

Balanced Change



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

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.

Economic Development Goals

In Menomonee Falls, we envision...

- 1. A stable, growing, and diversified local economy including residential, commercial, industrial and institutional sectors.**
- 2. A quality of life that nurtures a vibrant, family-friendly community to attract and retain residents and businesses.**
- 3. A healthy business mix in the Downtown area.**
- 4. The promotion of the Village as a tourist destination.**

Housing Goals

In Menomonee Falls, we envision...

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

Comprehensive Plan Goals

Mobility & Transportation Goals

In Menomonee Falls, we envision...

1. A safe, well-maintained, and cost-effective transportation network which provides for motor vehicles, pedestrians, and bicycles.
2. An integrated and accessible mobility system that connects various transportation options and promotes active recreation throughout the Village
3. Promoting biking as a tourist activity.

Intergovernmental Cooperation Goals

In Menomonee Falls, we envision...

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

Land Use Goals

In Menomonee Falls, we envision...

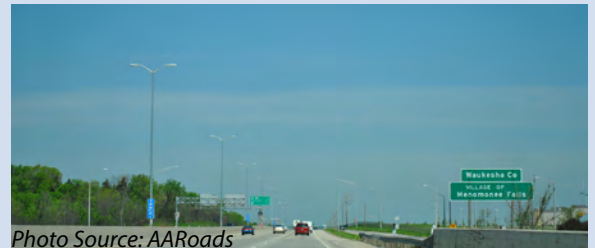
1. A land use pattern resulting in a compatible arrangement supporting vibrant and healthy neighborhoods.
2. Encouraging appropriate development through effective collaboration and efficient development review while balancing community needs.

Issues and Opportunities



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

Neighboring Jurisdictions



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

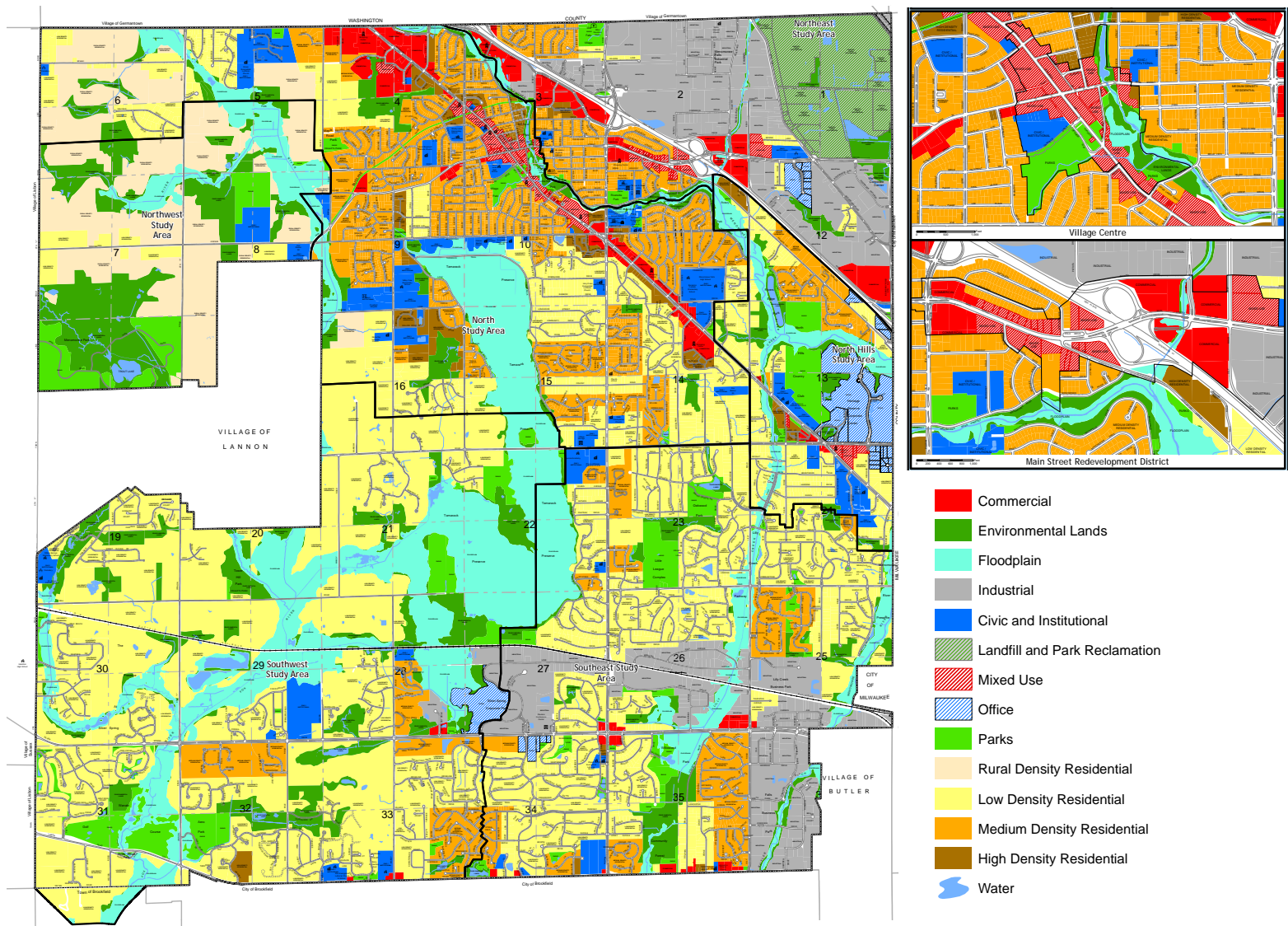
Balanced Neighborhoods



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.

Future Land Use Plan

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.