

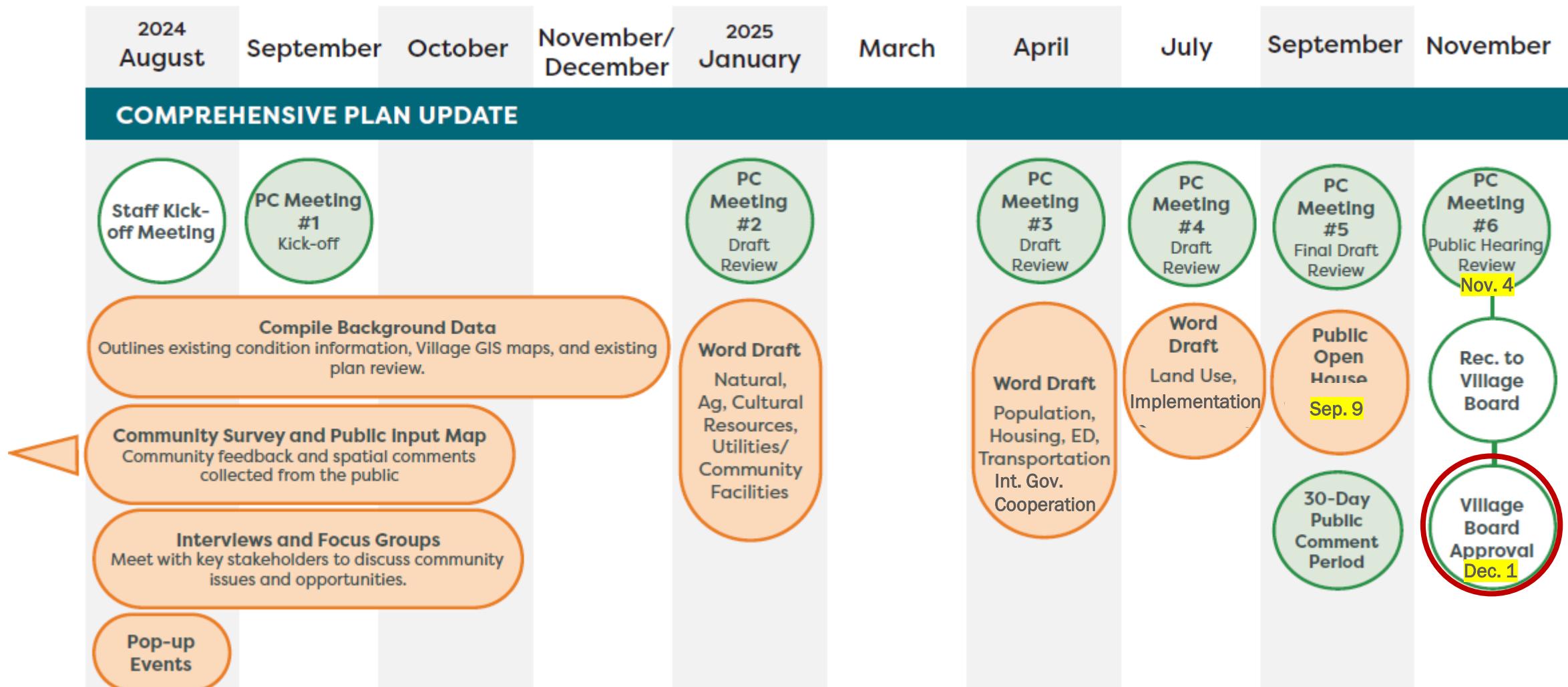


Comprehensive Plan COW Meeting

Village of Menomonee Falls, WI

December 1, 2025

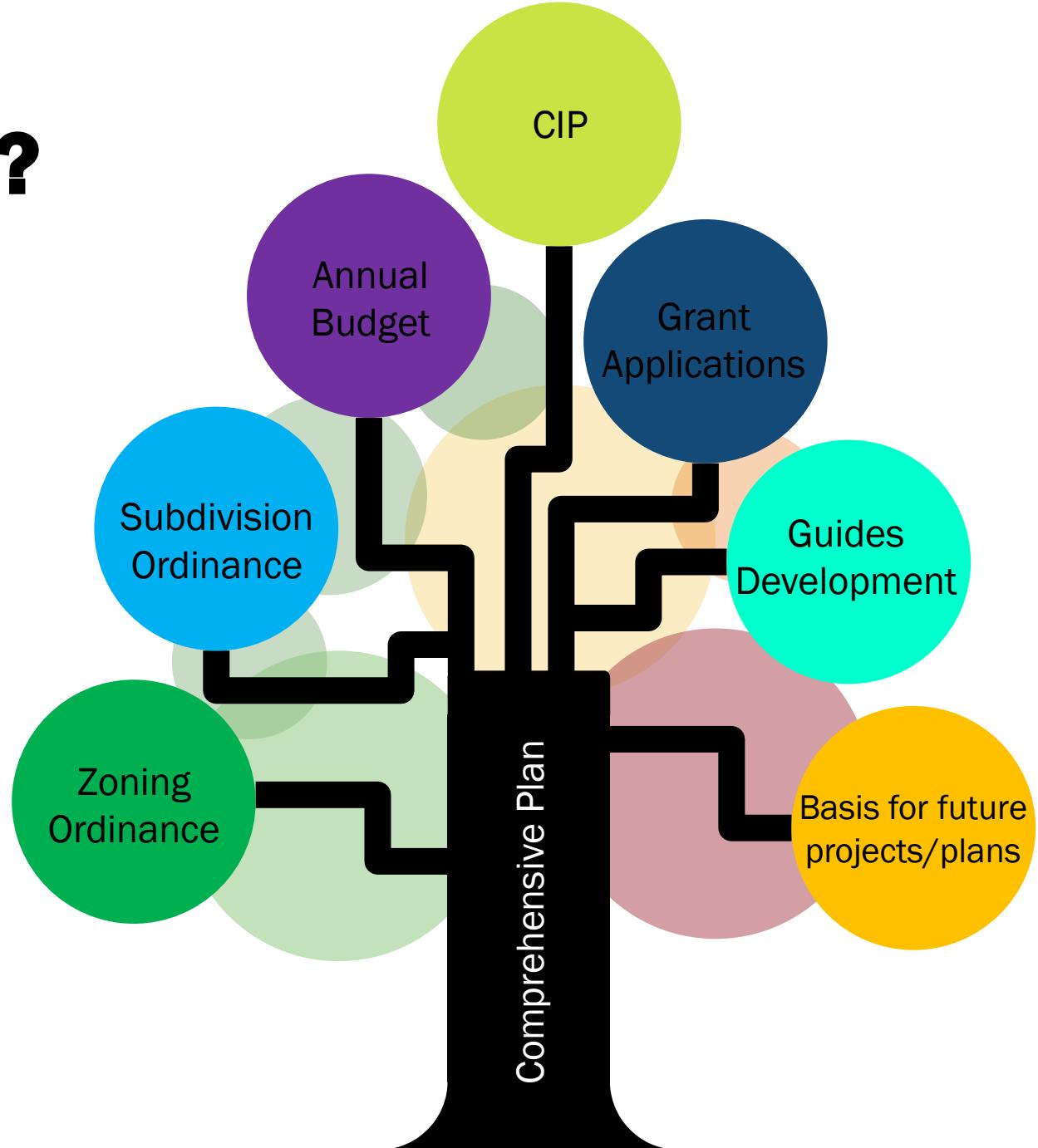
Anticipated Timeline



What is a Comprehensive Plan?

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

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



Plan Content

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

The 9 Elements

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

Issues and Opportunities

Housing

Transportation

Utilities and Community Facilities

Agricultural, Natural and Cultural Resources

Economic Development

Intergovernmental Cooperation

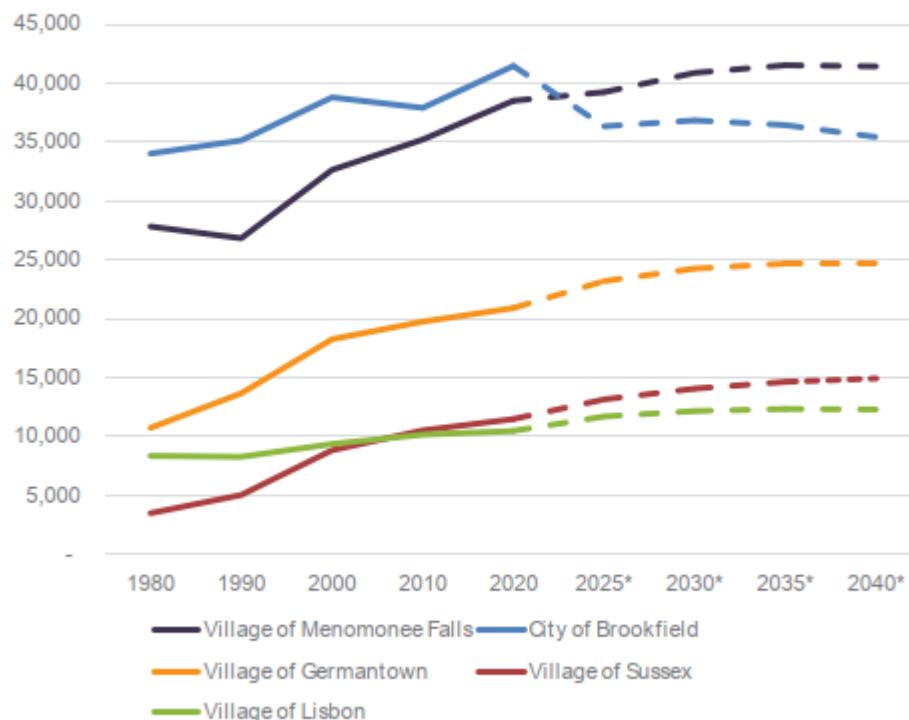
Land Use

Implementation

Existing Data

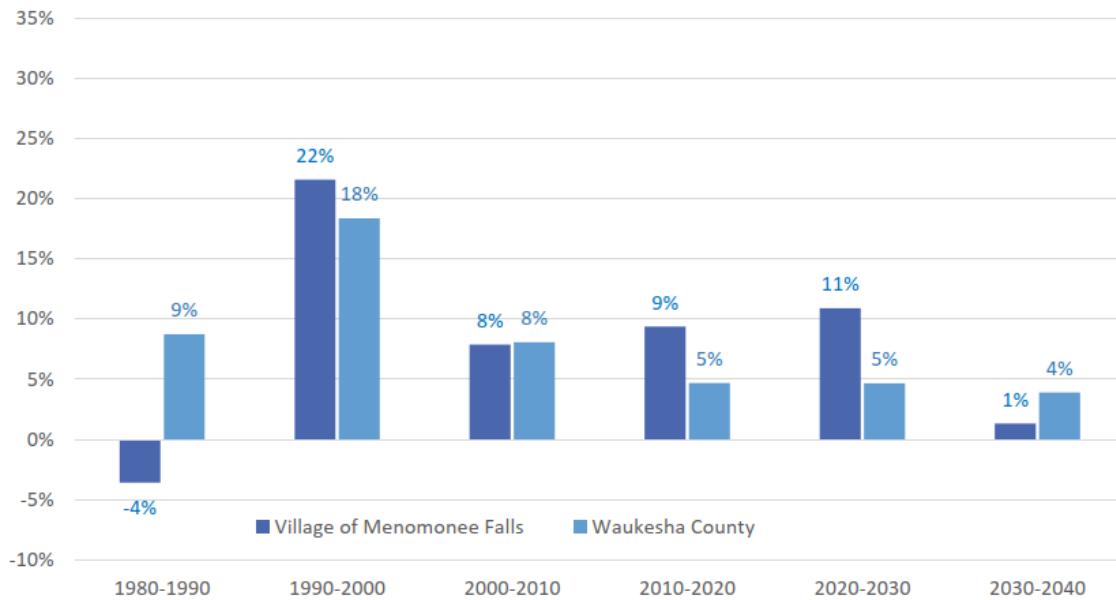
2024 Population: **40,099**

Figure 1: Population Growth & Projections 1980-2040



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

Figure 4: Population Growth by Decade



Existing Data

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



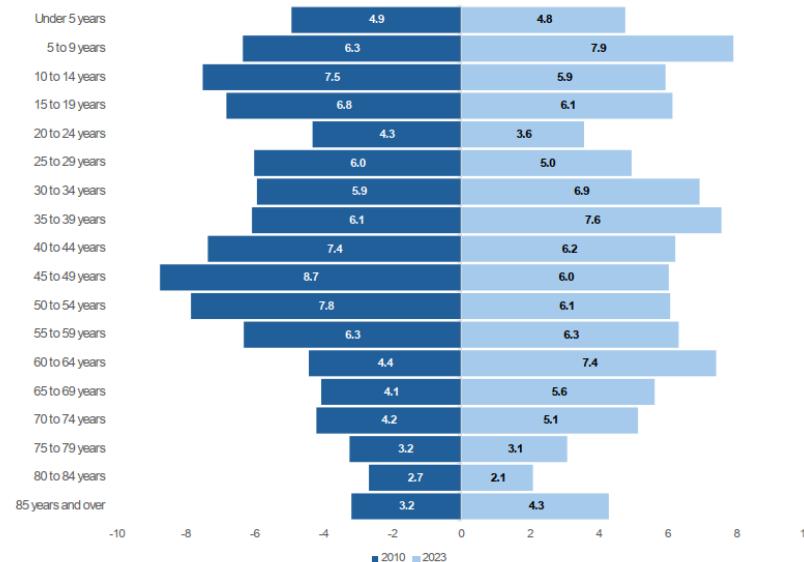
72% of residents have some college education



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

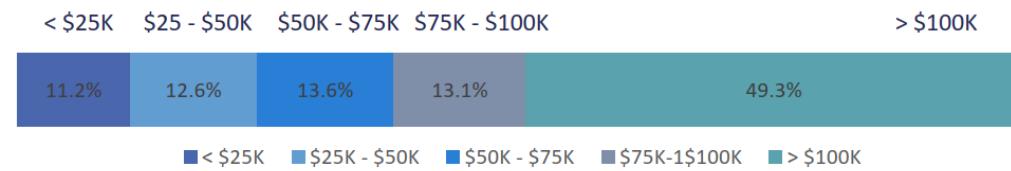
Source: U.S. Decennial Census, American Community Survey

Figure 2: Age Cohorts, 2010 vs. 2023



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

Figure 3: Household Income Distribution, 2023



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

Public Engagement Activities

- Community Survey
- Pop-up Booths
 - Farmers' Market
 - Kids' Fest
- Public Interactive Map
- Stakeholder Interview and Focus Groups
- Public Meetings
- Over 3,500 interactions!



Public Engagement Activities

Community Survey Data

- 2,745 Responses
- Active from June 2024 through September 2024
- Respondents trended more female, older, and mostly homeowners
- 95% of respondents were Village residents

[Home](#) > [Community](#) > 2024 Community Survey

2024 Community Survey

The Village of Menomonee Falls is looking for **YOUR** input to help guide the future development of the community as well as the future of the Village's parks and trails.

<https://www.surveymonkey.com/r/VillageSurvey2024>

The 2024 Community Survey will take 10 - 15 minutes to complete (on average), and the results of the survey will be used to inform updates to the Village's Comprehensive Plan and Comprehensive Outdoor Recreation Plan (CORP).

Survey responses will remain anonymous. There are several demographic questions included to help the Village understand who is responding, but no personal identifiers are requested or tracked.

Thank you for your time and thoughts!

Frequently Asked Questions

- **Can I get a paper copy (or copies) of the 2024 Community Survey?**

Yes. Paper copies are available at Village Hall, Menomonee Falls Public Library, and the Community Center.
- **What is the format of the survey questions?**

The online survey is hosted by Survey Monkey.

Most questions request participants to click a single choice or multiple answers.



Public Engagement Activities

Survey Responses

Top Reasons to Live in Menomonee Falls

- Close to family/friends
- Low Crime
- Community Character
- Price/Affordability

Top Investment Priorities

- Street Repair & Maintenance
- Public Safety
- Park & Recreation Facilities

Desired Businesses in Village

- Full-Service Restaurants
- Grocery Stores
- Entertainment Venues
- Specialty Retail Shops

Public Interactive Map

VILLAGE OF Menomonee Falls Menomonee Falls 2025 Comprehensive Plan Public Input Map

Comment Legend Map Layers Share MSA

Find address or place

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

Instructions:

- Step 1: Click on the "Comment" button in the upper right of the screen and pick an icon under "Create feature" which best fits the comment.
- Step 2: Once an icon is selected, click on the appropriate area on the map to drop the comment.
- Step 3: Add your corresponding comment in the "Description" text box and click "Create".

Notes:

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

For more information on the Comprehensive Plan Update, click the link below:

[2025 Comprehensive Plan Update Info Page](#)

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 Historic Village Centre
- A Safe and Well-Maintained Transportation Network
- Quality, Comprehensive Education
- Growing Cultural and Community Activities
- Reinvestment in Aging Residential and Commercial Properties

Public Engagement

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.
- **Affordable Housing:** The need for more affordable 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.

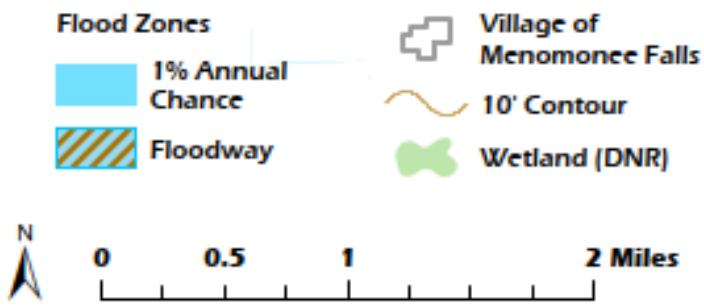
Ag, Natural, & Cultural Resources

In Menomonee Falls, we envision...

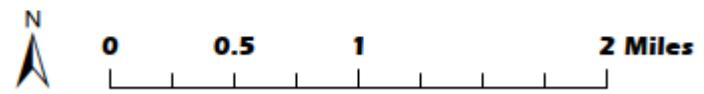
Goals

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.

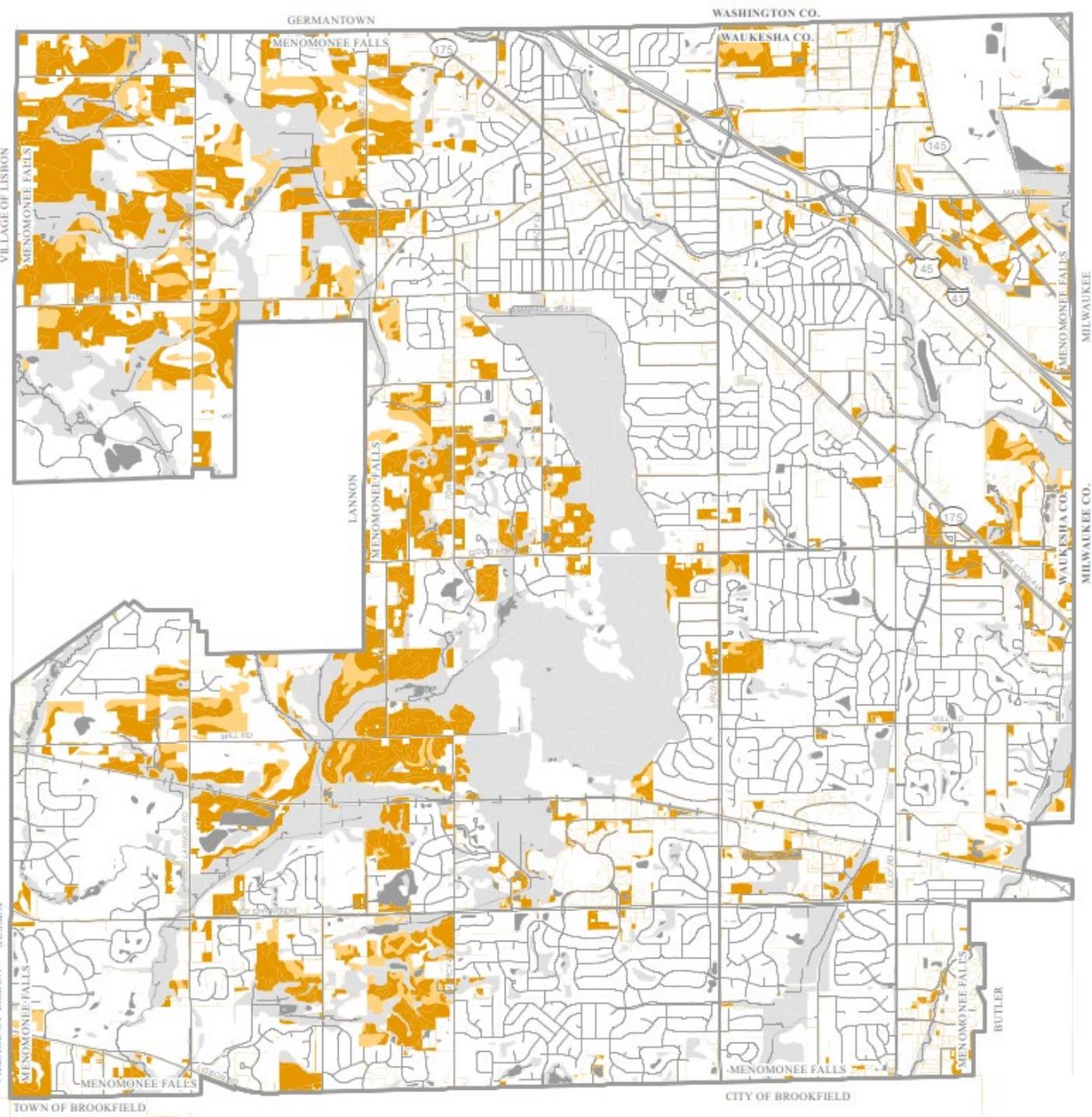
Development Limitations



Prime Agricultural Lands

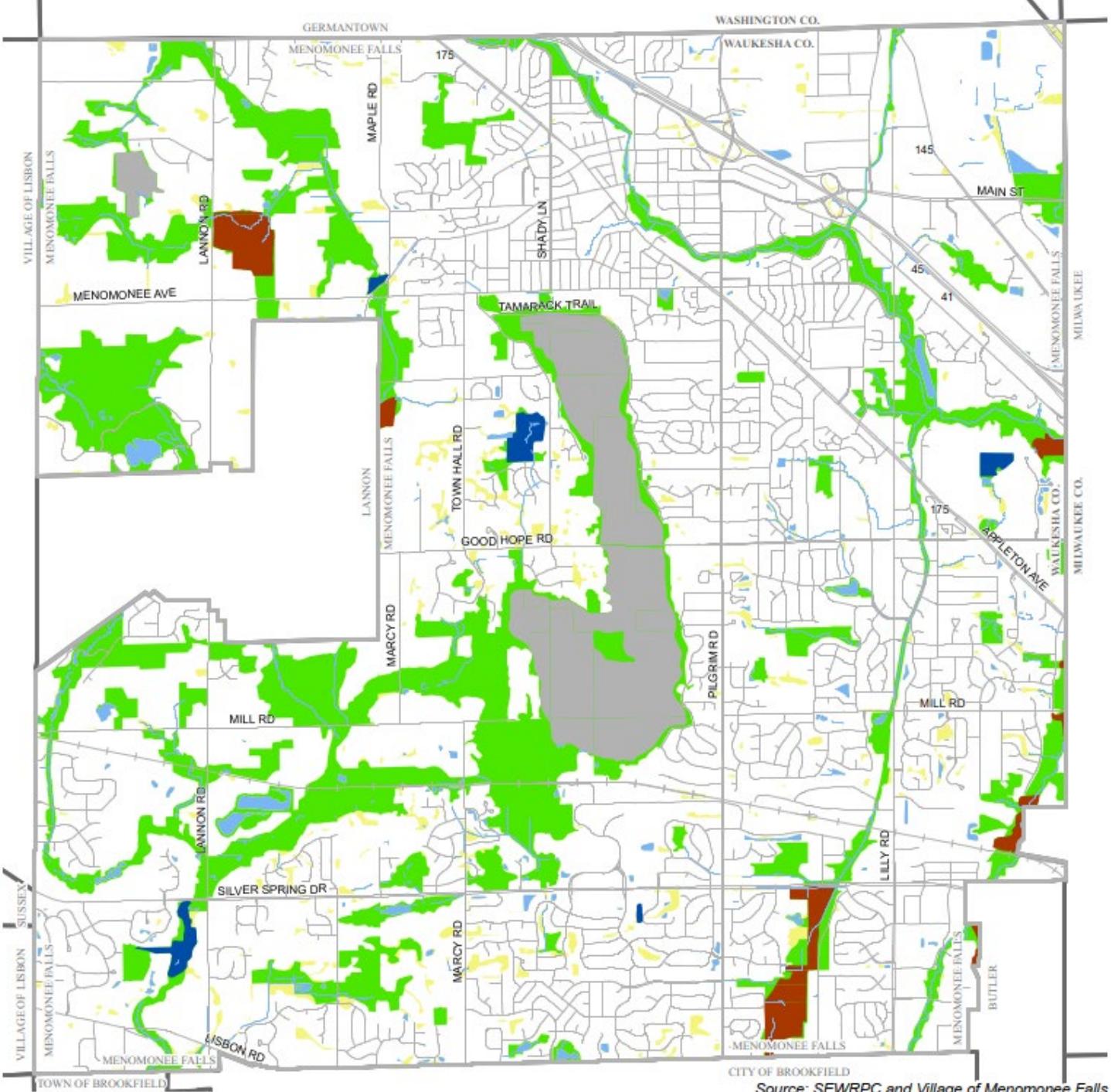
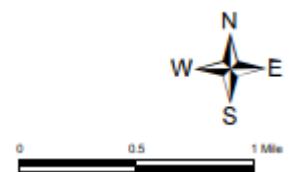


Class I & II Soils
Class III Soils



Environmentally Sensitive Areas

- SEWRPC Critical Species Habitat
- SEWRPC Class II Natural Area (medium-value)
- SEWRPC Class III Natural Area (other significant)
- Environmentally Significant Lands
- SEWRPC Delineated Wetlands Outside of Corridors
- Hydrology
- Village Boundary



Source: SEWRPC and Village of Menomonee Falls

Utilities & Community Facilities

In Menomonee Falls, we envision...

Economic Development

In Menomonee Falls, we envision...

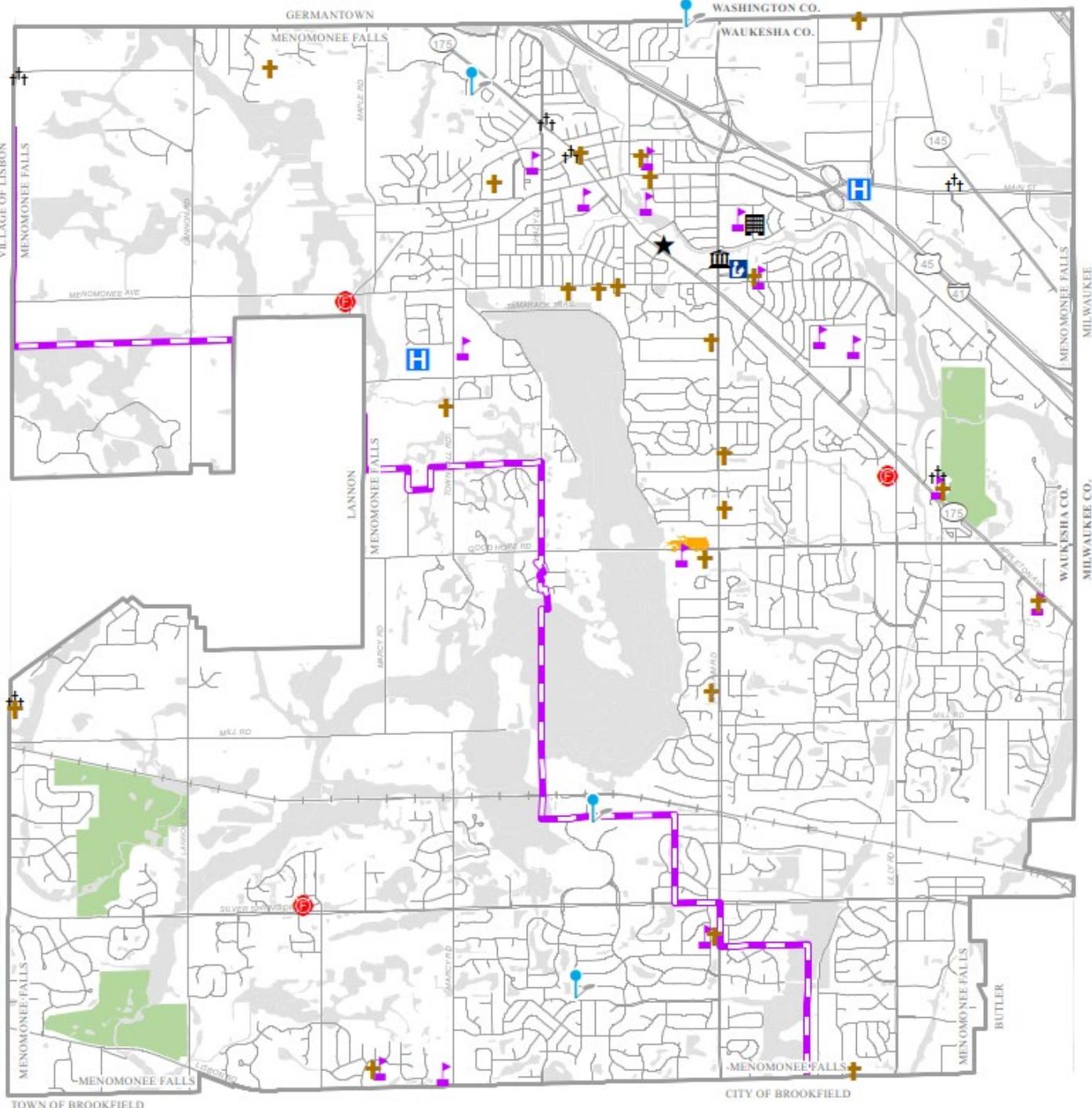
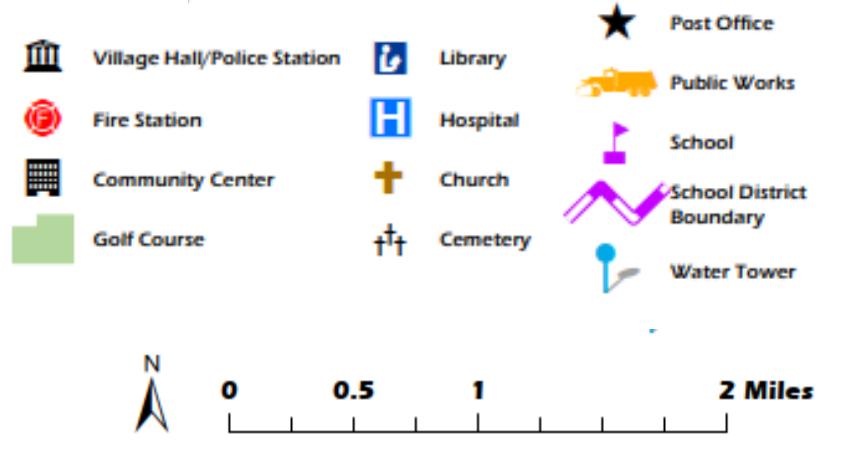
Goals

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.

Goals

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.

Community Facilities



Park and Open Space Areas

- Village Park/Preserve
- School Property
- Other Recreation Area

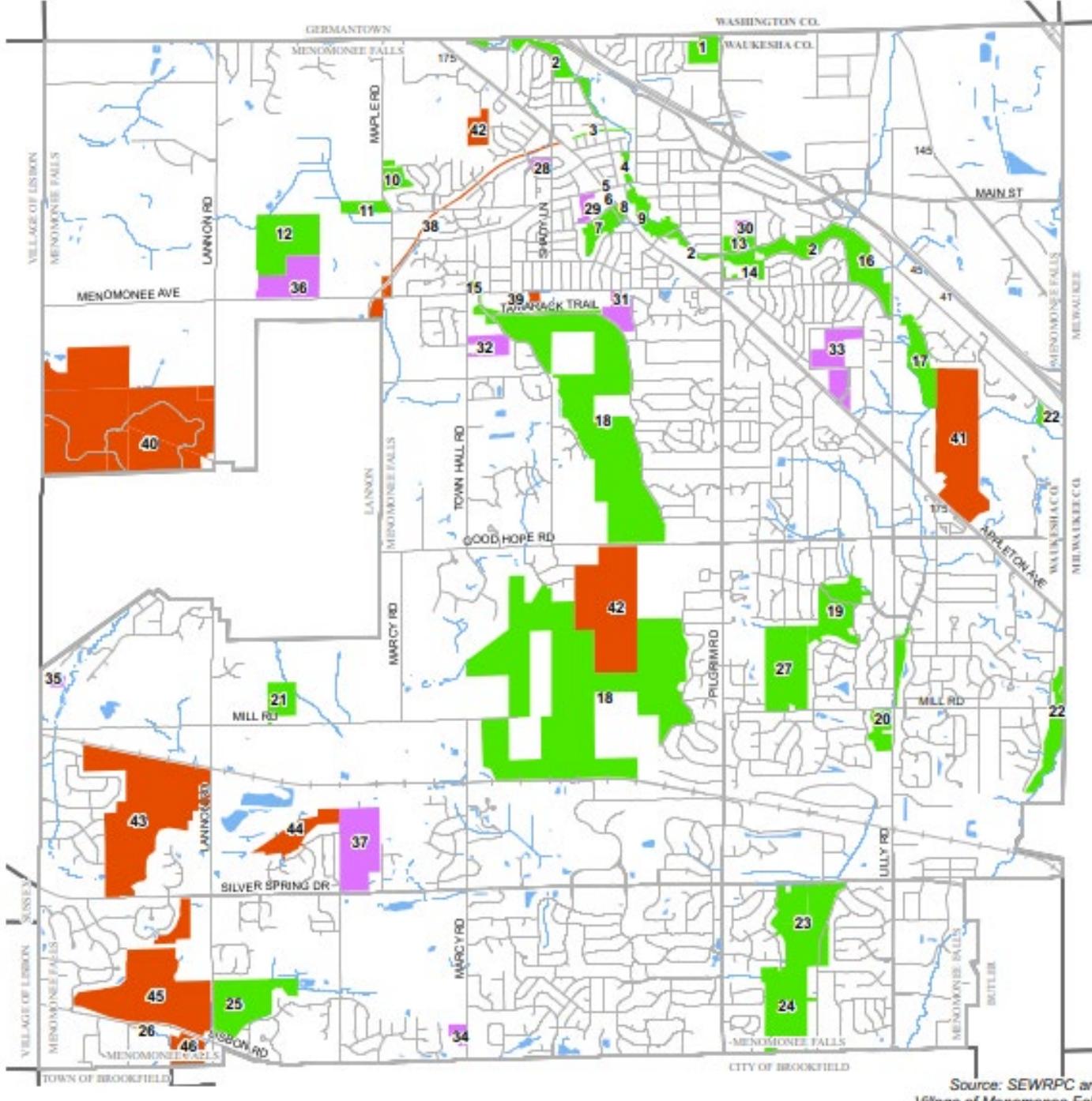


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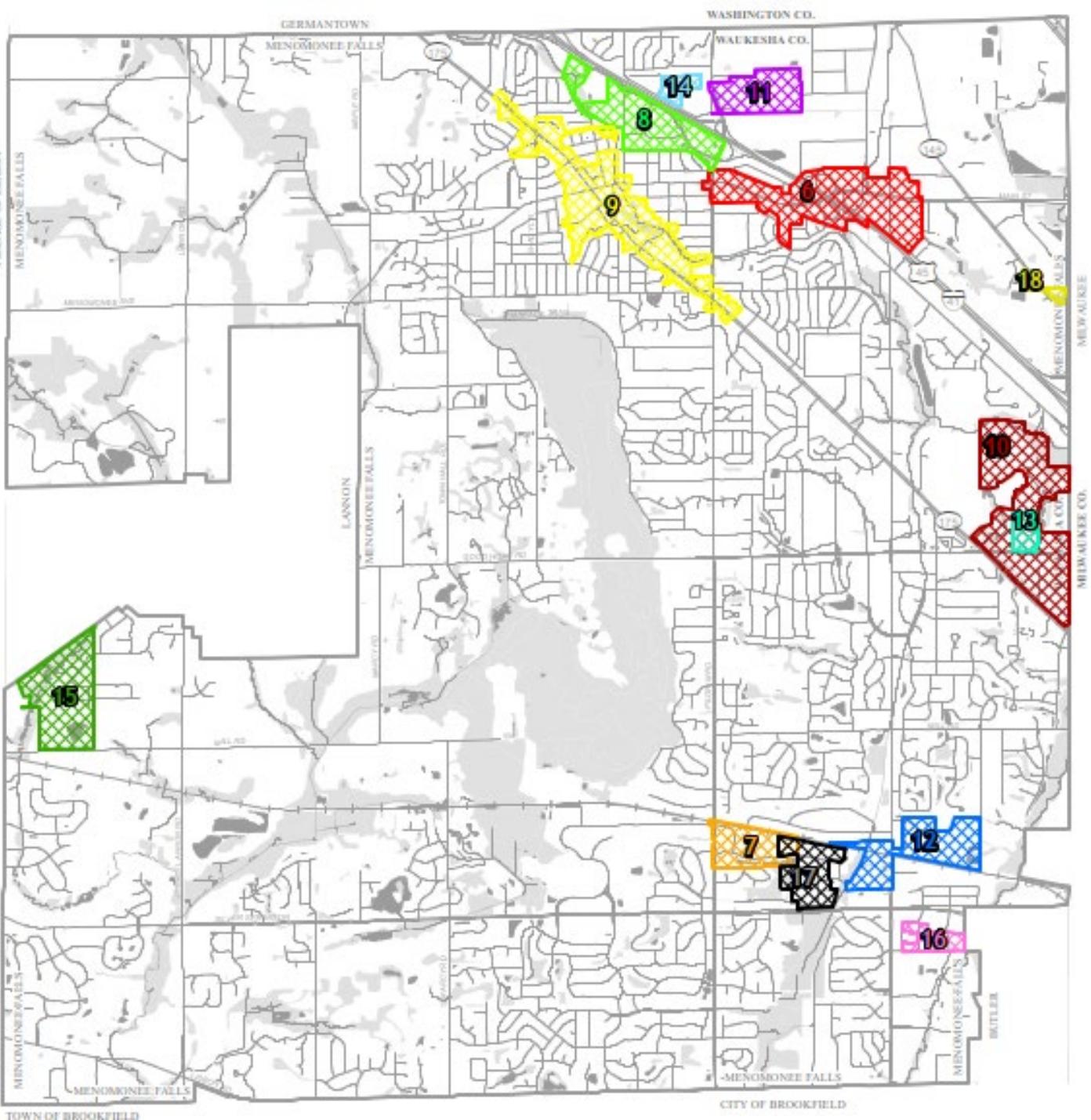
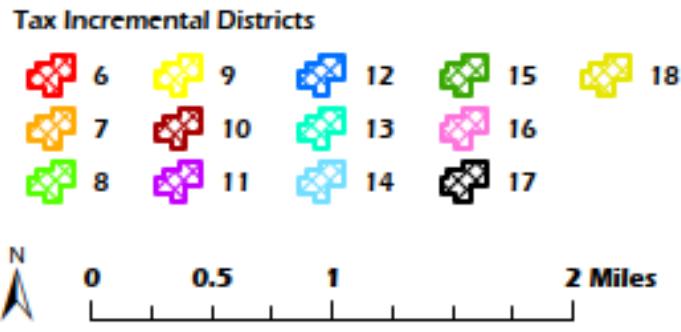
1

2 Miles



Source: SEWRPC and
Village of Menomonee Falls

Tax Incremental Districts



Housing

In Menomonee Falls, we envision...

Transportation & Mobility

In Menomonee Falls, we envision...

Goals

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.

Goals

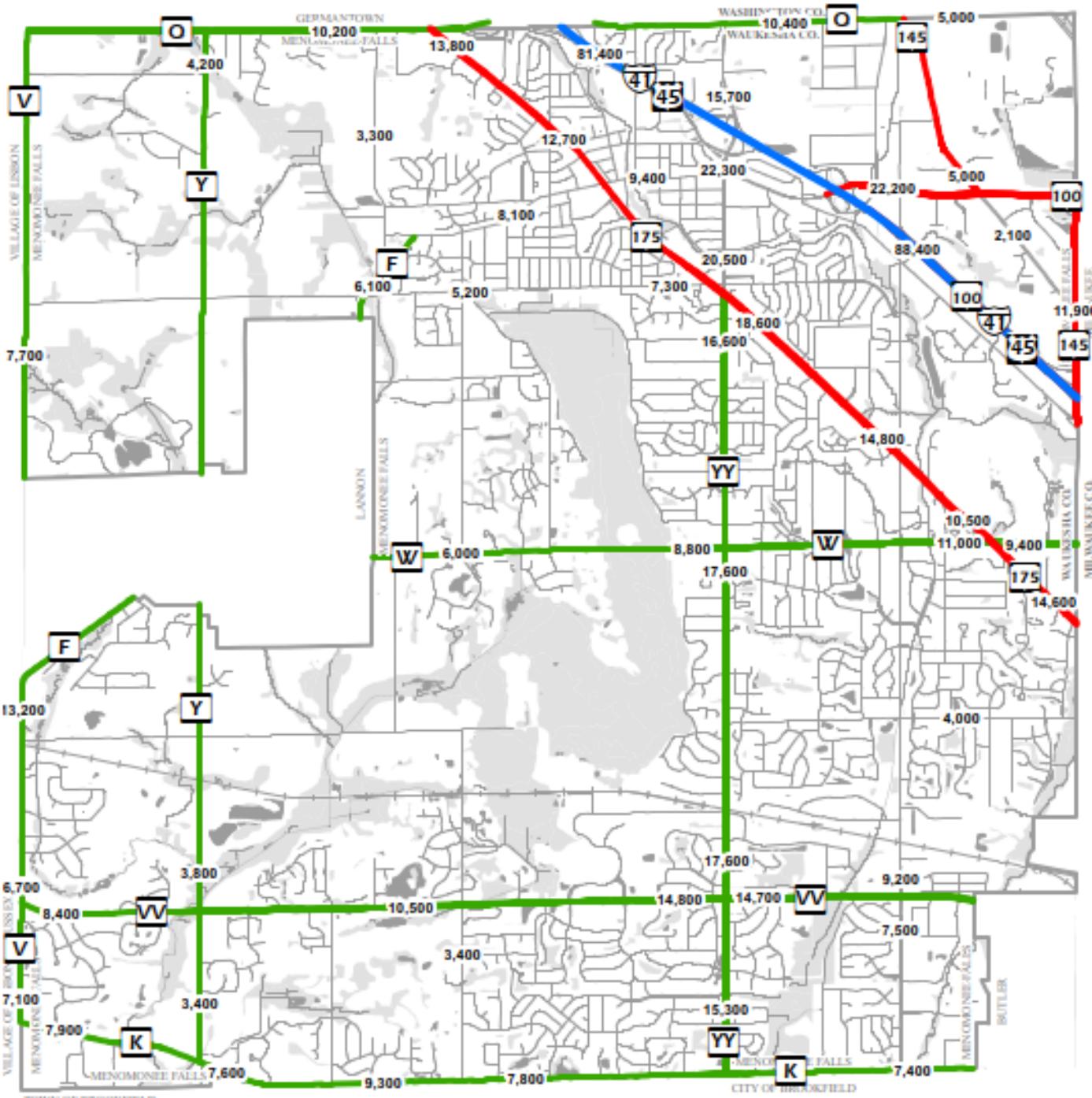
1. A safe, well-maintained, and cost-effective transportation network which provides for motor vehicles, pedestrians, and bicycles.
2. An integrated and accessible mobility system that connects various transportation options and promotes active recreation throughout the Village.
3. Promoting biking as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

Road Jurisdiction Network

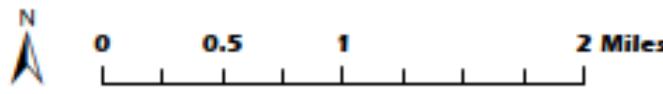


0 0.5 1 2 Miles

- Interstate/US Highway
- State Highway
- County Highway
- Local Road



MCTS Transit Routes

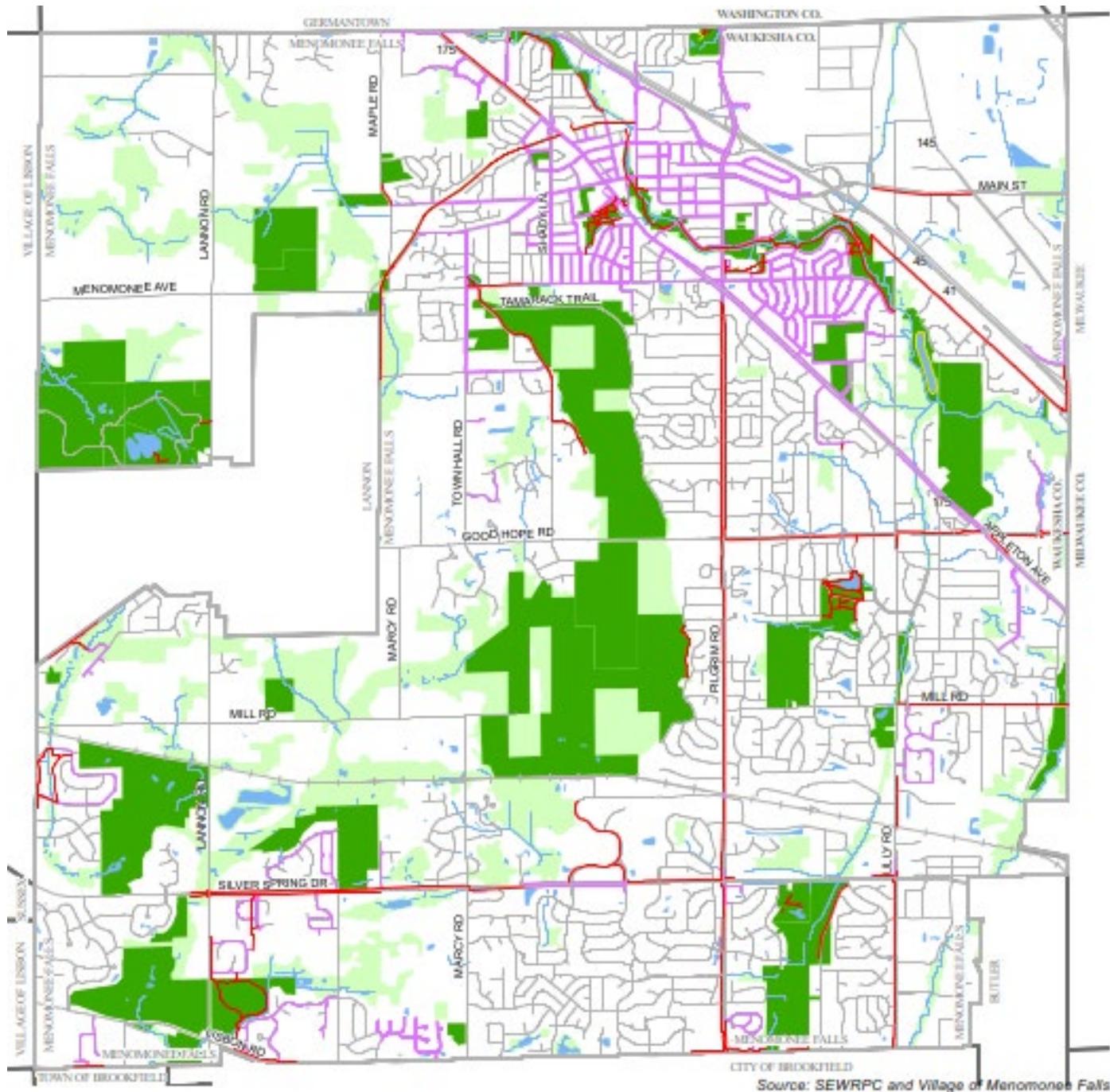


- Blue Line
- Route 88



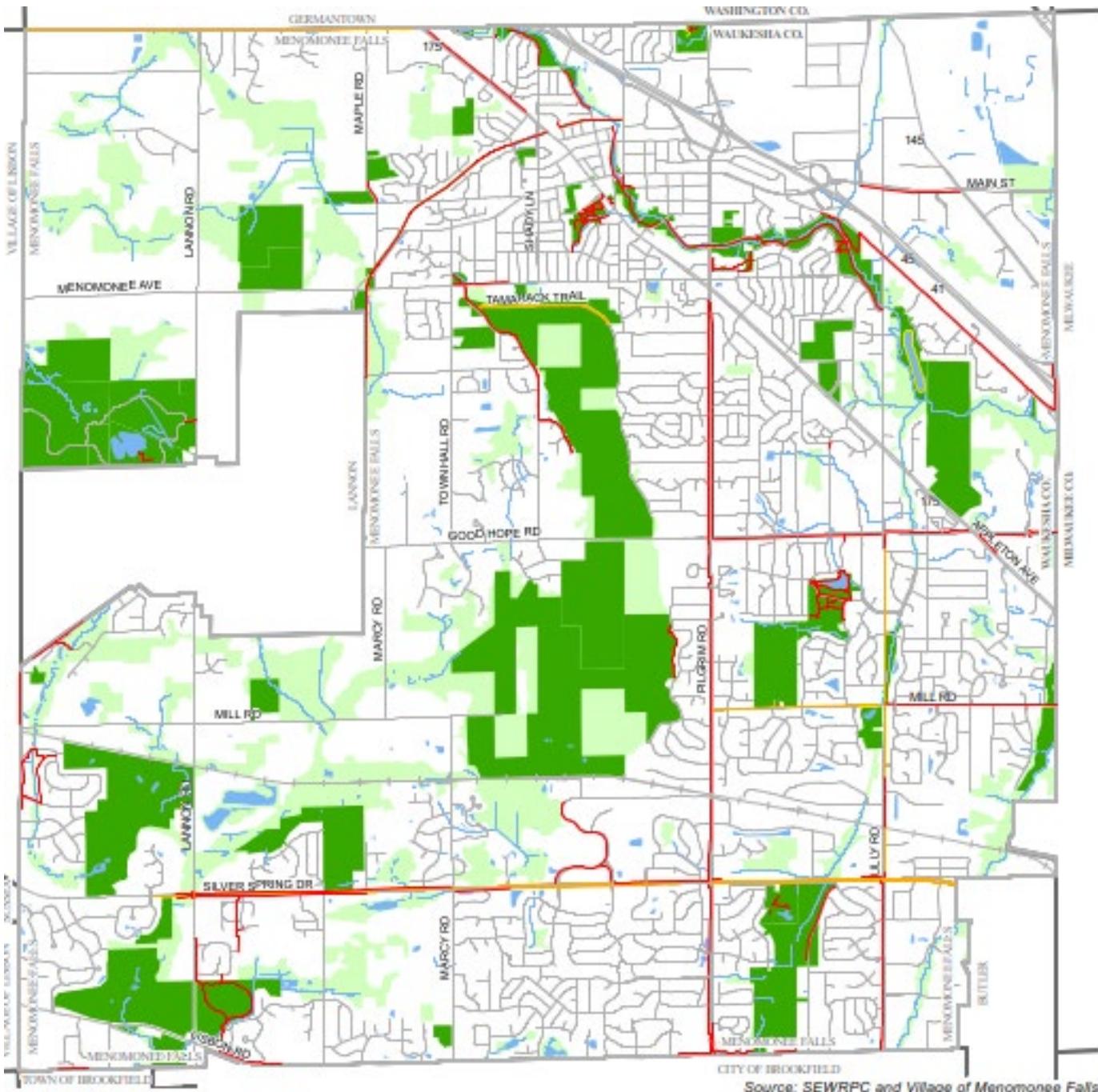
Existing Pedestrian System

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



Existing Bike System

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

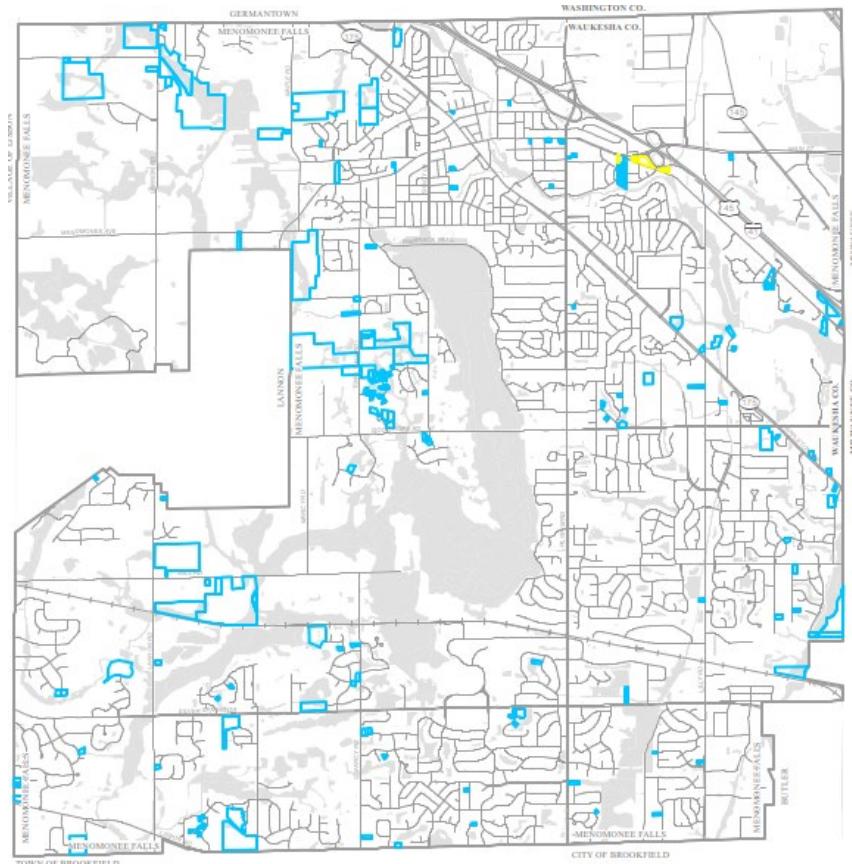


Menomonee Falls Housing Assessment

Key Takeaways

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

Housing Opportunity Areas



Inter-Governmental Cooperation

In Menomonee Falls, we envision...

Land Use

In Menomonee Falls, we envision...

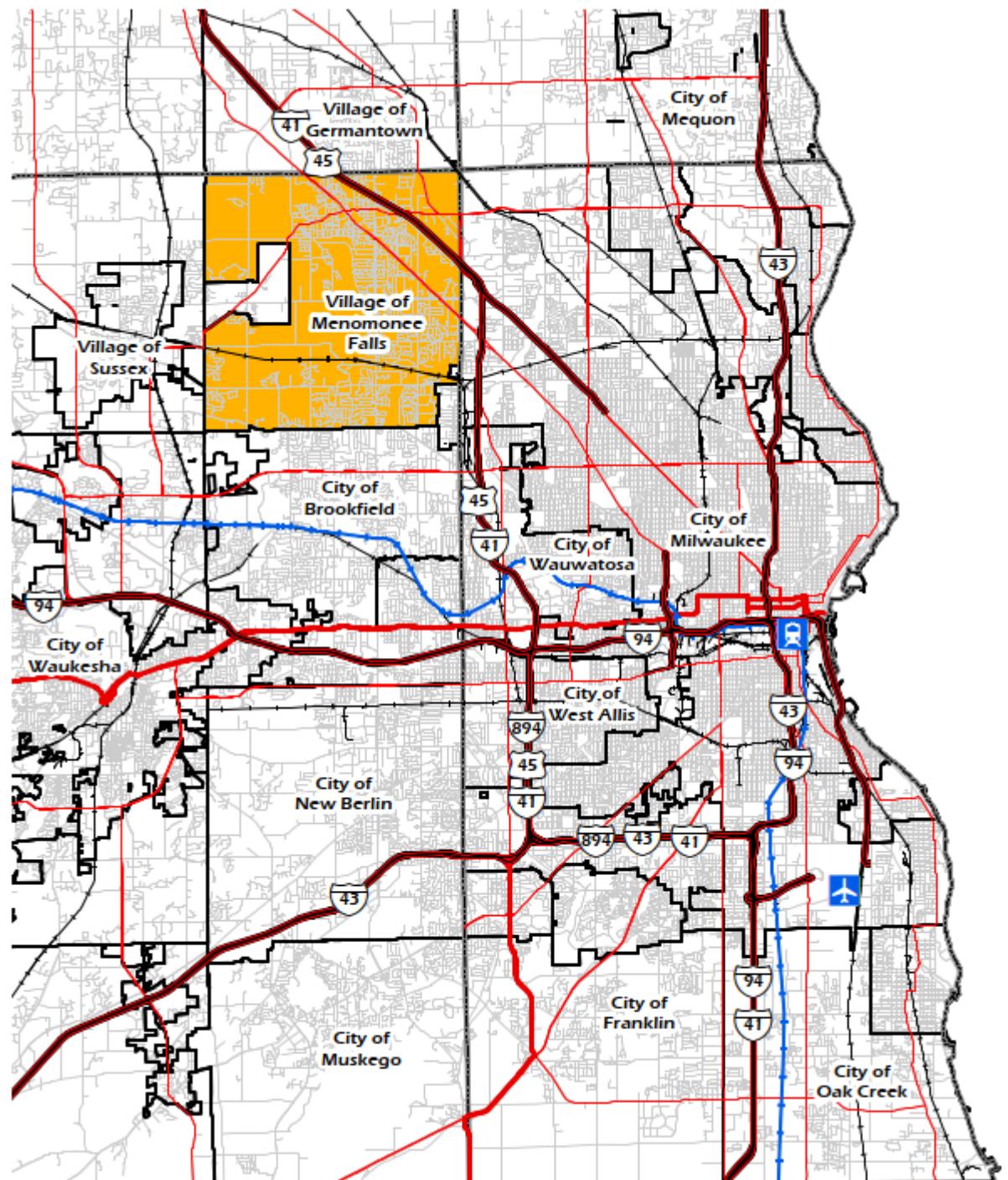
Goals

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

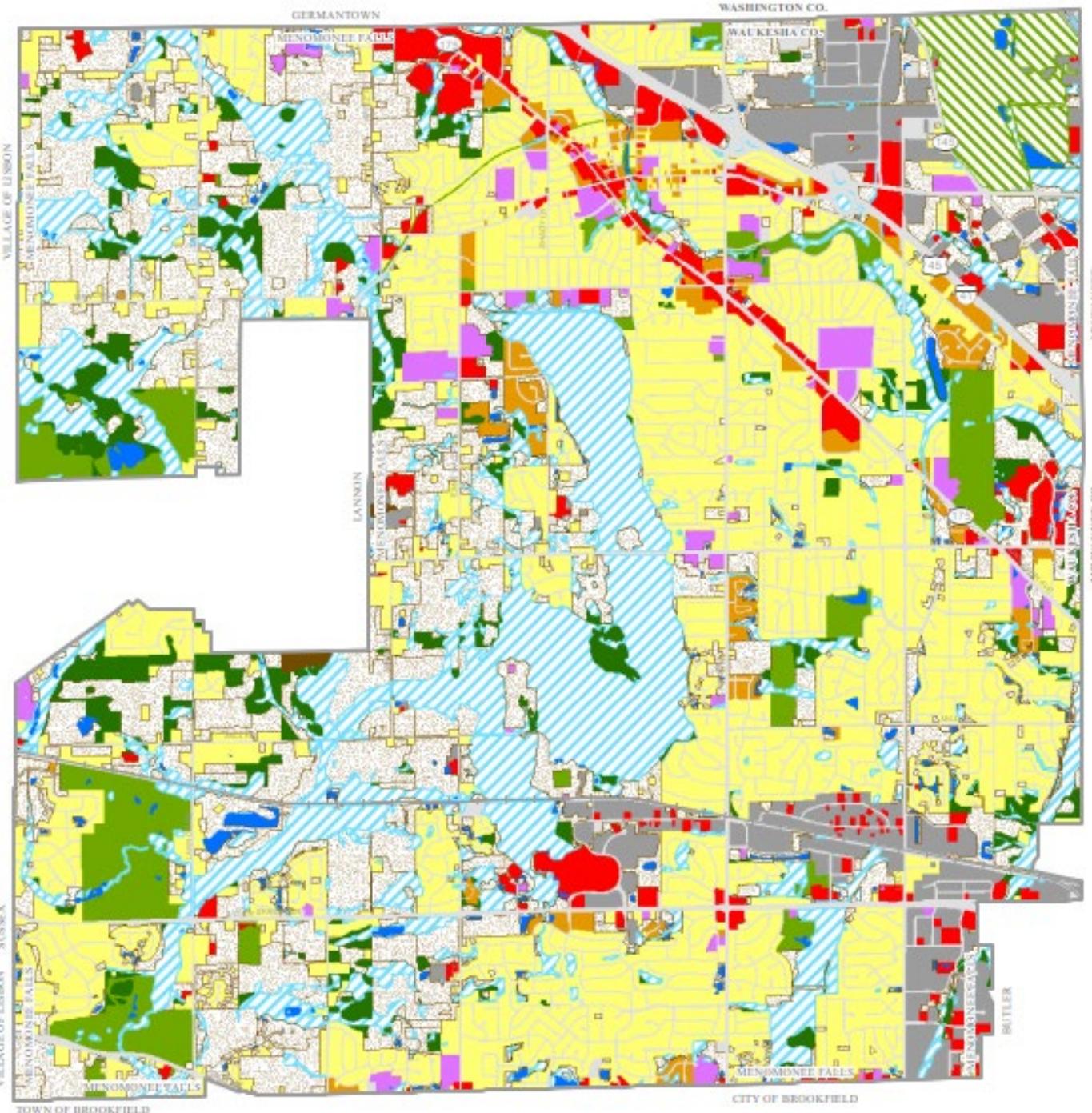
Goals

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.

Regional Jurisdictions



Existing Land Use Map



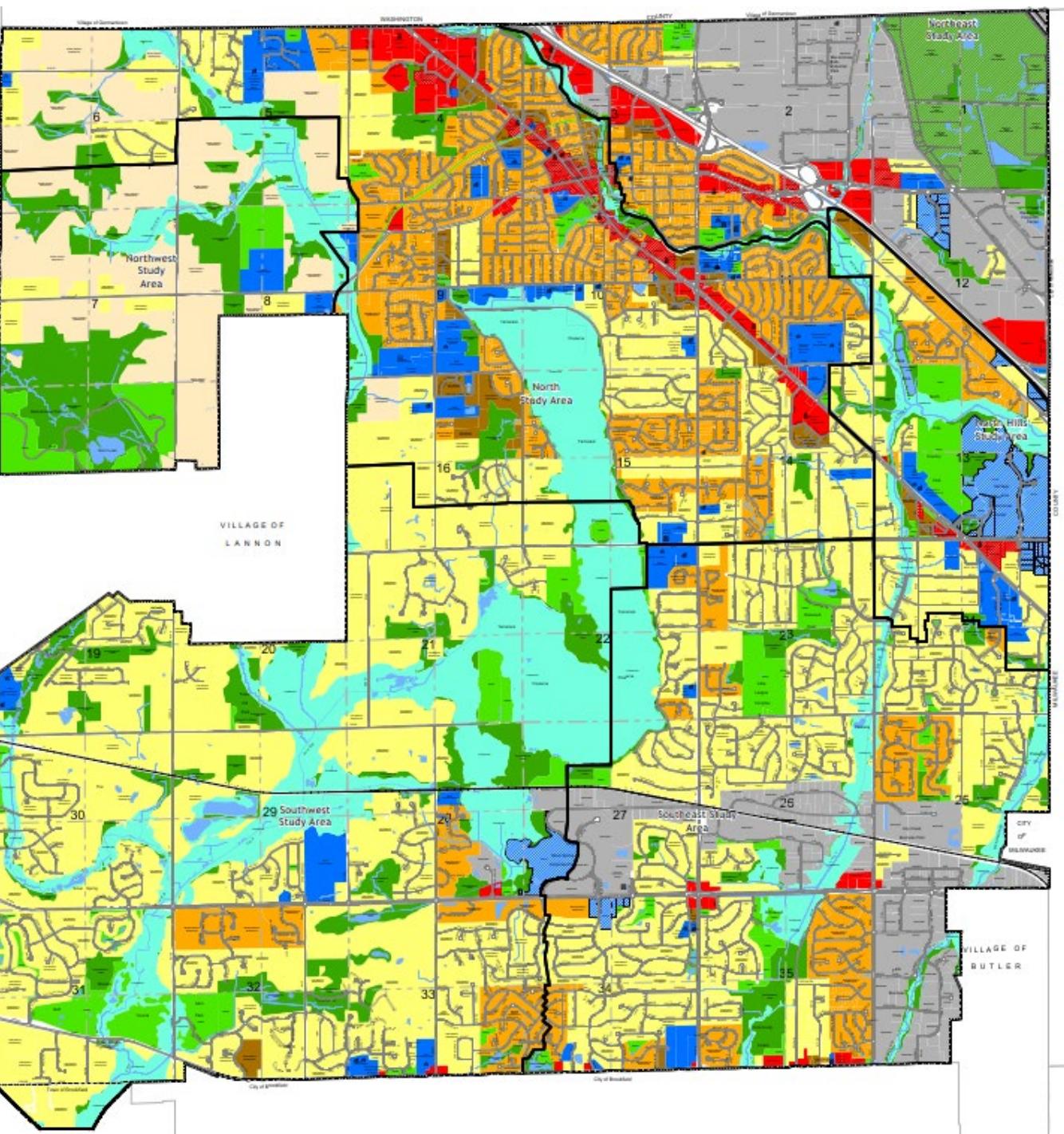
Land Use

Future Land Use Categories

- 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)



Future Land Use Map



Implementation

- Village Board commitment to use the plan and seek consistency with its goals and strategies.
- Direction for key Village committees and Village staff to use this plan routinely to guide decisions, especially Plan Commission.
- Consider preparation of a Comprehensive Plan Annual Report to inform and guide the Village's annual budgeting process.
- More than 100+ strategies to be implemented in the coming years (prioritization by short-term and long-term strategies).
- Guidance for amending and updating the plan in the future.

VILLAGE OF
**Menomonee
Falls**



**Thank you!
Questions?**



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