

2013 DEVELOPMENT REPORT

VILLAGE OF MENOMONEE FALLS

Waukesha County, Wisconsin

Money

Best Places to Live

America's best small towns

28. Menomonee Falls, WI

Top 50 rank: 28

Population: 35,974

Menomonee Falls is home to several large employers, including the headquarters of retailer Kohl's and a Harley-Davidson factory. The city also offers easy access to opportunities in Milwaukee, just 20 miles away.



COURTESY: VILLAGE OF MENOMONEE FALLS

Menomonee Falls is also known as a good place to buy a starter house: Median home sales prices hover around \$200,000.

--H.L.

In 2013, CNN Money selected the Village of Menomonee Falls as the only Wisconsin community to appear in their annual *Best Places to Live* publication and was named the 28th best small town in America.

The excerpt above was published in *CNN Money* magazine.



Prepared by: Department of
Community Development staff
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VILLAGE OF MENOMONEE FALLS OVERVIEW

The Village of Menomonee Falls is located adjacent to northwest Milwaukee in Waukesha County, straddling the State Highway 41/45 corridor. *The Falls*, as it is commonly referred, embodies small town charm and a village atmosphere, while providing easy and convenient access to the entire Milwaukee Metropolitan Area. The Wisconsin Department of Administration estimates the 2013 population for the Village at 35,710 making it the most populous village in the State.

The Village is strongly positioned with a growing residential sector and continues to be a highly desired location for large and small businesses in all industries to locate and expand. This diverse development trend is needed to grow a resilient tax base and is evidenced by the Village having the fourth largest gain in net new construction in the State in 2013 with an increases of more than \$70 Million in equalized property value. This new growth further strengthens the Village's position as the municipality with the 9th highest real estate assessed value in the State with more than \$4.35 Billion in assessed value, which outpaced the percentage growth from 2012 when comparing the ten highest value communities in the State.

**Wisconsin's Top Ten Real Estate Assessed Value Municipalities Ranked by
2013 Assessed Real Estate Value**

Rank	Municipality	2010	2011	2012	2013	% Change
1	Milwaukee	\$27,094,881,520	\$27,168,138,082	\$24,554,166,140	\$24,252,411,500	-1.23%
2	Madison	\$20,965,129,500	\$20,850,248,600	\$20,484,644,200	\$20,631,313,100	0.72%
3	Brookfield	\$6,375,280,500	\$6,377,575,200	\$6,362,781,700	\$6,372,365,500	0.15%
4	Green Bay	\$5,701,965,400	\$5,699,310,700	\$5,728,386,600	\$5,755,005,300	0.46%
5	Waukesha	\$5,721,272,900	\$5,347,188,300	\$5,402,408,200	\$5,208,674,200	-3.59%
6	Kenosha	\$5,857,071,100	\$5,841,925,800	\$5,187,710,000	\$5,187,556,100	0.00%
7	Wauwatosa	\$5,301,043,100	\$5,239,786,700	\$5,240,996,400	\$5,028,265,000	-4.06%
8	Appleton	\$4,611,893,500	\$4,644,029,900	\$4,661,698,000	\$4,672,113,500	0.22%
9	Menomonee Falls	\$4,224,701,290	\$4,248,742,200	\$4,277,627,360	\$4,356,357,660	1.84%
10	New Berlin	\$4,640,381,400	\$4,654,596,900	\$4,263,854,800	\$4,289,496,900	0.60%

Source: Wisconsin Department of Revenue, 2013 Statement of Assessment

The Village's high quality of life is rooted in diverse economic opportunities, a wide variety of housing options and its natural assets. This quality of life was recognized in 2013 by a number of organizations. For example:

- *CNN Money* recognized Menomonee Falls as 28th in the nation on its annual *Best Places to Live: America's Best Small Towns* publication.
- *Neighborhood Scout* named the Village as one of the 2013 *Safest Cities in America* for communities with populations over 25,000 residents for the 2nd consecutive year.
- In separate studies, *nerdwallet*, a consumer advocacy website, named Menomonee Falls as the 7th best place for job seekers and the 5th best community for young families in Wisconsin.
- The *Milwaukee Metropolitan Builders Association* featured the Quail Haven subdivision in its *2012 and 2013 Parade of Homes* bringing thousands of visitors to the community.
- The *Wisconsin Economic Development Corporation* awarded the Village with a 2013 *Connect Community* award for the Best Downtown Development Success Story for the Economic Development Master Fund grant and loan program.
- *Tree City USA* recognized Menomonee Falls for the 15th consecutive year and *Bird City Wisconsin* recognized the Village as a *Bird City* for the 3rd consecutive year.

POPULATION & PROJECTIONS

The Village of Menomonee Falls is currently the fourth largest Waukesha County community with a 2013 estimated population of 35,710. With several new single and multi-family developments approved to move forward in the near future, combined with ample land for more long-term development, the Village is expected to continue as one of the fastest growing communities in Waukesha County.

The Wisconsin Department of Administration projects a growth of over 18% or more than 6,400 new residents by 2040, bringing the Village population to over 42,000 residents. This projection creates the second greatest numerical population gain in Waukesha County during this time period and would make Menomonee Falls the third largest community in the County by 2025.

Community	Waukesha County Population Projections (2010 - 2040)								Numeric Change	Percent Change
	2010 Census	1/1/2013 Estimate	2015 Projection	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection		
C Waukesha	70,718	70,900	70,950	74,800	78,100	81,000	81,900	81,350	10,632	15.0%
V Menomonee Falls	35,626	35,710	35,820	37,970	39,840	41,510	42,160	42,060	6,434	18.1%
C Pewaukee	13,195	13,654	13,930	15,310	16,590	17,800	18,580	19,010	5,815	44.1%
C Muskego	24,135	24,239	24,420	26,120	27,630	29,010	29,690	29,820	5,685	23.6%
C New Berlin	39,584	39,915	39,890	41,930	43,650	45,140	45,530	45,120	5,536	14.0%
C Oconomowoc	15,759	16,004	16,240	17,630	18,910	20,110	20,820	21,140	5,381	34.1%
V Sussex	10,518	10,623	10,820	11,830	12,780	13,670	14,230	14,510	3,992	38.0%
V Mukwonago	7,254	7,319	7,410	8,010	8,560	9,070	9,365	9,480	2,226	30.7%
T Mukwonago	7,959	7,990	8,055	8,625	9,130	9,595	9,835	9,885	1,926	24.2%
V Hartland	9,110	9,124	9,180	9,770	10,290	10,770	10,980	10,990	1,880	20.6%
T Lisbon	10,157	10,202	10,230	10,820	11,340	11,790	11,960	11,920	1,763	17.4%
T Oconomowoc	8,408	8,547	8,580	9,115	9,570	9,990	10,150	10,140	1,732	20.6%
V Merton	3,346	3,413	3,485	3,825	4,145	4,450	4,645	4,750	1,404	42.0%
T Merton	8,338	8,368	8,375	8,835	9,220	9,565	9,675	9,615	1,277	15.3%
V Pewaukee	8,166	8,166	8,175	8,625	9,000	9,335	9,450	9,390	1,224	15.0%
T Waukesha	9,133	9,131	9,125	9,595	9,985	10,320	10,400	10,310	1,177	12.9%
V Dousman	2,302	2,320	2,365	2,600	2,820	3,025	3,155	3,230	928	40.3%
T Eagle	3,507	3,507	3,540	3,805	4,040	4,260	4,375	4,410	903	25.7%
C Delafield	7,085	7,083	7,075	7,425	7,720	7,975	8,040	7,955	870	12.3%
V Summit	4,674	4,695	4,710	4,990	5,235	5,450	5,535	5,525	851	18.2%
V North Prairie	2,141	2,142	2,180	2,375	2,560	2,730	2,840	2,890	749	35.0%
T Ottawa	3,859	3,872	3,870	4,080	4,250	4,405	4,450	4,415	556	14.4%
T Genesee	7,340	7,319	7,285	7,585	7,825	8,025	8,030	7,895	555	7.6%
T Vernon	7,601	7,612	7,565	7,860	8,090	8,275	8,265	8,105	504	6.6%
T Delafield	8,400	8,199	8,160	8,510	8,785	9,010	9,025	8,875	475	5.7%
V Eagle	1,950	1,944	1,960	2,100	2,225	2,345	2,400	2,415	465	23.8%
T Brookfield	6,116	6,095	6,065	6,310	6,505	6,670	6,665	6,555	439	7.2%
C Brookfield	37,920	37,835	37,450	38,560	39,330	39,870	39,440	38,340	420	1.1%
V Nashotah	1,395	1,383	1,400	1,505	1,605	1,700	1,750	1,765	370	26.5%
V Lannon	1,107	1,101	1,100	1,150	1,195	1,235	1,240	1,225	118	10.7%
V Wales	2,549	2,546	2,520	2,600	2,655	2,695	2,670	2,595	46	1.8%
V Oconomowoc Lake	595	591	590	615	635	650	650	640	45	7.6%
V Lac La Belle	289	290	285	290	295	295	290	280	-9	-3.1%
V Chenequa	590	587	580	595	600	605	595	575	-15	-2.5%
V Big Bend	1,290	1,284	1,260	1,280	1,290	1,285	1,255	1,200	-90	-7.0%
V Butler	1,841	1,834	1,805	1,830	1,840	1,840	1,790	1,715	-126	-6.8%
V Elm Grove	5,934	5,934	5,840	5,945	5,990	6,000	5,860	5,625	-309	-5.2%

Source: Wisconsin Department of Administration Demographics Services Center

ECONOMIC DEVELOPMENT HIGHLIGHTS

A successful economic development approach involves working cooperatively with private and public sector partners while managing complex variables in an attempt to fulfill community goals, create an environment for job and tax base growth, and enhance overall quality of life. Even with the challenges that exist, 2013 marked another year of a well-balanced strategy that focused on redevelopment, existing business expansion, new development, and other initiatives aimed to secure the short and long-term viability of Menomonee Falls.

Redevelopment

Areas primed for redevelopment often contain environmental containments and other blighting factors that hinder surrounding properties from realizing their full value and therefore require a special focus. In 2013, the Village continued to work with the private sector to facilitate progress in its redevelopment areas. In the Main Street corridor, redevelopment that was pioneered in previous years by the Radisson Hotel continued with the ongoing redevelopment of the Pilgrim Village Shopping Center. This once largely vacant site was transformed with the opening of a Walmart Neighborhood Market, a renovation to the existing in line retail, the construction of a new restaurant that replaced a shuttered gas station, and the approval of a new Associated Bank for a vacant outlet.

Tax Incremental District No. 8, the Village's largest and most prominent redevelopment, made substantial progress in 2013. Following the completion of an extensive environmental contamination cleanup at the former Western Industries site, Ryan Companies, Inc. completed and opened a \$14 million development for Froedtert and the Medical College of Wisconsin and the Wisconsin Athletic Club (WAC). Phase 1 of a new boulevard, Falls Parkway, and the associated infrastructure were also complete. Meanwhile, the Village continues to work with a significant property owner in the district on a revised development plan for the remaining lands to be redeveloped in the area. The latest conceptual land use plan (see below) includes a mix of large and smaller scale commercial buildings and over 300 market rate apartments with underground parking. While much work remains, the new medical and health club facility, installation of Falls Parkway, and upgrades to the pedestrian bridge, have begun to significantly change the image of Menomonee Falls along the STH 41/45 corridor.



Business Expansion

The Village of Menomonee Falls is home to significant corporations in all sectors. The economic stability enjoyed by the Village and its residents is in part due to the continued commitment of these significant operations in the Village. In 2013, several noteworthy expansion projects emerged.

Kohl's Corporation purchased two buildings in the vicinity of their existing 800,000 square foot headquarters to accommodate their expansion plans. These purchases included a recently vacated 300,000 square foot building to be used for a new information technology hub and a 60,000 square foot former medical building to be used as a wellness and fitness center. The two new facilities will create an increase in over 40 percent of Kohl's current capacity and accommodate their planned expansion. These acquisitions reinforce the long term commitment that Waukesha County's largest private employer has to the Village of Menomonee Falls.

In addition, Glenroy, Inc. a privately owned, third generation manufacturer that was started in Menomonee Falls in 1965 received approval and completed a façade upgrade and small expansion to their existing headquarters on Nor-X-Way Avenue. Glenroy, Inc. employs approximately 165 workers in multiple facilities that combine for over 200,000 square feet.

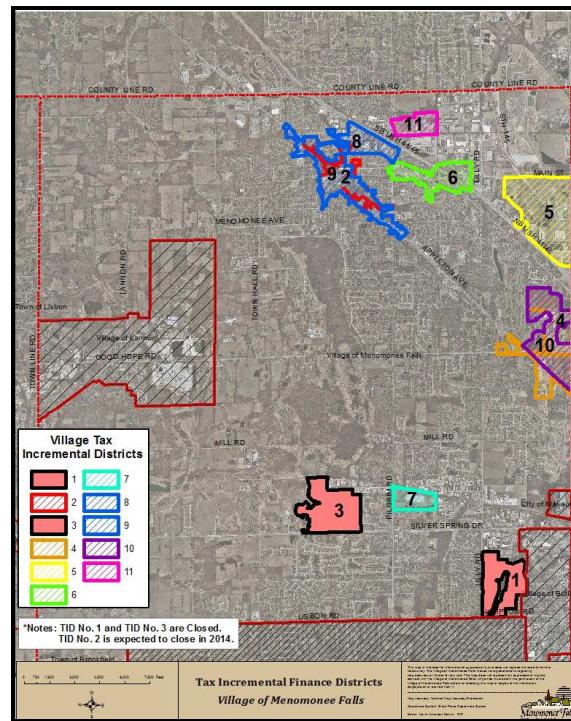
From the retail perspective, Roundy's corporation has invested significantly in its brick and mortar operations in Menomonee Falls over the past few years. Shortly after building a new 110,000 square foot Super Pick n' Save adjacent to the North Pointe Shopping Center; Roundy's completed an expansion and renovation to their store located at the Crossroad Shopping Center.

The Village's major health care institution continues to expand in Menomonee Falls. Following their occupancy of the medical office on Town Hall Road and Custer Lane, Froedtert & Medical College of Wisconsin joint ventured and occupied a new 92,000 square foot facility with the Wisconsin Athletic Club in the Falls Parkway redevelopment area.

Tax Increment Finance Summary

No new tax increment districts were created in 2013; nonetheless, the existing nine (9) active districts ended the year with nearly \$238 million in positive property value increment generated by development that likely would not have happened without the investments made through the use of this economic development tool.

The Village map to the right shows the location of the nine (9) active and the two (2) closed tax increment districts. Tax Increment Districts No. 1 containing the Falls Business Park and No. 3 containing the Silver Spring Corporate Park are closed. The Village also plans to terminate Tax Increment District No. 2 in 2014.



MENOMONEE FALLS DOWNTOWN VILLAGE CENTRE

The Village Centre Business Improvement District (BID) continues to be the leader in promoting downtown Menomonee Falls as the ideal location to live, work, and play. To advance its efforts, the BID recently organized sub-committees to focus on specific roles, all with the collaborative goal of supporting the downtown and enhancing its market potential. The subcommittees focus on business recruitment and retention, marketing, events, and also promote the various development opportunities that exist in the downtown.

Connect Communities

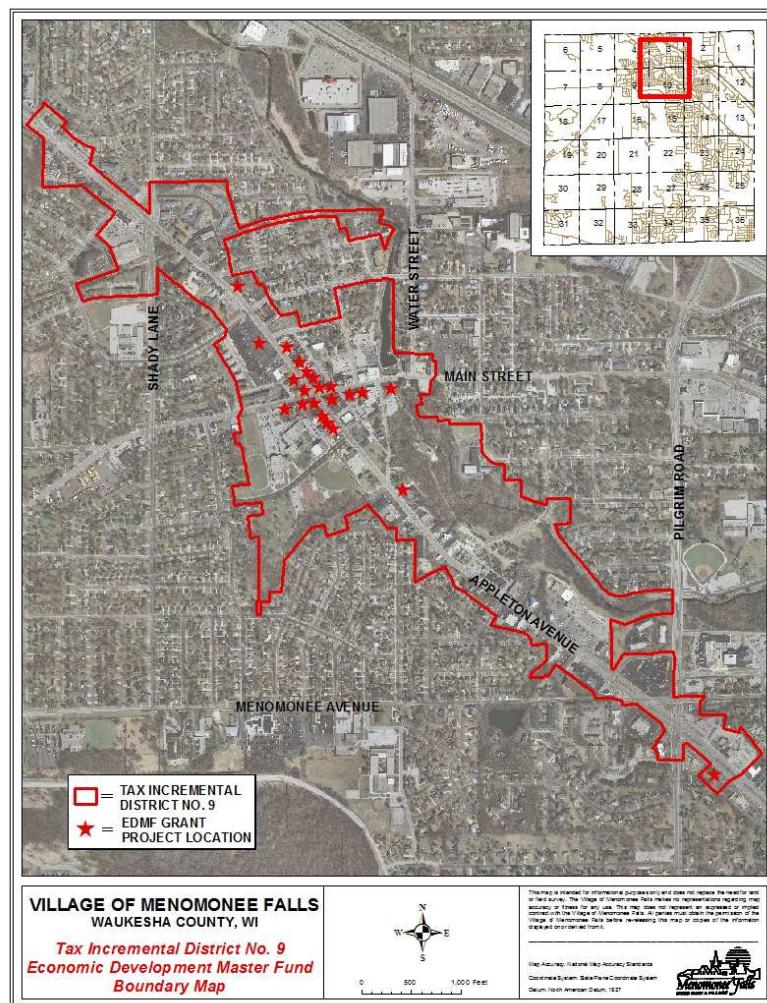
The efforts of the BID and its committees were rewarded in 2012 when the Wisconsin Economic Development Corporation (WEDC) invited Menomonee Falls to be one of the inaugural members of the *Connect Communities* program. This program continues to help the Village Centre leverage the unique assets of downtown Menomonee Falls and provides access to technical and financial assistance programs, training, and networking opportunities.

Economic Development Programs

The Village continued to work with the BID to support creative programs that focus on improving the downtown area like the Economic Development Master Fund (EDMF), which features matching loans and grants for qualified projects. Through 2013, the EDMF grant program distributed over \$260,000 in matching funds to 24 qualified projects.

At the 2013 WEDC Annual Main Street Awards Ceremony, the EDMF program was recognized for its accomplishments by receiving one of the first Connect Communities awards for best economic development program.

Also in 2013, the new Business Development Loan Pool (BDLP) program was created in partnership with First Bank Financial Centre to provide low interest loans to downtown businesses and property owners for qualified projects.



The above map displays the active boundary for the EDMF program and the “red stars” indicate the locations of EDMF projects approved through 2013.



BUILDING PERMIT ACTIVITY

The Building Inspection division of the Department of Community Development issues permits for commercial, institutional, industrial, and residential projects. In 2013, the Village issued 688 residential and 177 non-residential building permits for an estimated value of more than \$60 million. The number of total permits issued in 2013 was nearly an 18 percent increase over 2012, which is driven by the continued increase in new housing starts and growth in commercial activity. The total construction value of the issued permits also increased by nearly six percent (6%) when compared to 2012.

New Construction Value Summary							Building Permit Fee Revenue	
Year	Residential		Non-Residential		Total			
	Permits	Value	Permits	Value	Permits	Total Value		
1997	717	\$35,647,811	145	\$33,051,715	862	\$68,699,526	\$599,412	
1998	716	\$38,703,045	144	\$36,514,950	860	\$75,217,995	\$637,962	
1999	751	\$38,998,589	134	\$22,042,467	885	\$61,041,056	\$511,395	
2000	642	\$28,540,909	142	\$64,816,043	784	\$93,356,952	\$545,181	
2001	673	\$30,261,353	115	\$54,213,888	788	\$84,475,241	\$534,569	
2002	752	\$38,996,029	113	\$23,345,280	865	\$62,341,309	\$479,981	
2003	705	\$42,720,507	95	\$29,545,400	800	\$72,265,907	\$660,569	
2004	762	\$61,217,146	68	\$38,232,767	830	\$99,449,913	\$835,226	
2005	727	\$52,399,157	98	\$45,253,684	825	\$97,652,841	\$785,372	
2006	555	\$37,692,541	137	\$49,634,513	692	\$87,327,054	\$723,444	
2007	620	\$36,233,175	171	\$51,104,339	791	\$87,337,514	\$677,619	
2008	512	\$23,265,366	124	\$36,638,397	636	\$59,903,763	\$473,627	
2009	439	\$15,597,552	77	\$21,646,277	516	\$37,243,829	\$375,177	
2010	617	\$23,057,560	128	\$36,981,941	745	\$60,039,501	\$573,952	
2011	573	\$18,709,627	147	\$47,333,453	720	\$66,043,080	\$518,435	
2012	608	\$22,753,135	126	\$34,157,895	734	\$56,911,030	\$537,513	
2013	688	\$27,219,724	177	\$32,992,395	865	\$60,212,119	\$568,251	

Source: Department of Community Development

The total fees generated from the variety of building and building system permits that were issued in 2013 was over \$568,000, an increase in nearly six percent (6%) when compared to 2012. This permit fee revenue increase for the second consecutive year further provides evidence that new construction and renovation projects are on a rise.

RESIDENTIAL DEVELOPMENT

The Village of Menomonee Falls reviews all subdivision plans and multi-family development proposals and continues to work with developers on plans that are expected to result in new multi and single family projects and senior housing developments in the coming years. In 2013, several subdivision concepts with over 450 planned lots for new homes were reviewed and approved. In addition, plans to construct approximately 150 new luxury apartments at the Woodlands Marketplace near the Good Hope Road and Appleton Avenue intersection were also approved.

Overall, housing starts increased sharply across Waukesha County in 2013. The Village of Menomonee Falls accounted for 59 single and two family housing permits, which was over nine (9%) percent of all the new home construction in the County (59 of 688). The third most homes were constructed in Menomonee Falls when considering all Waukesha County communities and the Village had the second highest average value when considering the communities with more than 40 new home starts. The high value and consistent volume of new construction reinforces the strong demand for residential property in the Village. The Menomonee Falls housing market was also showcased with the Quail Haven subdivision being featured in the 2012 and 2013 Metropolitan Builders Association *Parade of Homes*.

Waukesha County Single & Two Family Housing Starts

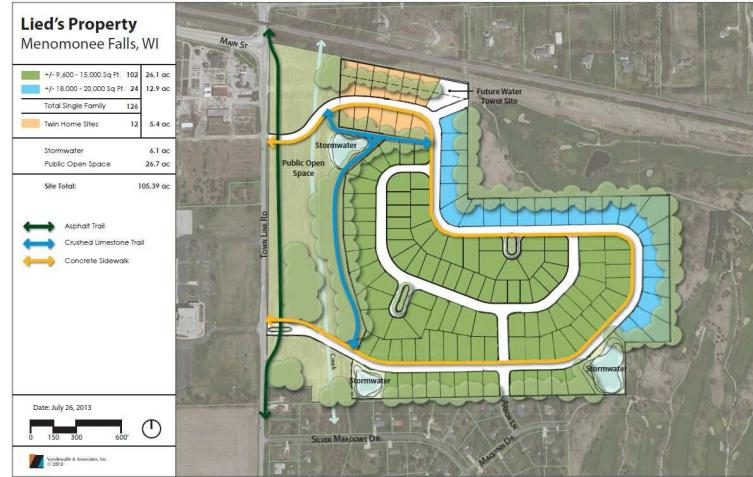
Community	2005	2006	2007	2008	2009	2010	2011	2012	2013	2013 Average Value
Waukesha	134	127	80	53	38	37	59	64	82	\$267,200
Pewaukee (T)	11	14	43	40	26	62	75	94	65	\$332,538
Menomonee Falls	130	86	58	46	24	40	33	53	59	\$317,145
Oconomowoc	158	99	98	45	36	22	30	32	55	\$244,382
Muskego	133	126	74	67	51	46	41	53	54	\$278,481
Mukwonago	40	55	44	17	14	11	8	23	45	\$232,200
Oconomowoc (T)	62	46	43	26	20	21	30	30	39	\$348,615
New Berlin	34	69	44	35	21	23	18	20	38	\$396,711
Brookfield	23	37	33	10	17	15	16	18	36	\$460,778
Lisbon (T)	41	31	30	25	16	18	19	18	28	\$348,714
Sussex	55	28	26	15	7	26	14	18	25	\$291,520
DelafIELD (T)	21	27	31	12	9	10	4	9	22	\$601,682
Merton (T)	29	44	27	17	16	16	13	16	21	\$341,095
DelafIELD	33	23	14	11	5	7	6	6	18	\$513,000
Summit (T)	21	14	11	10	11	7	6	7	16	\$418,525
Waukesha (T)	8	10	12	14	4	2	5	6	15	\$305,667
Hartland	51	19	14	10	5	5	8	17	11	\$374,727
Merton	67	17	22	11	9	6	5	6	11	\$344,468
Mukwonago (T)	28	14	13	10	10	12	10	13	10	\$348,300
Genesee (T)	17	17	15	6	7	4	2	2	9	\$375,111
Elm Grove	3	2	2	5	1	1	3	3	8	\$441,250
Wales (T)	-	-	-	-	4	1	3	3	5	\$840,400
Eagle (T)	17	11	6	6	5	6	4	2	4	\$252,500
Chenequa	1	-	1	1	2	3	-	2	3	\$958,333
Oconomowoc Lake	3	2	2	-	1	1	-	1	3	\$1,013,333
Pewaukee	35	10	9	5	6	8	5	4	2	\$487,500
Ottawa (T)	5	3	6	4	2	4	-	3	2	\$416,500
Brookfield (T)	-	-	-	-	-	-	-	-	1	\$531,000
Oconomowoc Lake (T)	-	-	-	-	-	-	-	-	1	\$1,229,000
Eagle	-	-	-	-	-	-	-	-	0	-
Lac La Belle	-	-	-	-	-	-	-	-	0	-
Nashotah	-	-	-	-	-	-	-	-	0	-
Big Bend	-	8	13	6	3	2	1	0	-	-
Dousman	1	3	11	4	4	2	-	0	-	-

Sources: Department of Community Development. MTD Marketing Services of Wisconsin Inc. 2013 Municipal Ranking of Single Family and Duplex Permits Issued.

As the housing market continues to improve and the inventory of existing platted lots decreases, residential developers have responded with new development proposals. Some of the new residential proposals are described below. In an effort to continue to diversify the Menomonee Falls housing stock, a new Conservation Development District was established in 2013. This new district will potentially allow for conservation style development on lands without municipal sewer or water, particularly in the northwest area of community, on lots that are three (3) acres or larger.

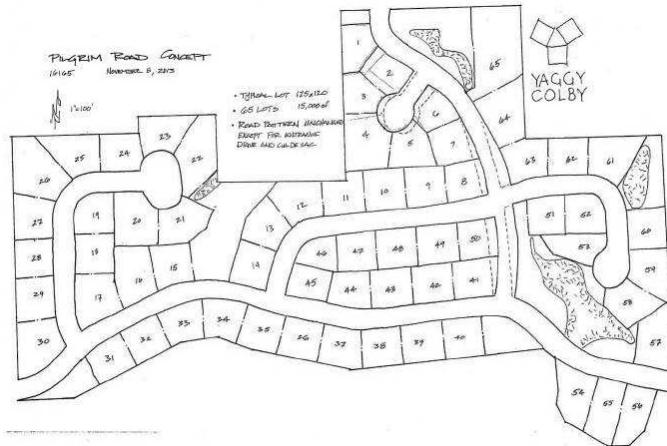
Silver Spring Estates

Preliminary plat approval was received for a new subdivision proposing 138 residential parcels (12 duplex and 126 single family lots) across from the Hamilton High School on the former Lied's Nursery site. The development proposes two access points to Town Line Road and a future connection to the Silver Spring County Club (if those lands are to redevelop residentially). The developer estimates the value of this development to be \$57,825,000.



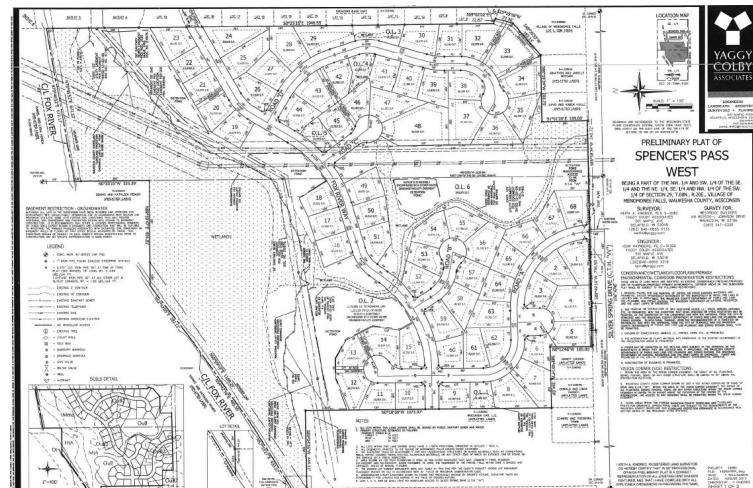
Aero Park Development, LLC

The property owner received conceptual approval for a single family development containing 65 lots with an average size of 15,000 square feet on the site of the former Duwel farm located along Pilgrim Road. This proposal will connect the existing segments of Tamarack Trail and the single family neighborhoods to the north and south.



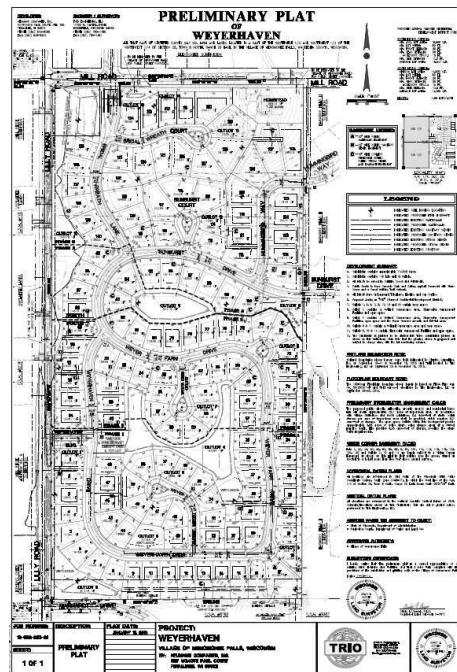
Spencer's Pass West

The second phase of the Spencer's Pass residential development located along the north side of Silver Spring Drive received preliminary plat approval. This preliminary plat laid out 68 lots ranging in size from 15,000 to more than 42,000 square feet. The development will be adjacent to, and provide a connection to, the Waukesha County Fox River Greenway Corridor recreational trail project.



Weyerhaven Subdivision

Neumann Companies, Inc. received conceptual approval for a 140 single family lots to be developed in three phases on the southeast corner of Lilly and Mill Roads adjacent to the Harmony Hills subdivision. The lots in this concept lots range from 12,500 to over 32,000 square feet. The development provides access to Lilly and Mill Roads and also connects with the Harmony Hills street network. The developer estimates the market value of each parcel to be between \$375,000 and \$475,000 creating a total estimated value of \$52 to \$73.5 million.



Woodland Marketplace Apartments

Fiduciary Real Estate Development, Inc. received approval for 144 market-rate apartment units in five new three story buildings to be constructed in two phases at the Woodland Marketplace located at the Appleton Avenue and Good Hope Road intersection. The project will include a clubroom, fitness facility, underground parking, and sidewalk connections. This multi-family element will complete the mixed use neighborhood and blend with the existing commercial space and townhomes.



COMMERCIAL DEVELOPMENT

The Village reviews all commercial proposals from conceptual projects through to the occupancy permit. Commercial activity continued to be strong in 2013 with several significant projects being planned, approved, and constructed. Some 2013 commercial projects are highlighted below.

Froedtert & Medical College of Wisconsin / Wisconsin Athletic Club

Ryan Companies constructed the 92,000 square foot facility for Froedtert & Medical College of Wisconsin and Wisconsin Athletic Club on a former brownfield site that is the pioneer development in the Falls Parkway redevelopment area. The new facility also contains approximately 5,000 square feet for a future restaurant. The project, along with the first phase of new infrastructure, launched redevelopment in this highly visible district that will ultimately feature a mix of commercial and residential land uses. This development was a 2014 winner of a *Milwaukee Business Journal 2014 Real Estate Awards*.



Associated Bank

Associated Bank received approval for a nearly 4,000 square foot bank branch building along Main Street at the redeveloped Pilgrim Village Shopping Center near the intersection with Pilgrim Road. This new bank building would be constructed on the western outlot, of the two remaining, in front of the shopping center. The building features the architectural elements of the new Associated Bank prototype that refocuses on the company brand and color themes.

PROPOSED PERSPECTIVE



Colonial Plaza Shopping Center

The Colonial Plaza Shopping Center, located along Appleton Avenue in the Village Centre came under new ownership in 2013. The new owners entered a development agreement with the Village Community Development Authority for a two phased plan to revitalize the center. As part of the first phase, the new owners re-tenanted the anchor space that was formerly occupied by Salvation Army with a Planet Fitness health club facility and partially upgraded the building façade, parking lot, and development signage. The course of the second phase of redevelopment is yet to be determined, but may entail a continuation of the façade upgrades or a partial demolition and redevelopment. Most recently, George Webb's restaurant received approval to occupy the existing restaurant space near the middle of the shopping center.



Pilgrim Spring Marketplace

The Pilgrim Spring Marketplace is located on the northeast corner of Pilgrim Road and Silver Spring Drive. With the existing building fully leased, the owner of the development received approval for the second multi-tenant retail building to be constructed on the site that is master planned for three total buildings. The second building is approximately 9,000 square feet and would have the same architectural qualities as the existing building.

PILGRIM SPRING MARKETPLACE
PILGRIM & SILVERSPrING - MENOMONEE FALLS, WI

PLAN COMMISSION SUBMITTAL 02/14/07 REVISION 06/28/07



INDUSTRIAL DEVELOPMENT

According to the Wisconsin Department of Revenue's 2013 *Statement of Assessments*, the Village of Menomonee Falls continues to have the third highest manufacturing real estate assessed value in Wisconsin, growing more than five percent (5%) over the previous year. Menomonee Falls only trails Milwaukee and Green Bay in 2013 manufacturing assessed property value with nearly \$323.5 million.

Wisconsin's Top Ten Real Estate Value Municipalities Ranked by
2013 Manufacturing Assessed Real Estate Value

Rank	Municipality	2010	2011	2012	2013	% Change
1	Milwaukee	\$733,419,700	\$748,095,100	\$707,022,900	\$709,328,200	0.33%
2	Green Bay	\$331,345,100	\$346,197,400	\$373,819,800	\$375,278,500	0.39%
3	Menomonee Falls	\$288,363,900	\$300,251,800	\$307,414,400	\$323,453,100	5.22%
4	Madison	\$268,163,000	\$273,291,800	\$258,751,200	\$268,622,100	3.81%
5	Waukesha	\$213,074,300	\$205,771,400	\$234,869,400	\$226,981,700	-3.36%
6	New Berlin	\$170,906,400	\$171,057,400	\$164,906,200	\$174,887,900	6.05%
7	Appleton	\$141,693,800	\$140,626,100	\$144,354,500	\$150,106,100	3.98%
8	Wauwatosa	\$147,382,000	\$143,264,800	\$150,624,700	\$142,537,700	-5.37%
9	Kenosha	\$144,971,300	\$145,266,000	\$124,027,600	\$127,659,900	2.93%
10	Brookfield	\$59,676,600	\$47,908,500	\$48,685,100	\$51,898,500	6.60%

Source: Wisconsin Department of Revenue, 2013 Statement of Assessment

With this high level of valuation, the Village is one of the most significant manufacturing hubs in the State and contains a number of industry leading companies. Two major Menomonee Falls manufacturers were recently recognized as *2013 Manufacturer of the Year* grand award recipients. Tailored Label Products, Inc. won in the "Small (1 – 99 employees)" category and Alto-Shaam won in the "Workforce Development" category. Undoubtedly, the Village continues to be a preferred location for manufacturing development. This has resulted in several noteworthy 2013 expansion and new constructions projects, some of which are described below.

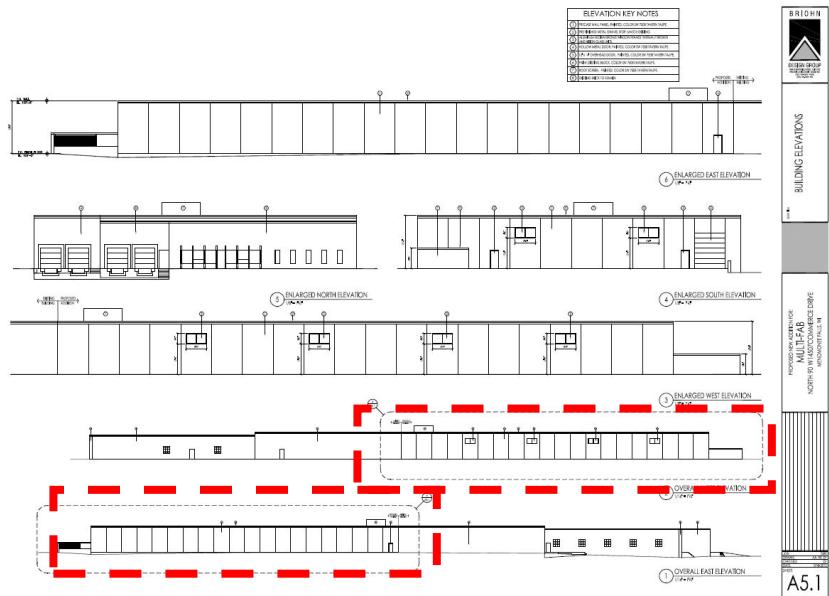
Glenroy, Inc.

Glenroy Inc., a privately owned manufacturer of flexible packaging film and other products, constructed a two story addition to their existing Nor-X-Way Avenue corporate office to accommodate new conference rooms and lobby display areas. The project also included a complete refinish of the front façade of the building. Glenroy, Inc. was started in 1965 in Menomonee Falls and employs approximately 165 workers in over 200,000 square feet.



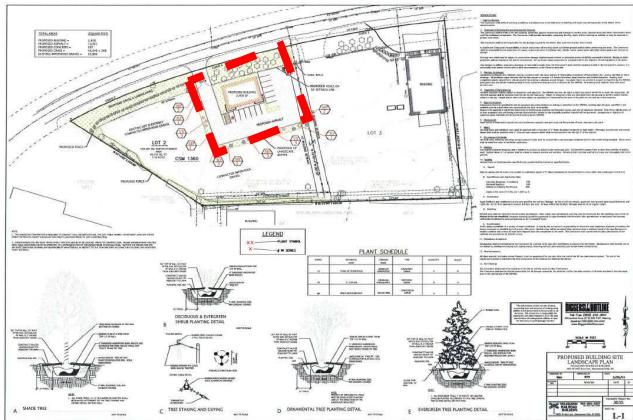
Multi-Fab Products, LLC

Multi-Fab Products, LLC manufactures and sells aftermarket service parts for loading docks at its location to the east of the Harley Davidson facility in the northeastern area of the Village. Multi-Fab expanded its 26,674 square foot building with a 30,240 square foot addition more than doubling its building size. The addition was accompanied by a parking lot upgrade and a secondary access drive to Patriota Drive.



Volkmann Railroad Builders

Volkmann Railroad Builders have operated a railroad track construction and repair business for 35 years from their present location on Kaul Avenue. In 2013, plans were approved for the construction of a new 40' x 60' two (2) story office building to accommodate their growing operation. The new office building was approved with a new parking lot and landscaping upgrades.



South Elevation

CONDITIONAL USE PERMIT SUMMARY

Some developments require a conditional use permit that allows the Village to place conditions on a use to lessen potential adverse impacts. This process consists of appearances before the Plan Commission, Architectural Control Board, the Village Board of Trustees, and may involve a public hearing. In 2013, the Village approved or amended 17 conditional use permits.

Seven (7) of the 17 conditional use permits that were amended or issued in 2013 pertained to upgrades to wireless communication facilities located in the Village. Following is a description of the other conditional use permits issued in 2013:

- **Somerstone LLC** was granted a conditional use permit for a 24 hour fitness in the Colonial Plaza Shopping Center located along Appleton Avenue in the Village Centre.
- **JR's Pups-N-Stuff, Inc.** and **The Ruff Hut, LLC** was granted a conditional use permit to allow a property along Leon Road to be used for the purpose of a dog and cat facility offering boarding, daycare, grooming, veterinarian services and retail services.
- **Krueger's Falls Entertainment Center** amended their conditional use permit to allow for a game arcade with up to 50 amusement devices located along Appleton Avenue.
- **Megal Development Corporation** amended their conditional use permit to allow a commercial health club and auto body repair business to be located along County Line Road.
- **North Hills Country Club** amended their conditional use permit to allow a country club with an outdoor patio located along Appleton Avenue.
- **Peace Yoga Studio, LLC** was granted a conditional use permit for a yoga studio and personal service business along Appleton Avenue in the Village Centre.
- **Pink Lemonade Salon** was granted a conditional use permit for a salon and spa offering massage therapy along Appleton Avenue in the Village Centre.
- **Procacci Development Corporation** was granted a conditional use permit to allow for the former clinic on the corner of Town Hall Road and Custer Lane to be repurposed as a facility for the Federal Bureau of Investigation.
- **River Court Joint Venture** was granted a conditional use permit for a property to be used for the purpose of a shopping center within 300 feet of State Highway 41/45.
- **WE Energies** was granted a conditional use permit for a large scale electrical utility maintenance project and upgrades within or near wetlands and shorelands.

REZONING SUMMARY

Amending the zoning map includes a Plan Commission recommendation and final approval from the Village Board of Trustees following a mandatory public hearing. Following is a description of the rezoning applications approved in 2013:

- **Michelle Ball and Amber Rockefeller** rezoned property along County Line Road from the I-1 Light Industrial to the R-6 Single Family Residential District.
- **The Village of Menomonee Falls** rezoned property located in Tax Incremental District No. 8 from the RM-2 Multi Family Residential District to the Planned Development District No. 2.
- **Jonas Builders, Inc.** rezoned property located along Bobolink Avenue from the I-1 Light Industrial District to the I-2 Heavy Industrial District.
- **Minuteman Ministries, Inc.** rezoned property located on Beacon Street from the C-1 Neighborhood Business District to the RM-2 Multi Family Residential District.

COMPREHENSIVE PLAN AMENDMENTS

Land use changes to the Comprehensive Plan require a Plan Commission public hearing and final action by the Village Board of Trustees. In 2013, the Village reviewed and approved the following five (5) land use amendments:

- **Aero Park Development, LLC** amended the land use plan for property located along the west side of Pilgrim Road between Chateau Drive and Wildflower Drive from the Park and Open Space to the Medium Density Residential land use classification.
- **Michelle Ball and Amber Rockefeller** amended the land use plan for property located along County Line Road from the Industrial land use designation to the Low Density Residential land use classification.
- **Minuteman Ministries, Inc.** amended the land use plan for a site located on Beacon Street from the Commercial land use designation to the High Density Residential classification.
- **Presbyterian Homes & Services** amended the land use plan for lands located on the northwest corner of Lisbon and Pilgrim Roads from the Commercial and Mixed Use classifications to the Institutional land use classification.
- **The Village of Menomonee Falls** made modifications to the Village's Comprehensive Plan to provide a framework for conservation subdivisions for land that meets certain development requirements.

MUNICIPAL CODE TEXT AMENDMENTS & ORDINANCE CREATION

The Department of Community Development facilitated a number of text amendments and ordinance modifications throughout the year. Following are the six (6) text amendments that were approved during 2013:

- Modifications to Chapter 122 and 94 of the Municipal Code were approved to allow a new Zoning District for Conservation Subdivisions and modifications were made to the Conformance Standards for developments within this new Zoning District.
- Modifications amending Section 122-306 and 122-308 of the Municipal Code were approved dealing with updates to the Corporate Campus designation in the I-3 Office and Light Industrial Zoning District.
- Modifications to Chapter 42 of the Municipal Code were approved that consider any structure with 4 or more dwelling units as *non-residential development* and clarifies impact fees calculations for redevelopment projects.
- Modifications to Sections 122-2, 122-81, 122-82, 122-83 and 122-352 of the Municipal Code were made regarding legal nonconforming uses and structures.
- Modifications to Sections 122-1022 through 122-1028 of the Municipal Code were made regarding the Planned Development District No. 2 (PDD No. 2) Zoning District.
- Modifications to the Sections 122-1000 through 122-1009 of the Municipal Code were approved pertaining to the residential development located south of Appleton Avenue, north of Good Hope Road, and east of the Lilly Creek in Planned Development District No. 1 (PDD No. 1).

ARCHITECTURAL CONTROL BOARD (ACB) APPROVAL SUMMARY

The Architectural Control Board (ACB) reviews industrial, commercial and multi-family new construction projects, building changes, and site plans modifications by focusing on the types and colors of exterior treatments and site aesthetics such as landscaping, lighting, and signage. Following is a list of the 48 projects that were reviewed by the Architectural Control Board in 2013. This is nearly a 20 percent increase in the number of reviewed projects compared to 2012, providing another sign of a strengthening Menomonee Falls' economy.

2013 Architectural Control Board Appearances and Approvals

Project	Location	Project Type
Professional Snowman LLC	N59W14418 Bobolink Avenue	Site Plan Approval
Associated Bank	SE of Main Street & Pilgrim Road	Building and Site Plan Approval
Advanced Waste Services	W140N5998 Lilly Road	Building and Site Plan Approval
Legacy Office Centre	N48W14336 W. Hampton Road	Building and Site Plan Approval
Sudz Wash and Lube	N95W18255 Appleton Avenue	Master Sign Program
Woodlands Apartments	NW of Appleton Avenue and Good Hope Road	Building and Site Plan Approval
Smart Cow Yogurt Bar	N91W17271 Appleton Avenue	Master Sign Program
Smart Cow Yogurt Bar	N91W17271 Appleton Avenue	Site Plan Approval
Legacy Office Centre	N48W14336 W. Hampton Road	Master Sign Program
Total Health Nutrition Center	N82W15485 Appleton Avenue	Building and Site Plan Approval
Ryan Co. Medical/ Wellness Development	N91W15700 Falls Parkway	Master Sign Program
Silver Spring Estates Subdivision	Town Line Road	Site Plan Approval
Pilgrim Spring Marketplace	NE of Silver Spring Road & Pilgrim Road	Building and Site Plan Approval
Arboretum	W180N7890 Town Hall Road	Building and Site Plan Approval
Multi-Fab Products, LLC	N90W14507 Commerce Drive	Building and Site Plan Approval
Just Kiln Time Painted Pottery	N88W16683 Appleton Avenue	Sign Appeal
Pink Lemonade	N88W16653 Appleton Avenue	Building Plan Approval
Purloin Studio	N88W16567 Main Street	Building Plan Approval
Linden Grove	W180N8071 Town Hall Road	Site Plan Approval
Scion Dental	N92W14612 Anthony Drive	Site Plan Approval
Pizza Hut	W156N8420 Pilgrim Road	Building Plan Approval
Mark's Mulch LLC	W140N5859 Lilly Road	Building and Site Plan Approval
Citgo Gas Station	N48W15636 Lisbon Road	Site Plan Approval
Glass Shower Door Co., Inc.	N85W16100 Appleton Avenue	Master Sign Program
Just Kiln Time Painted Pottery	N88W16683 Appleton Avenue	Building Plan Approval
Colonial Plaza Shopping Center	N87W16899 Appleton Avenue	Building Modifications
Village Hall Parking Lot	W156N8514 Pilgrim Road	Site Plan Approval
Silver Spring Country Club	N56W21318 Silver Spring Drive	Building Plan Approval
North Hills Country Club	N83W13430 Appleton Avenue	Building Plan Approval
Herker Industries	N56W13712 Silver Spring Road	Building Plan Approval
Glenroy, Inc.	W158N9332 Nor-X-Way Avenue	Building and Site Plan Approval
Kettle Area Properties Building	N90W16985 Appleton Avenue	Building Plan Approval
Volkmann Railroad Builders	N60W14643 Kaul Avenue	Building and Site Plan Approval
Brisco County Wood Grill	N96W16865 Cumberland Drive	Building Plan Approval
Customer Service Center	W128N8600 Old Orchard Road	Site Plan Approval
Kohl's Department Stores, Inc.	N56W17000 Ridgewood Drive	Site Plan Approval
Brenntag Great Lakes LLC	N59W14765 Bobolink Avenue	Site Plan Approval
Procacci Development Corporation	W180N7950 Town Hall Road	Building and Site Plan Approval
RCH Holdings LLC	N79W14700 Appleton Avenue	Master Sign Program
Apple Valley Garden Condominiums Assoc.	South of Menomonee Avenue	Building Plan Approval
Harvey Moy's Restaurant	N89W16754 Appleton Avenue	Building Plan Approval
Bradley Realty	N88W16731-33 Appleton Avenue	Building Plan Approval
Peace Yoga Studio LLC	N89W16800 Appleton Avenue	Building and Site Plan Approval
Fred Astaire Dance Studio	N87W17317 Main Street	Master Sign Program
JMJ RE Acquisition LLC	West of Westbrook Crossing	Building and Site Plan Approval
William Ryan Homes	W182N4841 Green Crane Drive	Building Plan Approval
AJ's Live	N88W16521 Main Street	Master Sign Program
Jo-Ann Fabric and Craft	N78W14531 Appleton Avenue	Master Sign Program

ZONING BOARD OF APPEALS (ZBA) APPROVAL SUMMARY

The Zoning Board of Appeals hears and takes action on requests for variances from the Municipal Zoning Code. In 2013, the following 14 variances were granted:

- N87 W17385 Schneider Drive was granted a variance to allow a shed to encroach into the side and rear yard setback.
- N82W13529 Fond Du Lac Ave was granted a variance to allow the principal structure/basement floor 6 inches above the highest seasonal ground water.
- W144N8507 Mac Arthur Drive was granted a variance to allow a garage to be located 4.43 feet from the side property line rather than the 12 feet required for property.
- N7375W180 Town Hall Road was granted a variance to allow an accessory structure to be located 66 feet from the rear property line rather than 100 feet required.
- N89W15883 Main Street was granted a variance to allow a screening devise to be located 11.6 feet from the street property line rather than the 60 feet required.
- W170N7783 Overlook Court was granted a variance to allow a deck to encroach into the rear yard setback.
- N64W18591 Mill Road was granted a variance allowing a pole barn to encroach into the rear and side yard setbacks.
- N64W13123 Mill Road was granted a variance to allow the garage to encroach into the side yard setback.
- W156N9390 Pilgrim Road was granted variances to allow a residential addition to be located within the setback to an Industrial Zoning District.
- W182N5621 Jackson Drive was granted a variance to allow a 6 foot fence to be placed on the property line along Silver Spring Drive and Jackson Drive.
- N58W15831 Cherlyn Drive was granted a variance to allow a 6 foot fence to encroach into the setback.
- W166N8990 Grand Ave was granted a variance to allow the detached garage to be at a height of 19 feet rather than the 15 feet required for property.
- N89W15388 Jefferson Avenue was granted a variance to allow a larger detached garage.
- W173N8828 Apple Blossom Lane was granted a variance to allow a detached garage encroach into the setback requirements.