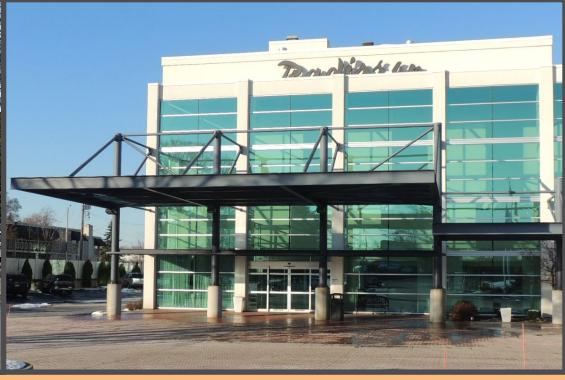


# EAST MAIN STREET REVITALIZATION CORRIDOR

Join Us in Redeveloping the Gateway to Menomonee Falls



Village of Menomonee Falls Department of Engineering and Development Services

# Welcome to East Main Street

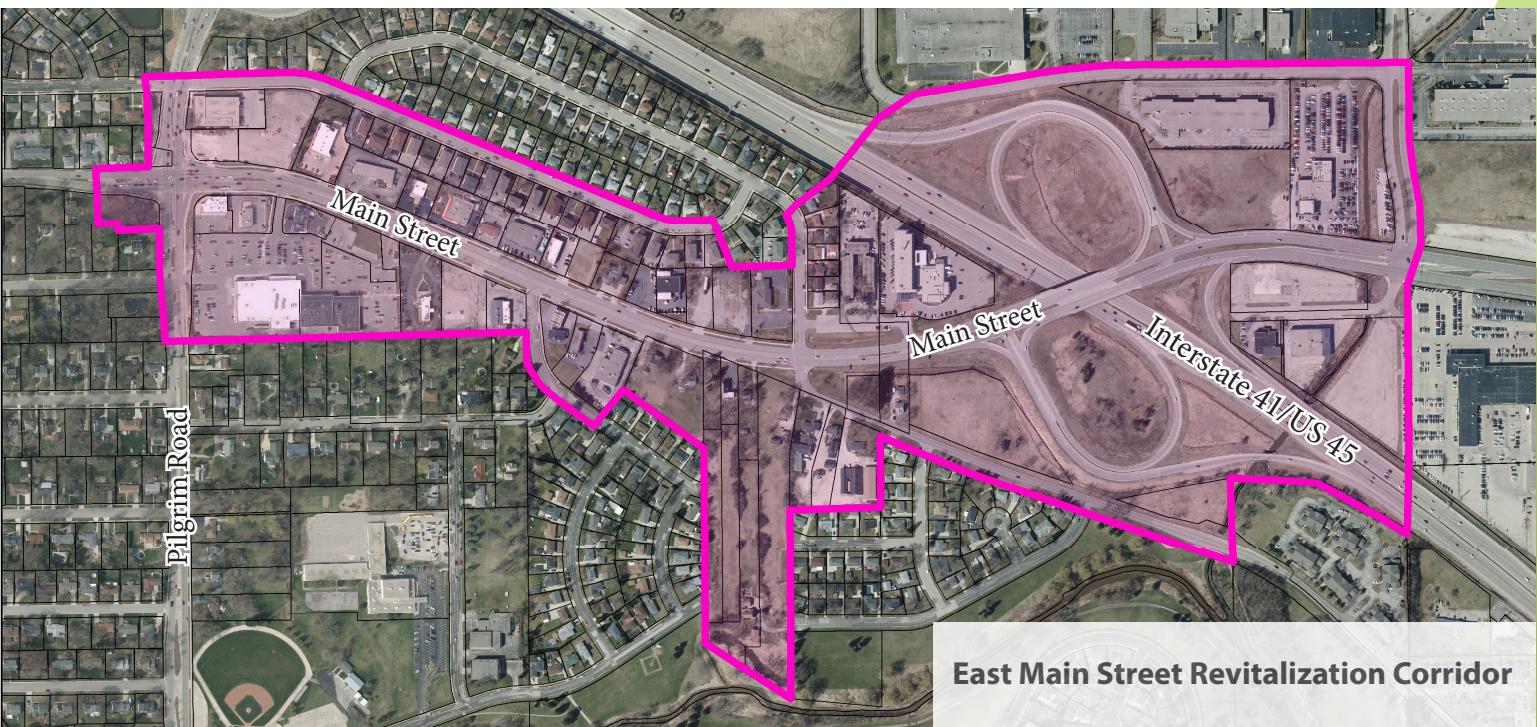
The Main Street corridor between Pilgrim Road and Interstate 41/US 45 plays an important role as a gateway to the Village of Menomonee Falls. This high visibility corridor links the Interstate, White Stone Station and the historic Village Centre of Menomonee Falls. East Main Street is a targeted area for investment and we are highlighting properties that offer significant redevelopment potential. With the nearby White Stone Station area under construction, the time is right for the Village to focus on the future of underutilized parcels along East Main Street.

## DEVELOPMENT GOAL

**Continue to promote the revitalization of the Main Street corridor as a vibrant gateway into Menomonee Falls.**

## DEVELOPMENT HISTORY

East Main Street has connected the Village Centre to Interstate 41 (formerly US 41) since the highway was completed in 1953. A variety of uses occupied the corridor during the twentieth century including a car dealership, a movie theater, restaurants, gas stations and a hotel. By the early twenty-first century, several properties along East Main Street were in poor condition which prompted the Village to develop an ambitious mixed-use redevelopment concept. While the economic recession hindered the marketability of the corridor overhaul concept, the Village has attracted significant investment in recent years with the redevelopment of Pilgrim Village shopping center and the Radisson Hotel.



# A Strong Foundation for Growth

Menomonee Falls is promoting an attractive and vibrant mix of uses along the East Main Street corridor. The excellent visibility and connectivity of the corridor already serve a thriving business community, a growing resident population and an active visitor market.

- **Access** - Adjacent to I-41/US 45, at the terminus of State Route 100, accessible by MCTS bus service, 25 minutes to downtown Milwaukee and 30 minutes to General Mitchell International Airport.
- **Gateway to Menomonee Falls** – Serves as a major entry point for residents and visitors, connecting the historic Village Centre and interstate 41.
- **Robust residential community** – Over 3,000 people live within ½-mile of the East Main Street Corridor and roughly 100,000 people live within five miles. The median household income in Menomonee Falls is estimated to be \$74,000.
- **Diverse group of existing businesses** – Including: Radisson Hotel, Emery's Cycling Triathlon & Fitness, Ninja Japanese Steakhouse, Associated Bank, Otto's Wine and Spirits, Auto Zone, Kwik Trip and DeMarini's Pizzeria.
- **Proximity to White Stone Station** – This mixed-use development is less than ½ mile to the northwest of the East Main Street corridor. The 318 market rate apartments under construction at White Stone Station will increase visibility and expenditure potential along East Main Street.
- **Development opportunity** – Prime sites are ready for investment, including opportunities for both large and small-scale redevelopment and sites with access to the Menomonee River Parkway.



source: radisson.com



# Turning the Corner

- **\$14.5 million** in transportation infrastructure projects were completed within ½ mile of the East Main Street corridor since 2014.
- **\$21 million** in private development has been completed in the East Main Street corridor since 2011.
- Main Street transitioned from state control (State Highway 74) to Village jurisdiction in 2016. Improvements in the Main Street right-of-way will be streamlined under Village jurisdiction.

## PRIVATE INVESTMENTS (Added 68,000 square feet of retail space)

1. Associated Bank (\$2.8M)
2. Kwik Trip and Multi-tenant Retail (\$2M)
3. Landmark Building at Pilgrim Road and Main Street (\$0.7M)
4. Pilgrim Village Shopping Center (\$2.5M)
5. Radisson Hotel and RBG Bar & Grill (\$13M)

## PUBLIC INVESTMENTS

1. Pilgrim and Main Street intersection (\$4.7M)
2. Pilgrim Road interchange, bridges and widening (\$9.8M)
3. Completion of a new public parking lot near the Radisson Hotel (\$0.2M)
4. MCTS Bus Routes (\$11.5M over four years for new routes in Menomonee Falls)



# Demonstrated Success, Documented Potential

- \$13 million invested in the redevelopment of the hotel at the Main Street interchange. The hotel reopened as the Radisson Hotel Milwaukee NW in 2011.
- Over \$8 million invested in redevelopment projects near the Pilgrim Road and Main Street intersections since 2011. These projects added a grocery store, bank, gas station and new restaurants to Main Street.
- A ½ mile from East Main Street, the White Stone Station mixed-use development is under construction. Located on the site of a former brownfield, the project attracted over \$49 million of investment in 2015.
- The 318 apartments being constructed at White Stone Station are renting for between \$1,000 and \$1,850 per month. The Woodlands, a 144 apartment complex that was constructed just two miles southeast of Main Street in 2015 is fully leased at rates between \$1,125 and \$1,835 per month.
- 114 high-end apartments are being constructed a ½ mile west of the East Main Street corridor in Menomonee Falls' Village Centre (downtown).
- The Wisconsin Department of Administration projects that the population of Menomonee Falls will increase by 17% (over 6,000 residents) between 2015 and 2040.
- Main Street accommodates traffic volumes of approximately 15,000 vehicles per day and nearly 90,000 vehicles per day drive past the Main Street interchange on Interstate 41/US 45.



## Redevelopment Spotlight: **Toppers Pizza**

In 2015 Toppers Pizza opened on East Main Street following \$175,000 in interior and exterior renovations.

The interior renovations transformed the original building into a two-tenant space, and added a cooking/prep area, walk-in cooler, office and dining area. Exterior renovations included an attractive new facade and landscape improvements which increased Toppers' visibility and added to the appeal of the East Main corridor.

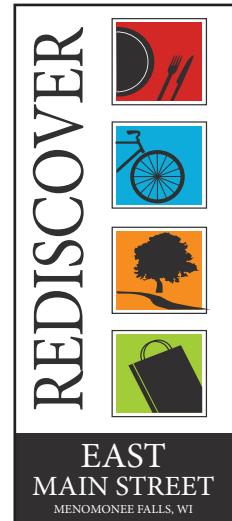


# ...and Great Things Ahead!

Menomonee Falls is committed to promoting the revitalization of the East Main Street corridor as a vibrant gateway into Menomonee Falls. The Village envisions a mix of residential and commercial development along the corridor and a new link between Main Street and the Menomonee River Parkway. Infill development would better utilize sites in this high visibility location while activating the corridor to the benefit of current and future Menomonee Falls residents.

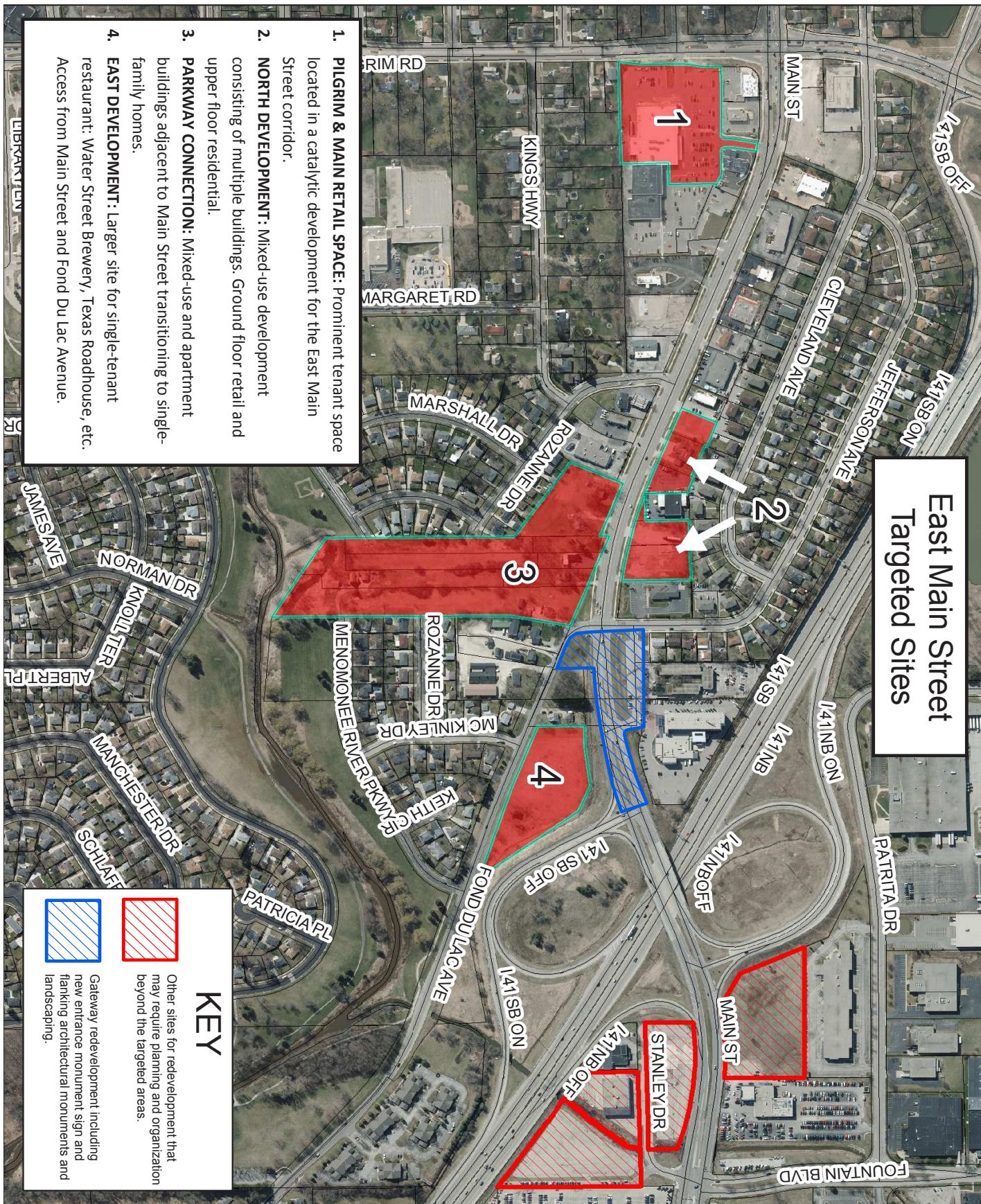
The Village has undertaken a variety of initiatives to promote development of a sustaining mix of uses along East Main Street including:

- Identification of targeted sites for redevelopment
- Creation of development concepts for targeted sites
- Revision of land use zoning classifications and corridor plans to encourage implementation of projects
- Creation of the East Main Street Revitalization grant for façade renovations and landscaping projects
- Adoption of an East Main Street branding strategy: including gateway features, banners and marketing materials



# TARGETED SITES

## East Main Street Targeted Sites

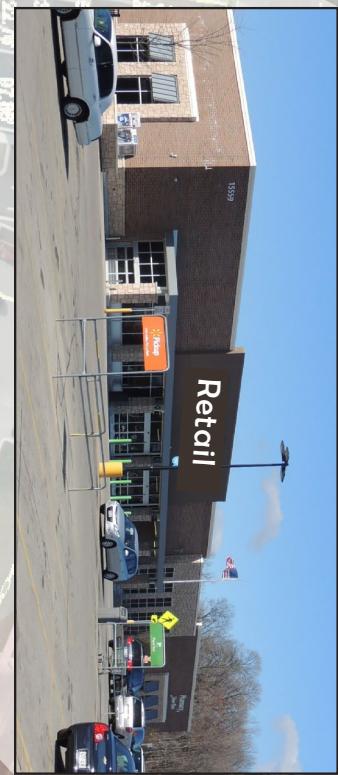


## TARGETED SITE #1

## Retail Space

## Main Street

**Retail  
41,430 SF**



## TARGETED SITE #2



# TARGETED SITE #3

## Parkway Connection Redevelopment Concept



## TARGETED SITE #4

## East Area Redevelopment Concept

- \* Main Street access is possible with potential limitations due to steep grades and shared roadway jurisdiction



# Partner with us!

- The Village supports mixed use development concepts along East Main Street and offers flexible parking requirements for proposals that align with the Village's vision for the future of East Main Street.
- The East Main Street corridor is located within Tax Incremental District (TID) No. 6. Tax Incremental Financing may be approved to finance projects that stimulate development or redevelopment within the TID that would not otherwise occur without public assistance.
- Menomonee Falls offers financing assistance for revitalization efforts, to increase capital investments, and to provide support for new and existing businesses through its Business Development Loan Pool (BDLP).
- Additional redevelopment grant opportunities are available through the Wisconsin Economic Development Corporation (WEDC) including the Community Development Investment Grant.
- The Village understands that time is money. Our staff strives to be responsive and to streamline the regulatory and permitting process where possible to make it even easier to do business in the East Main Street corridor.

## ECONOMIC DEVELOPMENT RESOURCES

Village of Menomonee Falls Economic Development:  
[www.menomonee-falls.org/548/Economic-Development](http://www.menomonee-falls.org/548/Economic-Development)

Wisconsin Economic Development Corporation  
[inwisconsin.com/](http://inwisconsin.com/)



# Want to know more? Contact:

## Village of Menomonee Falls

Department of Engineering and Development Services

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**The Menomonee River Parkway** is situated just south of the East Main Street corridor and presents an opportunity to connect new development with a significant recreational asset.

