

# 2015 DEVELOPMENT REPORT

Village of Menomonee Falls  
Waukesha County, Wisconsin



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# 2015 Development Highlights

The 2015 Development Report reflects the Department of Community Development's ongoing mission to encourage high-quality residential, commercial and industrial development while protecting the public interest. The Annual Development Report is prepared to provide an overview of department activities in the past year. The document includes information from the year's accomplishments and their effect on the future of Menomonee Falls.

In 2015, the Village facilitated a wide variety of development projects which added millions of dollars of property value, contributed to the strength of the local economy, and enhanced the appeal of Menomonee Falls as a desirable place to live, work and play. 2015 development highlights include:

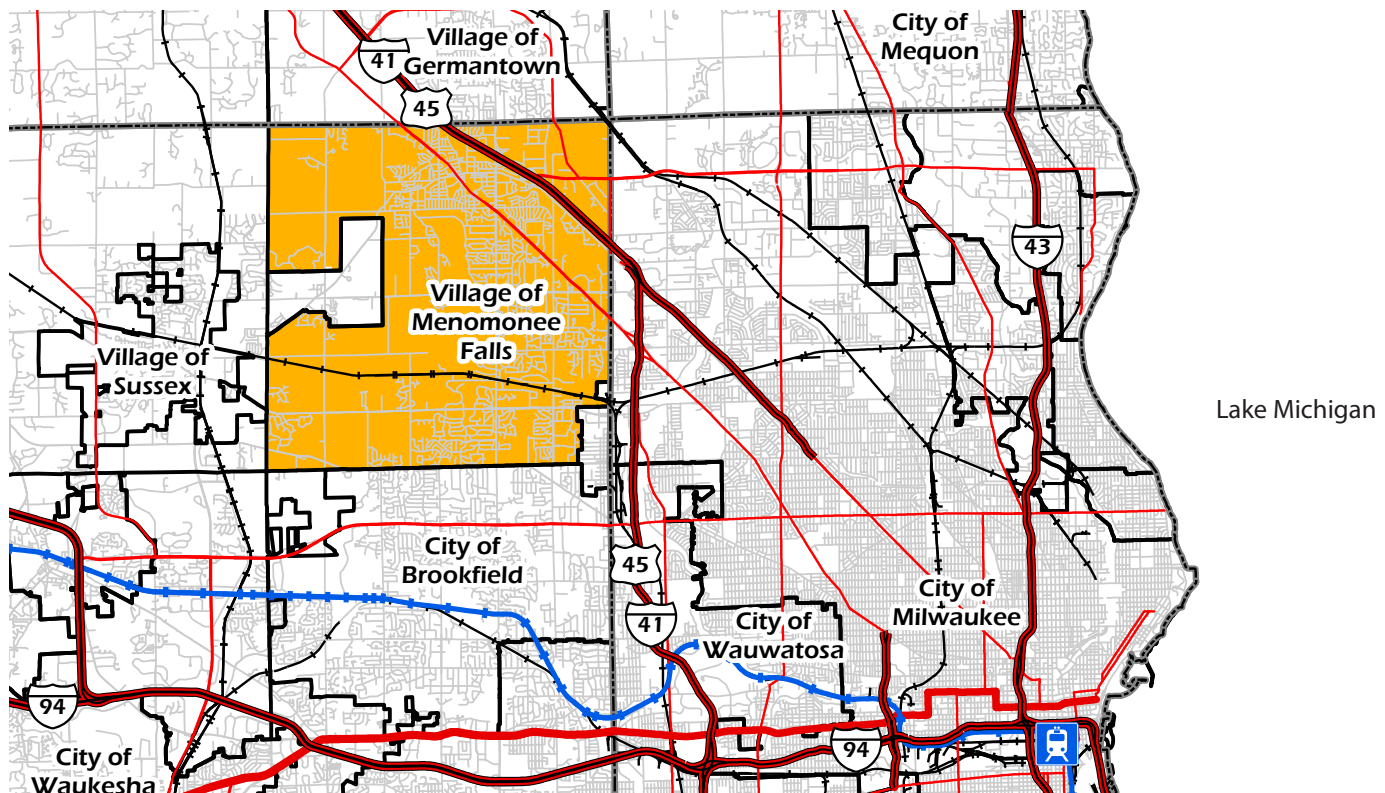
- **Continued redevelopment in TID #8** totaling \$49 million in construction value
  - Costco Wholesale store
  - The Junction apartments
  - White Stone Station mid-box retail
  - Home 2 Suites hotel by Hilton
- **Dickson Hollow senior complex**, 180 units and \$30 million in construction value
- **Froedtert & the Medical College of Wisconsin Orthopedic and Emergency Department** additions and renovations totaling \$10 million in construction value
- **Zilber Industrial speculative warehouse**, totaling 146,100 square feet and \$6 million in construction value
- **Building permits for 89 single family homes** totaling \$30 Million in construction value
- The Village issued building permits for projects totaling **over \$153 million in construction value**
- A **42% increase** in total permit fee revenue from 2014 to 2015
- **712 planned lots for new single family homes**
- **\$242 million in tax incremental value** generated by development in TIF districts
- **\$131,000 in matching funds** distributed through the Economic Development Master Fund program
- **\$115,000 in low-interest loans** provided to local businesses via the Business Development Loan Pool





# Village Overview

Menomonee Falls embodies small town charm and atmosphere while providing convenient access to the entire Milwaukee Metropolitan Area. Incorporated in 1892, Menomonee Falls now has a total land area of 32.92 square miles. The Village's population was estimated to be 35,928 in 2015.

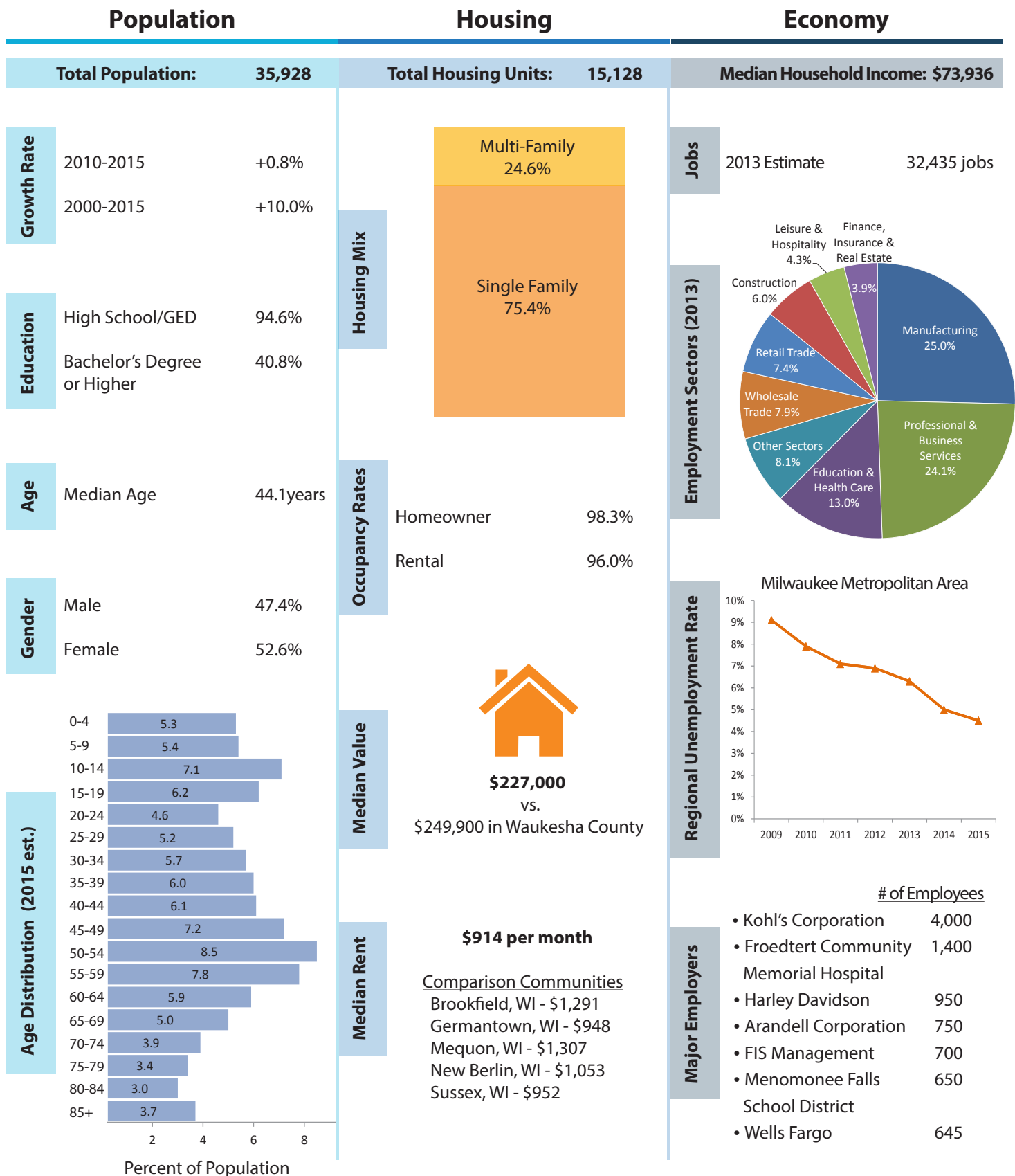


The Village's high quality of life is rooted in diverse economic opportunities, a wide variety of housing options and its natural assets. This quality of life was recognized in 2015 by a number of organizations. For example:

- *Money Magazine* ranked Menomonee Falls as the **32<sup>nd</sup> Best Small Town in America**, citing the strong local job market, affordable housing, historic Village Centre and abundant parks and trails as contributing factors. Menomonee Falls was ranked as the best small town in Wisconsin in 2015.
- WalletHub.com ranked Menomonee Falls as the **46<sup>th</sup> Best Small City in America** out of nearly 1,300 comparison communities with populations between 25,000 and 100,000. The Village ranked as the second best small city in Wisconsin after Brookfield.
- Nerdwallet.com ranked Menomonee Falls **in the top quarter** in its best cities for young families rankings.
- Tree City USA recognized Menomonee Falls as a **Tree City** for the 17<sup>th</sup> consecutive year.
- Bird City Wisconsin recognized Menomonee Falls as a **Bird City** for the 5<sup>th</sup> consecutive year.
- Neighborhoodscout.com ranked Menomonee Falls as the **68<sup>th</sup> Safest City in America** for communities with a population of 25,000 or greater. The Village was the only community in Wisconsin on this list.
- Valuepenguin.com ranked Menomonee Falls as the **5<sup>th</sup> Safest Community in the State** with over 20,000 residents.
- The Milwaukee Metropolitan Builders Association once again featured a site in Menomonee Falls in its **2015 Parade of Homes**.



# Menomonee Falls at a Glance



# Value

Menomonee Falls 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 largest gain in net new construction value in Waukesha County in 2015** (11<sup>th</sup> highest statewide).

## Assessed Value

Menomonee Falls' assessed value has had consistent growth in recent years. In 2015, the Village continued this trend with the **9<sup>th</sup> highest** real estate assessed value in the state, having **\$4.59 Billion** in assessed value. Menomonee Falls' position is notable as it is the only Village ranked in the top 10 in the State, and has the lowest population of the municipalities on the same list (population ranks 21<sup>st</sup> in the state).

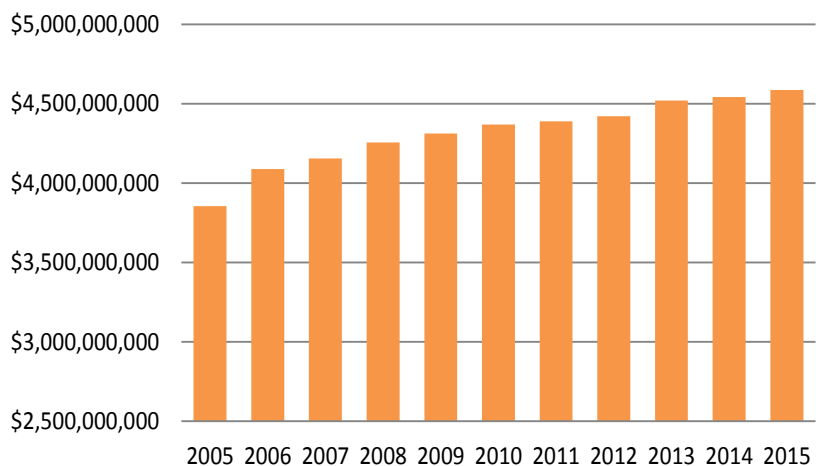
**Wisconsin's Top Ten Real Estate Assessed Value Municipalities**

| Rank | Municipality           | 2011     | 2012     | 2013     | 2014     | 2015     | % Change | 2015 Population |
|------|------------------------|----------|----------|----------|----------|----------|----------|-----------------|
| 1    | Milwaukee              | \$28.04B | \$25.40B | \$25.10B | \$25.03B | \$25.23B | 0.81     | 595,787         |
| 2    | Madison                | \$21.57B | \$21.19B | \$21.35B | \$21.96B | \$22.94B | 4.47     | 242,216         |
| 3    | Brookfield             | \$6.56B  | \$6.54B  | \$6.56B  | \$6.62B  | \$6.67B  | 0.71     | 37,859          |
| 4    | Green Bay              | \$5.98B  | \$6.01B  | \$6.04B  | \$6.11B  | \$6.17B  | 1.01     | 105,051         |
| 5    | Waukesha               | \$5.53B  | \$5.59B  | \$5.39B  | \$5.44B  | \$5.64B  | 3.56     | 71,316          |
| 6    | Kenosha                | \$6.02B  | \$5.35B  | \$5.35B  | \$5.42B  | \$5.59B  | 3.15     | 99,623          |
| 7    | Wauwatosa              | \$5.47B  | \$5.48B  | \$5.25B  | \$5.27B  | \$5.36B  | 1.72     | 46,766          |
| 8    | New Berlin             | \$4.79B  | \$4.39B  | \$4.43B  | \$4.48B  | \$4.76B  | 6.36     | 40,195          |
| 9    | <b>Menomonee Falls</b> | \$4.39B  | \$4.42B  | \$4.52B  | \$4.54B  | \$4.59B  | 0.97     | 35,928          |
| 10   | Eau Claire             | \$4.32B  | \$4.37B  | \$4.40B  | \$4.45B  | \$4.51B  | 1.41     | 67,006          |

Source: WI Department of Revenue 2015 Statements of Assessment, WI Department of Administration Final 2015 Municipal Populations

The Village's total assessed value for 2015 was \$4,586,133,140 which represents an increase of **1.0%** from 2014's assessed value of \$4,541,864,210. Strategic development in residential, commercial and industrial sectors over the past decade has remained steady even through the recent recession in 2008-2009. As seen in the chart at right, assessed values in Menomonee Falls have grown consistently over the past ten years. In 2005, the assessed value for the Village was \$3,855,192,000. When comparing the assessed value from 2005 to 2015, the Village's value has risen **19%** in that ten year span.

**Menomonee Falls' Assessed Value by Year**



# Population and Projections

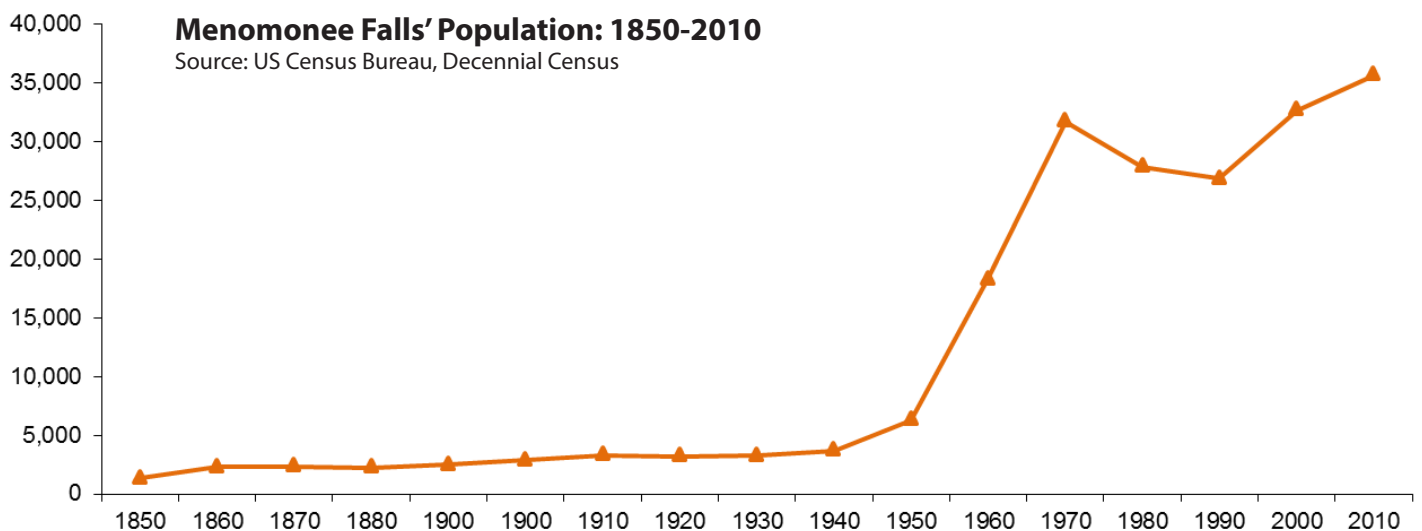
The Village of Menomonee Falls is currently the 4<sup>th</sup> largest Waukesha County community after the cities of Brookfield, New Berlin and Waukesha. The 2015 population of Menomonee Falls has been estimated at 35,928 which makes it the most populous village in the state by almost 10,000 residents (Mount Pleasant, WI is home to an estimated 26,374 residents). Several new single and multifamily developments were approved in 2015, making it likely the Village's population will grow in the near future. Increased construction rates and ample land for more long-term development support the expectation that the Village will continue to be one of the fastest growing communities in Waukesha County.

The Wisconsin Department of Administration projects Menomonee Falls population will increase by over **17%** (or more than 6,200 new residents) in the next 20 years, bringing the Village population to over **42,000** residents. As indicated in the table below, Menomonee Falls is estimated to gain the **second largest** number of residents among Waukesha County municipalities by 2035. Based on the same projections, Menomonee Falls will also become the **third largest** community in the county by 2025.

**Top Ten Waukesha County Municipalities by Projected Population Gain**

| Municipality           | 2015 Population | 2020 Projection | 2025 Projection | 2030 Projection | 2035 Projection | Net Gain 2015-2035 |
|------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|
| Waukesha               | 71,316          | 74,800          | 78,100          | 81,000          | 81,900          | 10,584             |
| <b>Menomonee Falls</b> | <b>35,928</b>   | <b>37,970</b>   | <b>39,840</b>   | <b>41,510</b>   | <b>42,160</b>   | <b>6,232</b>       |
| New Berlin             | 40,195          | 41,930          | 43,650          | 45,140          | 45,530          | 5,335              |
| Muskego                | 24,410          | 26,120          | 27,630          | 29,010          | 29,690          | 5,280              |
| City of Pewaukee       | 13,843          | 15,310          | 16,590          | 17,800          | 18,580          | 4,737              |
| Oconomowoc             | 16,464          | 17,630          | 18,910          | 20,110          | 20,820          | 4,356              |
| Sussex                 | 10,734          | 11,830          | 12,780          | 13,670          | 14,230          | 3,496              |
| Town of Mukwonago      | 8,020           | 8,625           | 9,130           | 9,595           | 9,835           | 1,815              |
| Hartland               | 9,167           | 9,770           | 10,290          | 10,770          | 10,980          | 1,813              |
| Village of Mukwonago   | 7,629           | 8,010           | 8,560           | 9,070           | 9,365           | 1,736              |

Source: WI Department of Administration Population Projections





# Economic Development

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. 2015 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

Progress continued on the White Stone Station redevelopment project in Tax Incremental District (TID) #8. Early redevelopment in the area included contamination cleanup and the construction of the Froedtert & the Medical College of Wisconsin and Wisconsin Athletic Club (WAC) building which was completed in 2013. In 2014, site plans for a mix of commercial buildings and 318 market rate apartments were approved, setting the stage for construction in 2015.

Over \$49 million in construction projects were permitted for White Stone Station projects in 2015 and by the end of the year Costco Wholesale store had opened and a new mid-box retail building and Phase I of the Junction Apartments at White Stone Station were under construction. As part of the TID #8 redevelopment the Village also constructed extensions to Falls Parkway and Pershing Avenue. In 2015, plans were also approved for a new 105-room hotel which will be constructed in 2016.

Redevelopment in the Village Centre moved forward in 2015 with approval of plans for significant residential and commercial projects. Plans for 120 apartments were approved for the Riverwalk on the Falls project which will redevelop a high visibility parcel (the site of the former Associated Bank) in the heart of the Village Centre. Redevelopment plans for Colonial Plaza were also approved which include the development of a Fresh Thyme Farmers Market grocery store, which will be one of the first Fresh Thyme stores in Wisconsin.

In the East Main Street corridor, redevelopment continued in 2015 with the construction of Kwik Trip and a corner “landmark” commercial building.

In TID #12, plans were approved for two new Industrial buildings totaling over 325,000 square feet on the former site of Best Block Company near Manhardt Drive and Lilly Road.



# Economic Development

Plans for an estimated \$10 million in additions and renovations to the Orthopedic Department, Emergency Department, and main entrance at Froedtert and the Medical College of Wisconsin Community Memorial Hospital were approved in 2015. These projects enhance a medical campus that also includes the 5 story 135,000 square foot Town Hall Center. Improvements to these buildings reinforce the long-term commitment that the Milwaukee region's third largest employer has to the Village of Menomonee Falls.

## New Development

2015 was a strong year for plan approvals and construction across all sectors. The total estimated value of construction in 2015 exceeded \$153 million which was 35% higher than 2014 and the highest in the last two decades.

Major projects which contributed to the high total construction value (in addition to redevelopment projects) include Dickson Hollow senior complex, a speculative industrial building at Westbrook Corporate Center, Vault Self Storage and the second phase of the Pilgrim and Silver Spring shopping center.

New home construction accounted for roughly \$30 million in construction value in 2015. Plans for 86 single family and 3 two family homes were approved for construction throughout the Village. Construction on the Woodlands Apartments was also completed in 2015 adding nearly 150 market rate units to Menomonee Falls.

## Tax Increment Finance

Tax Increment Finance districts (TIDs) are an economic development tool used to aid redevelopment, infrastructure and other improvement projects by using future tax revenues to subsidize current improvements. Often, TIDs create incentives for development without tax increases or creating any financial strain on Village residents while simultaneously improving property values in the area and its surrounding neighborhoods. For example, a contaminated brownfield site (such as TID #8), which contained no development potential without tax increment investment, is now turning into a thriving commercial and residential center that raises property values in and around the development, helping to lessen the tax burden and pave the way for new development. Many TIDs have the added benefit of creating new jobs as businesses move into redevelopment districts. There were 9 active TIDs in the Village in 2015.





# Village Centre

Downtown Menomonee Falls is known as the Village Centre. The Village Centre Business Improvement District (BID) continues to play a leading role in promoting downtown Menomonee Falls as the ideal location to live, work and play.

## Village Centre Economic Development

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. In 2015 alone, the EDMF program distributed \$131,000 in matching funds to four qualified projects.

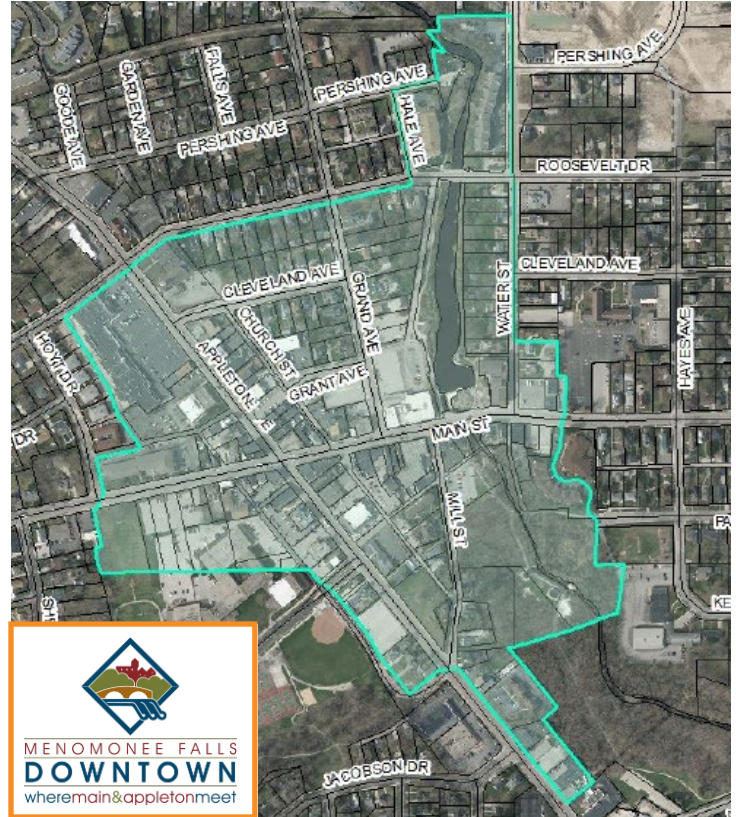
In 2013, the Business Development Loan Pool (BDLP) program was created in partnership with First Bank Financial Centre to provide low interest loans to downtown businesses and property owners for qualified projects. In 2015, area businesses were awarded loans totaling \$115,000.

## 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 by providing access to technical and financial assistance programs, training and networking opportunities.

In 2015, Village Centre officials participated in several *Connect Communities* programs including:

- Wisconsin Governor's Conference on Tourism
- Wisconsin Main Street Awards (De Pere, WI)
- WEDC Regional Round-Table
- Workshops and webinars on infographics, marketing and Business Improvement District legislation





# Building Permits

The Building Inspection division of the Department of Community Development issues permits for commercial, institutional, industrial and residential projects. In 2015, the Village issued 696 residential and 169 non-residential building permits for an estimated construction value of more than \$150 million. Due to the large projects constructed in 2015, the estimated construction value was nearly **\$40 million higher** than in 2014.

The number of total permits issued in 2015 was slightly higher than in 2014 (by four total permits). The total construction value of issued building permits in 2014 increased by 88% over 2013. Comparatively, the total **construction value of issued building permits in 2015 increased by an additional 35% when compared to 2014**. Major contributors to the 2015 increase include the White Stone Station redevelopment area (\$49 million), construction and remodeling of single family homes (\$38 million) and Dickson Hollow senior complex (\$30 million).

**Building Permits and Estimated Construction Value by Year**

| Year | Residential Construction |          | Non-Residential Construction |           | Total        |           |
|------|--------------------------|----------|------------------------------|-----------|--------------|-----------|
|      | # of Permits             | Value    | # of Permits                 | Value     | # of Permits | Value     |
| 1997 | 717                      | \$35.65M | 145                          | \$33.05M  | 862          | \$68.70M  |
| 1998 | 716                      | \$38.70M | 144                          | \$36.51M  | 860          | \$75.22M  |
| 1999 | 751                      | \$39.00M | 134                          | \$22.04M  | 885          | \$61.04M  |
| 2000 | 642                      | \$28.54M | 142                          | \$64.82M  | 784          | \$93.36M  |
| 2001 | 673                      | \$30.26M | 115                          | \$54.21M  | 788          | \$84.48M  |
| 2002 | 752                      | \$39.00M | 113                          | \$23.35M  | 865          | \$62.34M  |
| 2003 | 705                      | \$42.72M | 95                           | \$29.55M  | 800          | \$72.27M  |
| 2004 | 762                      | \$61.22M | 68                           | \$38.23M  | 830          | \$99.45M  |
| 2005 | 727                      | \$52.40M | 98                           | \$45.25M  | 825          | \$97.65M  |
| 2006 | 555                      | \$37.69M | 137                          | \$49.63M  | 692          | \$87.33M  |
| 2007 | 620                      | \$36.23M | 171                          | \$51.10M  | 791          | \$87.34M  |
| 2008 | 512                      | \$23.27M | 124                          | \$36.64M  | 636          | \$59.90M  |
| 2009 | 439                      | \$15.60M | 77                           | \$21.65M  | 516          | \$37.24M  |
| 2010 | 617                      | \$23.06M | 128                          | \$36.98M  | 745          | \$60.04M  |
| 2011 | 573                      | \$18.71M | 147                          | \$47.33M  | 720          | \$66.04M  |
| 2012 | 608                      | \$22.75M | 126                          | \$34.16M  | 734          | \$56.91M  |
| 2013 | 688                      | \$27.31M | 177                          | \$32.99M  | 865          | \$60.30M  |
| 2014 | 695                      | \$24.50M | 166                          | \$89.11M  | 861          | \$113.62M |
| 2015 | 696                      | \$37.79M | 169                          | \$115.54M | 865          | \$153.33M |

Source: Menomonee Falls Department of Community Development



# Residential Development

The Village of Menomonee Falls reviews all subdivision plans and multifamily 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 2015, several subdivision concepts with over **400 planned lots for new homes** were reviewed. In addition, plans to construct over **400 apartments, 550 senior apartments and 24 duplex units** are moving forward. Below are lists of reviewed developments that will be proceeding in Menomonee Falls.

| Single Family                |           | Multifamily   |           | Senior Housing   |           |
|------------------------------|-----------|---|-----------|--|-----------|
| Total Units                  | 423       | Total Units   | 462       | Total Units  | 550       |
| Fox View Estates             | 60 homes  | Riverwalk on the Falls  | 120 units | Highlands at Aero Park   | 200 units |
| Silver Spring Estates        | 119 homes | Silver Spring Estates (duplex units)  | 24 units  | Dickson Hollow   | 350 units |
| Weyerhaven                   | 92 homes  | The Junction at White Stone Station   | 318 units | * Note: Construction of the 180 units approved for Dickson Hollow senior complex will continue into 2016. Future phases of development at Dickson Hollow call for another 170 units. |           |
| Wruck/Fiduciary              | 103 homes | *Note: Phase I of the Junction at White Stone Station permitted construction of 222 units starting in 2015, and plans call for 98 additional units in Phase II. |           |  |           |
| Wruck/United Financial Group | 18 homes  |   |           |  |           |
| Christman Park               | 31 homes  |   |           |  |           |



# Residential Development

While many of the developments in Menomonee Falls in 2015 were conceptual multi-phase developments, the Village ultimately approved 70 new single family lots in two subdivisions. This total was the second highest in the Village since 2007 (132 new single family lots were platted in 2014). The 70 lots platted in 2015 reflect the sustained strength of the post-recession housing market, and with 86 new single family homes constructed in 2015, the Village doubled the number constructed in 2014.



**Single Family Lots Platted in Menomonee Falls by Year**

| Year        | Single Family Lots Platted in Subdivisions | Single Family Lots Platted in CSMs | Total Single Family Lots Platted | Single Family Homes Constructed |
|-------------|--|------------------------------------|----------------------------------|---------------------------------|
| 1990        | 174  | 5                                  | 179                              | 131                             |
| 1991        | 66   | 8                                  | 74                               | 175                             |
| 1992        | 287  | 13                                 | 300                              | 167                             |
| 1993        | 216  | 10                                 | 226                              | 241                             |
| 1994        | 191  | 5                                  | 196                              | 276                             |
| 1995        | 187  | 11                                 | 198                              | 222                             |
| 1996        | 88   | 10                                 | 98                               | 229                             |
| 1997        | 235  | 10                                 | 245                              | 181                             |
| 1998        | 81   | 15                                 | 96                               | 187                             |
| 1999        | 81   | 4                                  | 85                               | 175                             |
| 2000        | 80   | 3                                  | 83                               | 95                              |
| 2001        | 171  | 1                                  | 172                              | 108                             |
| 2002        | 132  | 6                                  | 138                              | 161                             |
| 2003        | 219  | 2                                  | 221                              | 151                             |
| 2004        | 65   | 6                                  | 71                               | 174                             |
| 2005        | 233  | 0                                  | 233                              | 133                             |
| 2006        | 140  | 4                                  | 144                              | 86                              |
| 2007        | 49   | -4                                 | 45                               | 58                              |
| 2008        | 0  | 1                                  | 1                                | 42                              |
| 2009        | 0  | -1                                 | -1                               | 24                              |
| 2010        | 0  | 0                                  | 0                                | 40                              |
| 2011        | 0  | -3                                 | -3                               | 33                              |
| 2012        | 34   | 2                                  | 36                               | 53                              |
| 2013        | 26   | 4                                  | 30                               | 58                              |
| 2014        | 132  | 2                                  | 134                              | 43                              |
| <b>2015</b> | <b>70</b>                                  | <b>0</b>                           | <b>70</b>                        | <b>86</b>                       |
| Totals      | 2,957                                      | 114                                | 3,066                            | 3,329                           |

Source: Menomonee Falls Department of Community Development



# Residential Development

## Single Family

Menomonee Falls' 86 housing starts in 2015 accounted for almost **13%** (12.6%) of all new single family homes constructed in Waukesha County. This percentage of housing starts was over double that of 2014 (6.1%), notably higher than the typical percentage of around 9 percent, and the largest percentage of housing starts within Waukesha County during the last ten years.

### Housing Starts in Waukesha County and Menomonee Falls By Year

| Year        | Waukesha County Housing Starts | Menomonee Falls Housing Starts | % of County Housing Starts |
|-------------|--------------------------------|--------------------------------|----------------------------|
| 2005        | 1,464                          | 133                            | 9.1%                       |
| 2006        | 1,217                          | 86                             | 7.1%                       |
| 2007        | 966                            | 58                             | 6.0%                       |
| 2008        | 599                            | 42                             | 7.0%                       |
| 2009        | 396                            | 24                             | 6.1%                       |
| 2010        | 452                            | 40                             | 8.8%                       |
| 2011        | 434                            | 33                             | 7.6%                       |
| 2012        | 583                            | 53                             | 9.1%                       |
| 2013        | 657                            | 58                             | 8.8%                       |
| 2014        | 705                            | 43                             | 6.1%                       |
| <b>2015</b> | <b>682</b>                     | <b>86</b>                      | <b>12.6%</b>               |
| Mean        | 741.4                          | 59.6                           | 8.0%                       |

Source: Wisconsin Builders Association Permits Data, Menomonee Falls Department of Community Development

## Multifamily

In recent years, the development of market-rate multifamily housing has increased in Menomonee Falls and other communities in southeastern Wisconsin. New multifamily projects are meeting the strong demand for smaller, high quality and lower maintenance housing options for young professionals, empty nesters and smaller households. Suburban multifamily housing which is built in proximity to amenities like shops, restaurants and parks is especially desirable in today's market. The 144 unit Woodlands Apartments, with rents between \$1,100 and \$1,900 per month, were fully leased prior to the completion of their construction. Developments like the Junction at White Stone Station and Riverwalk on the Falls will continue to keep the Village competitive in this housing market.



# Residential Development

## Silver Spring Estates II

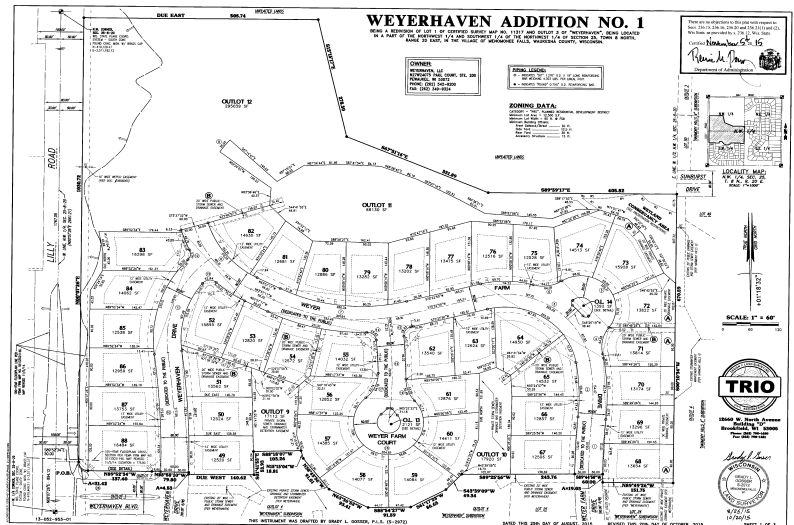
The second phase of Silver Spring Estates was approved in 2015, creating 30 single family lots in southwest Menomonee Falls with an average size of approximately 16,500 square feet. When completed, the subdivision is planned to contain 138 residential parcels (12 duplex and 126 single family lots) across from 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 Country Club (if those lands are developed residentially). The developer estimated the value of this development to be nearly **\$58 million** when complete.



## Weyerhaven Subdivision Addition No. 1

The second phase of Weyerhaven Subdivision was approved in 2015 in the southeast area of Menomonee Falls. The 40 single family lots in this phase have an average lot size of approximately 13,700 square feet. When complete, the Weyerhaven Subdivision will create 140 lots with an estimated market value between **\$52 million and \$73.5 million**.





# Residential Development

## Fox View Estates

In 2015, the Village approved a preliminary plat for 60 single family lots to be developed on the west side of Pilgrim Road between Chateau Drive and Wildflower Drive in central Menomonee Falls. The lots in the proposed Fox View Estates subdivision range in size from 15,000 to 28,000 square feet with an average size of over 17,000 square feet.



## Riverwalk on the Falls

Wimmer Communities received Village approval for a 114 unit market rate apartment building with a commercial component on Main Street at the location of the former Associated Bank. The plans for Riverwalk on the Falls call for a four story building along the Mill Pond complete with underground parking, a gallery, terrace and other common space amenities. The second phase of development includes 6 town-homes with attached garages on a parcel along Grand Avenue. Demolition and construction on the project will begin in 2016.



Riverwalk on the Falls' location in the heart of the Village Centre provides an array of walkable activities for future residents. The additional foot traffic expected from these residents and their visitors will add vitality and purchasing power to the Village Centre Business District. Riverwalk on the Falls supports a broader vision for redevelopment in the historic core of Menomonee Falls espoused in the 2010 *Village Centre Master Plan*.





# Commercial Development

## Overview

The Village reviews all commercial proposals from conceptual projects through to occupancy permits. Commercial development activity was robust in 2015 with the total number of commercial projects increasing to 27 from 17 in 2014. The total construction value of commercial projects approved in 2015 was over \$36 million with a significant portion of that total coming from the TID #8 (White Stone Station) redevelopment area.

## Costco Wholesale

The Village approved plans for a 149,000 square foot Costco Wholesale store along Falls Parkway at the north end of the TID#8 redevelopment area in early 2015. Upon completion, it will add over **\$18 million** in construction value to the Village. Construction began during the spring of 2015, and the Costco store and gas station opened in November of 2015 as the anchor retailer in the larger White Stone station development.



## White Stone Station Midbox Retail

A 91,000 square foot 4-tenant retail building was approved near Costco in 2015. This retail building is estimated to have a construction value of **\$7.6 million** as part of the larger White Stone Station redevelopment area. Construction on this building began in late 2015. The confirmed tenants for this building include Sports Authority, HomeGoods, Ross Dress for Less and Ulta Beauty.



## Home2 Suites

Plans for a 105 room Hilton Home2 Suites extended stay hotel were also approved in 2015 as part of the TID#8 redevelopment area. This hotel chain caters to business travelers and other visitors seeking hotel rooms with amenities like kitchen appliances, fitness facilities and spacious common areas.



# Commercial Development

## Fresh Thyme Farmers Market

The Village approved plans for redevelopment of Colonial Plaza in the Village Centre to include a 29,000 square foot Fresh Thyme Farmers Market grocery store. The plans call for demolition of the existing southern portion of Colonial Plaza, construction of the grocery store and facade improvements for the remainder of Colonial Plaza. The addition of Fresh Thyme is anticipated to draw additional people to the Village Centre, enhancing the livability and excitement of the area.



## Pilgrim Springs Phase II

Plans moved forward near the intersection of Pilgrim Road and Silver Spring Drive with the construction of a 10,000 square foot multi-tenant retail building. The new building complements an existing 15,000 square foot multi-tenant retail space and enhances the Pilgrim Road and Silver Spring Drive area as a neighborhood center for southern Menomonee Falls.





# Institutional Development

## **Froedtert & the Medical College of Wisconsin Community Memorial Hospital**

The hospital and adjacent Froedtert and the Medical College of Wisconsin buildings in Menomonee Falls were designated as a “corporate campus” in 2015, following adoption of an ordinance amending the zoning code to allow a corporate campus designation within institutional districts. The corporate campus designation is intended to streamline the approval process for future development and improvements within the campus.



A number of addition and remodeling projects were approved at Community Memorial Hospital in 2015 including:

- 8,000 square foot Orthopedic Department addition
- 4,000 square foot Emergency Department addition
- Main entrance and interior remodeling
- Pharmacy interior remodeling



## **Dickson Hollow Senior Housing**

Progress continued in 2015 with construction of the first phase of Dickson Hollow senior complex. This phase consisted of 120 senior apartments, 42 assisted living units and 18 memory care units. The development is planned to be completed in three phases and upon completion will add 250 senior apartments, 72 assisted living units and 28 memory care units near the northwest corner of Pilgrim Road and Lisbon Road in southeast Menomonee Falls.



# Industrial Development

According to the Wisconsin Department of Revenue's 2015 Statement of Assessments, the Village of Menomonee Falls continues to have the **3rd highest manufacturing real estate assessed value** in Wisconsin. Menomonee Falls only trails Milwaukee and Green Bay in 2015 manufacturing assessed property value at more than \$313 million.

## Wisconsin's Top Ten Manufacturing Assessed Real Estate Value Municipalities

| Rank | Municipality           | 2011     | 2012     | 2013     | 2014     | 2015     | % Change | 2015 Population |
|------|------------------------|----------|----------|----------|----------|----------|----------|-----------------|
| 1    | Milwaukee              | \$748.1M | \$707.0M | \$709.3M | \$697.0M | \$715.9M | 2.7%     | 595,787         |
| 2    | Green Bay              | \$346.2M | \$373.8M | \$375.3M | \$385.1M | \$381.5M | -0.9%    | 105,051         |
| 3    | <b>Menomonee Falls</b> | \$300.3M | \$307.4M | \$323.5M | \$311.9M | \$313.4M | 0.5%     | 35,928          |
| 4    | Madison                | \$273.3M | \$258.8M | \$268.6M | \$247.8M | \$249.4M | 0.6%     | 242,216         |
| 5    | Waukesha               | \$205.8M | \$234.9M | \$227.0M | \$228.4M | \$235.0M | 2.9%     | 71,316          |
| 6    | Oshkosh                | \$231.8M | \$226.3M | \$222.1M | \$219.7M | \$217.5M | -1.0%    | 66,451          |
| 7    | Germantown             | \$191.9M | \$199.4M | \$211.5M | \$201.1M | \$216.5M | 7.7%     | 19,972          |
| 8    | Pleasant Prairie       | \$209.9M | \$210.3M | \$190.5M | \$199.4M | \$214.6M | 7.6%     | 20,370          |
| 9    | Fitchburg              | \$129.5M | \$141.2M | \$181.3M | \$207.4M | \$212.5M | 2.5%     | 26,321          |
| 10   | New Berlin             | \$171.1M | \$164.9M | \$174.9M | \$181.8M | \$197.9M | 8.9%     | 40,195          |

Source: WI Department of Revenue 2015 Statement of Assessments, WI Department of Administration 2015 Municipal Populations

Menomonee Falls is one of the most significant manufacturing hubs in Wisconsin, and is home to a number of industry leading companies. The Village continued to be a preferred location for manufacturing development in 2015 with several noteworthy construction and expansion projects.

### ER Wagner

Plans were approved in 2015 for a 158,000 square foot building along Old Orchard Road in northeast Menomonee Falls which will serve as the corporate headquarters for ER Wagner Manufacturing. The facility is expected to employ 130 full-time employees and will include 135,000 square feet of manufacturing space and 23,000 square feet of office space.





# Industrial Development

## **Froedtert & the Medical College of Wisconsin**

A building permit was issued for a 99,000 square foot speculative industrial building located between Old Orchard Road and Westbrook Crossing in northeast Menomonee Falls. The building will be occupied by Froedtert & the Medical College of Wisconsin and has an estimated construction value of over \$4 million.



## **Zilber**

Approval was granted in 2015 for two new speculative industrial buildings totaling over 325,000 square feet on a 22 acre site south of Manhardt Drive and east of Lilly Road in southeast Menomonee Falls. Building permits for the first of the two buildings indicate an estimated construction value of \$6 million on the former site of a concrete block manufacturing plant.



## **Vault Self Storage**

A 53,000 square foot climate controlled self-storage facility and adjacent 51,000 square foot ambient self-storage facility were approved at the corner of Pilgrim Road and Shawn Circle in southeast Menomonee Falls. The project is designed for two phases, with the first phase having an estimated construction value of \$2.3 million.



# 2015 Comprehensive Plan Update

In 2015, Village staff facilitated the revision of the existing Comprehensive Plan which was adopted by Menomonee Falls in 2008. The *2015 Comprehensive Plan Update* fulfilled a Village directive to conduct a periodic review every five years and to consider a comprehensive plan re-write every ten years in accordance with Wisconsin comprehensive planning legislation. The *2015 Comprehensive Plan Update* was created with input from hundreds of residents and under the direction of the Comprehensive Plan Steering Committee. The Plan presents a vision for Menomonee Falls with a growing economy, vibrant Village Centre, safe and healthy neighborhoods and strong community services.

## Functions of the Comprehensive Plan

- Identifies recent trends and anticipates future needs of the community
- Establishes a vision for what the Village desires to become in the future
- Adopts community goals and presents recommendations for how to achieve them



## 2015 Comprehensive Plan Update Time Line

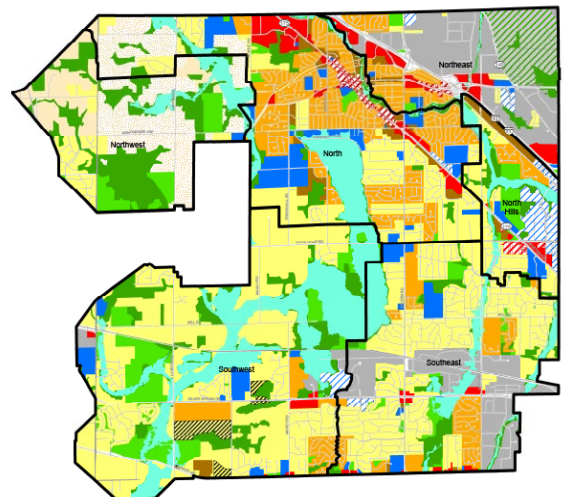


## New for the 2015 Plan

- An updated Land Use Plan for the Village
- Vision statement and goals at the forefront of the Plan
- Interactive links that make the document easier to navigate
- A visually appealing layout
- A detailed development history of the Village
- Economic development, health and public safety elements

## Public Outreach

- Over 730 people submitted responses in the 2015 Comprehensive Plan Update Survey.
- Dozens of people attended Comprehensive Plan Update workshops in the summer of 2015.
- Members of the public were encouraged to review the Plan and offer input to Village staff and at a public hearing.



# 2015 Development Numbers

## Approved Building Permits

**106**

.....  
New Construction

**759**

.....  
Alteration/Renovation

## Conditional Use Permits

**11**

.....  
New

**7**

.....  
Amendments

## Rezoning

Approvals 5

## Industrial Use Permits

Approvals 6

## Village Centre Redevelopment

Project Approvals 2

## Municipal Code

**1**

.....  
New Ordinance

**7**

.....  
Text Amendments

## Architectural Control Board

Approvals 22

\*The outdoor dining ordinance was approved in mid-2015 and 3 outdoor cafe permits were issued in 2015.

## Zoning Board of Appeals

Variance Approvals 9

## Comprehensive Plan Amendments

Land Use 6

## Certified Survey Maps

Approvals 11

## Miscellaneous Development Approvals

- 2 final plats
- 1 preliminary plat
- 1 Planned Residential Development amendment
- 4 sign exceptions
- 1 yard adjustment
- 1 donation to the Village
- 1 corporate campus designation
- 2 infrastructure vacations