



Village of Menomonee Falls **2015 Comprehensive** **Plan Update**



Adopted March 16, 2016

Prepared by the Menomonee Falls Department of Community Development

Contents



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Chapter 1: Introduction	2
Purpose of the Comprehensive Plan.....	3
2015 Update Process.....	4
Planning Context.....	7
Community Vision.....	8

Chapter 2: Plan Recommendations	11
Housing.....	12
Transportation.....	16
Land Use.....	20
Economic Development.....	24
Community Facilities.....	27
Agricultural, Natural & Cultural Resources.....	30
Health & Public Safety.....	34

Chapter 3: Implementation	38
2015 Comprehensive Plan Update Implementation.....	39
Plan Review Process.....	42

Chapter 4: Community Overview	44
A Village Development History.....	45
Issues & Opportunities.....	52
Housing.....	69
Transportation.....	89
Land Use.....	106
Economic Development.....	110
Utilities & Community Facilities.....	119
Agricultural, Natural & Cultural Resources.....	124
Health & Public Safety.....	140
Intergovernmental Cooperation.....	155

Chapter 5: Area Plans	161
Southwest Study Area.....	162
Northwest Study Area.....	173
North Study Area.....	180
Southeast Study Area.....	189
North Hills Study Area.....	195
Northeast Study Area.....	202

Appendix	A-E
Public Outreach.....	A-1
2015 Health Advisory Committee.....	B-1
2008 Comprehensive Plan Implementation.....	C-1
Housing Price Overview.....	D-1
Review of Relevant Plans.....	E-1

Chapter 1

Introduction



As we approach the 125th anniversary of the incorporation of the Village of Menomonee Falls, it is an important time to plan for the future. The 2015 *Comprehensive Plan Update* fulfills a Village directive to conduct a periodic Comprehensive Plan review every five years and to consider a plan re-write every ten years in accordance with Wisconsin comprehensive planning legislation. The 2015 *Comprehensive Plan Update* presents a vision for Menomonee Falls with a growing economy, vibrant Village Centre, safe and healthy neighborhoods and strong community services. This chapter explains the purpose for and process of the 2015 Update and outlines a vision for what Menomonee Falls aspires to be in the decades to come.



PURPOSE OF THE COMPREHENSIVE PLAN

The Comprehensive Plan establishes a vision and makes supporting recommendations that will guide the development of the community over the next twenty years. The Comprehensive Plan uses knowledge from the past and present to plan for future growth in a way that maintains a high quality of life for Menomonee Falls residents.

The Village of Menomonee Falls first adopted a Master Plan in 1974, a Land Use and Transportation Plan in 1990, and most recently adopted the *Comprehensive Plan* in 2008. Much has changed in the local and national economy in the years since the 2008 plan's adoption. The *2015 Comprehensive Plan Update* gave the Village an opportunity to evaluate current conditions and revisit adopted goals. The 2015 Update also provided an opportunity to evaluate and revise Menomonee Falls' Land Use Map. The Update did not, however, make significant revisions to the six study area plans prepared for the 2008 Plan (Chapter 5).

The 2015 Update identifies community-wide priorities and serves as a guide for all stakeholders regarding Village growth and anticipated use of property in the future. The *2015 Comprehensive Plan Update* is meant to guide development policies and maps during a period from 2016 to 2036 and meets all requirements of Wisconsin comprehensive planning statutes.



FUNCTIONS OF THE COMPREHENSIVE PLAN

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



2015 UPDATE PROCESS

The planning process began in January 2015 with research on the existing conditions in Menomonee Falls. Village staff updated community information including population, household and employment data, identified recent issues and opportunities, and completed an overview of housing, transportation networks and other community resources. This research was presented to the Plan Commission and the Village Board in the spring of 2015 and is summarized in the Community Overview chapter (**Chapter 4**).

During the summer of 2015, Village staff gathered community input regarding local issues and priorities. The Village collected input in a variety of ways including a Comprehensive Plan Update Survey and two public workshops. In total, approximately 800 people shared their ideas for the future of the community. Public input was summarized in a report (**Appendix A**) which was presented to the Comprehensive Plan Update Steering Committee in September 2015 to help guide the development of the community vision and goals. An ad hoc Health Advisory Committee also met during the summer of 2015 to develop recommendations for promoting health in the Comprehensive Plan. These health recommendations (**Appendix B**) were also shared with the Steering Committee.

2015 COMPREHENSIVE PLAN UPDATE TIME LINE





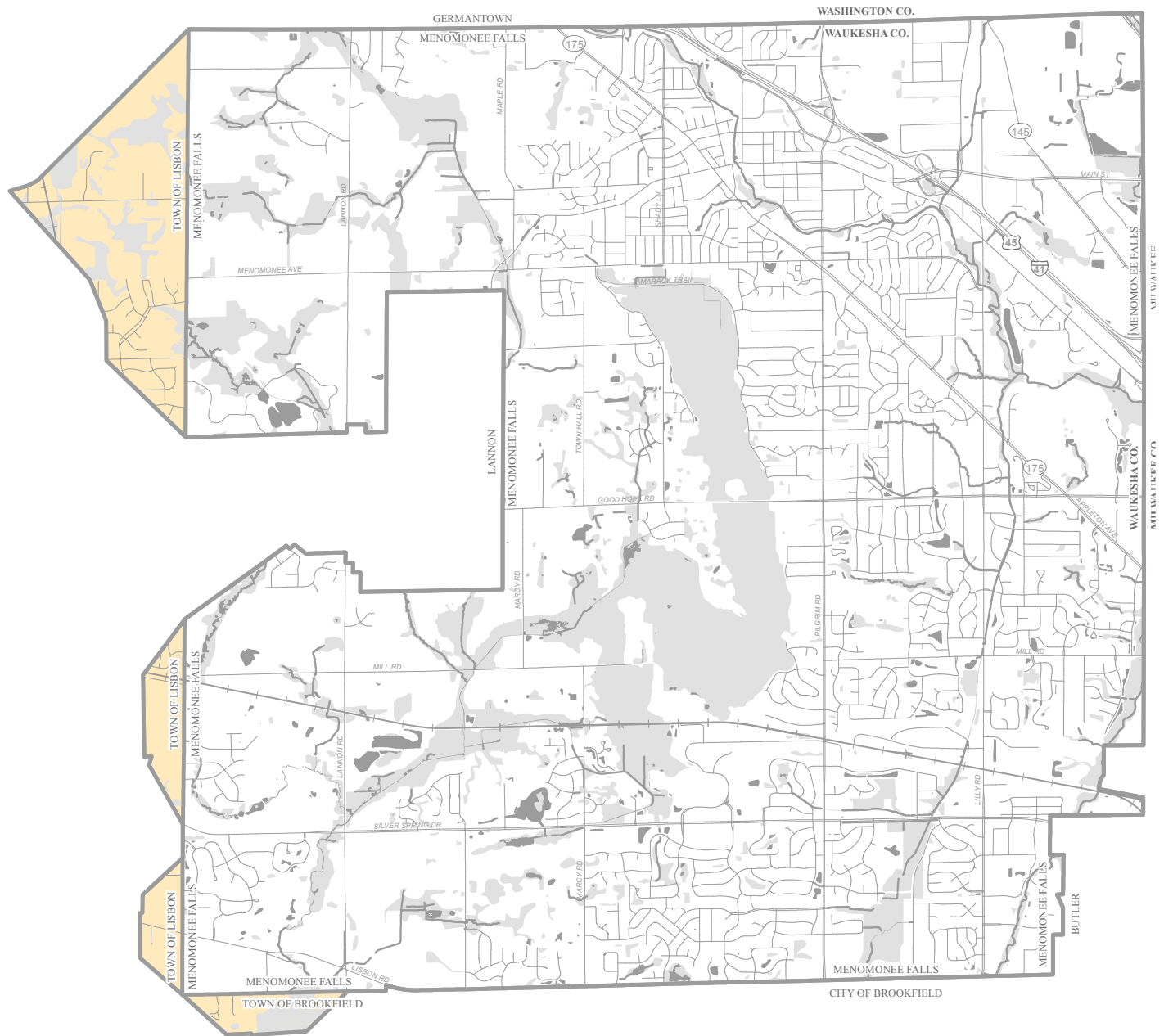
A 2015 *Comprehensive Plan Update* public workshop



The Comprehensive Plan Steering Committee was convened to advise Village staff in the preparation of the 2015 *Comprehensive Plan Update*. The Steering Committee included the Village President and Village Manager along with department heads, school district representatives and community members. During the fall of 2015, the Steering Committee partnered with staff to review and revise the 2008 *Comprehensive Plan* and the existing Land Use Plan. The planning area for the 2015 *Comprehensive Plan Update* includes the Village and its extraterritorial jurisdiction (Map 1).

The Steering Committee presented a draft of the 2015 *Comprehensive Plan Update* to the Plan Commission and the Village Board of Trustees in early 2016. The draft Update and proposed Land Use Plan were also shared with adjacent local governments and the general public. All stakeholders had an opportunity to comment on the draft Comprehensive Plan Update document and the proposed Land Use Plan in writing and in-person at a public hearing. Staff then made revisions, as appropriate, and presented a revised document to the Plan Commission and ultimately the Village Board for approval. The adopted 2015 *Comprehensive Plan Update* will be utilized in accordance with the recommendations in the Plan's Implementation chapter (Chapter 3).

MAP 1

Village of Menomonee Falls Planning Area



-  Municipal Boundary
-  Extraterritorial Jurisdiction



0 0.5 1 2 Miles

Source: Village of Menomonee Falls

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PLANNING CONTEXT

Village staff relied significantly on the 2008 *Comprehensive Plan* in developing the content of the 2015 *Comprehensive Plan Update*. The goals and recommendations in the 2015 Update largely mirror those of the 2008 *Comprehensive Plan* with some notable additions including goals and recommendations for economic development, health and public safety.

The 2015 *Comprehensive Plan Update* also incorporated information from other Village plans and relevant planning efforts from elsewhere in the region and the state. The following plans are referenced in the document and are summarized in **Appendix E**.

Village Plans

- *Comprehensive Plan*, 2008
- *Village Centre Master Plan*, 2010
- *2006-2010 Comprehensive Outdoor Recreation Plan*, 2006
- *2011-2015 Comprehensive Outdoor Recreation Plan*, 2011

Regional and State Plans

- *A Comprehensive Development Plan for Waukesha County*, 2009
- *A Regional Transportation System Plan for Southeastern Wisconsin: 2035*, 2006
- *A Regional Land Use Plan for Southeastern Wisconsin: 2035*, 2006
- *A Regional Housing Plan for Southeastern Wisconsin: 2035*, 2013
- *Vision 2050: A Regional Land Use and Transportation System Plan for Southeastern Wisconsin*, 2016
- *Wisconsin Connections 2030 Transportation Plan*, 2009
- *Wisconsin Pedestrian Policy Plan*, 2001
- *Wisconsin Bicycle Policy Plan*, 1998

In accordance with Wisconsin state statutes, the 2015 *Comprehensive Plan Update* provides direction for all official Village maps and regulations related to land use. Examples of land use-related regulations include zoning ordinances, subdivision regulations and official mapping. Future Village plans should be drafted to advance the vision and goals of the Comprehensive Plan. Park and open space plans, area plans, corridor plans, transportation plans and stormwater management plans should be developed in consistency with and in support of the adopted Comprehensive Plan.

Community Vision

The Vision Statement offers an overall description of what the Village desires to be in the future. The Vision Statement was drafted by the Comprehensive Plan Steering Committee, is based upon a Village Board strategic planning process and reflects the broadly held priorities identified in the 2015 public outreach campaign. The Vision Statement acts as a framework for the Comprehensive Plan by describing an ideal version of what Menomonee Falls will become in the next twenty years. The planning goals and policy recommendations in the Comprehensive Plan are meant to support the Vision and guide the actions of community leaders, Village staff and all parties involved in future development of the community.

VISION STATEMENT

It is our Vision that each of the following components be realized as part of the community life of the Village of Menomonee Falls:

- A Safe, Family-Friendly Community
- Housing Options to Meet the Needs of Residents of All Ages
- Vibrant Interactive Neighborhoods that Promote Community Health
- High Quality Business Development
- Preservation of Natural Resources in Balance with Development
- Responsive, Effective and Financially Sustainable Government Services
- A Thriving Revitalized Historic Village Centre
- A Safe and Well-Maintained Transportation Network
- Quality, Comprehensive Education
- Growing Cultural and Community Activities
- Reinvestment in Aging Residential and Commercial Properties

GOALS

In support of the Vision, 15 goal statements were drafted by the Comprehensive Plan Steering Committee as core planning ideals. In the body of the plan document, the goal statements are found in the introduction to each planning topic and are followed by specific recommendations. The goal statements are listed below with the page number where recommendations for each planning element can be found.

How Menomonee Falls will fulfill the Community Vision:

HOUSING page 12

- H1.** Housing located in a safe, attractive and convenient living environment that includes good access to transportation networks (i.e., roads, walkways, bike paths, trails), public recreation facilities and private facilities and services
- H2.** A variety of opportunities for high-quality living environments

[Learn more on page 69](#)

TRANSPORTATION page 16

- T1.** A safe, well-maintained and cost-effective transportation network which provides for motor vehicles, pedestrians and bicycles

[Learn more on page 89](#)

LAND USE page 20

- L1.** A land use pattern resulting in a compatible arrangement supporting vibrant and healthy neighborhoods
- L2.** Well-planned, appropriate development that values open spaces, manages natural resources and balances community needs

[Learn more on page 106](#)



ECONOMIC DEVELOPMENT page 24

- E1.** A stable, growing and diversified local economy including residential, commercial, industrial and institutional sectors
- E2.** A quality of life that nurtures a vibrant, family-friendly community attracting and retaining residents and businesses

[Learn more on page 110](#)

COMMUNITY FACILITIES page 27

- C1.** Safe, efficient and dependable stormwater management, public water and wastewater service in the Village
- C2.** An efficient land use pattern supported by transportation, utility and public facility systems

[Learn more on page 119](#)

AGRICULTURAL, NATURAL & CULTURAL RESOURCES page 30

- R1.** Agricultural holding areas serving as holding areas for future development
- R2.** A land use pattern which maintains biodiversity and results in the preservation and wise use of the natural resources
- R3.** Adequate and accessible park, recreation and open space facilities

[Learn more on page 124](#)

HEALTH & PUBLIC SAFETY page 34

- HP1.** A community that encourages physical activity and healthy interactions for all ages
- HP2.** Healthy environmental conditions within the Village's ability to control
- HP3.** A safe and resilient community

[Learn more on page 140](#)



Chapter 2 Recommendations

The ideal vision for Menomonee Falls' future will only be realized through a long-term Village commitment to strategies which advance the adopted goal statements. The following recommendations provide a more detailed framework for how the Village will grow in an orderly and desirable manner. The recommendations were drafted by the Comprehensive Plan Steering Committee with consideration for public input and current Village issues and opportunities. The recommendations build upon past Village planning efforts and incorporate planning priorities adopted by Waukesha County, the Southeastern Wisconsin Regional Planning Commission (SEWRPC), the State of Wisconsin and other agencies. Actions intended to fulfill these recommendations are listed in the Implementation chapter (Chapter 3).




photo courtesy of Nancy Greifenhagen



HOUSING

Homes are essential to the vitality and character of Menomonee Falls. Housing provides places of shelter, play, rest and gathering for all types of families and households. Housing also represents a major economic asset for the Village and its residents. Great homes and residential communities draw prospective residents, support local employers and enhance overall quality of life in the Village. As a result, planning for the development and maintenance of high quality homes and neighborhoods is crucial for the future of the Village.

This section summarizes key Village housing trends and provides recommendations for how Menomonee Falls will ensure high quality housing options to meet the needs of residents (and future residents) of all ages.

HOUSING GOALS



H1. Housing located in a safe, attractive and convenient living environment that includes good access to transportation networks (i.e., roads, walkways, bike paths, trails), public recreation facilities and private facilities and services

H2. A variety of opportunities for high-quality living environments

HOUSING TRENDS

- The Wisconsin Department of Administration projects that Menomonee Falls will grow by around 140 households per year between 2015 and 2050.
- Household size declined in Menomonee Falls from 3.14 persons per household in 1980 to 2.43 persons per household in 2010. The decline of household size is projected to continue in the coming decades.
- Single family homes account for roughly three quarters of all units, but the housing stock in the Village also includes a growing number of apartments and senior housing facilities at a variety of price points.
- Nearly half of all single family homes in Menomonee Falls were constructed in the 1950s and 1960s.
- Momentum for housing construction is increasing. In 2014, more residential units were permitted for construction than any year since 2004, and demand for different types of housing is likely to remain strong.

HOUSING RECOMMENDATIONS

H1. Housing located in a safe, attractive and convenient living environment that includes good access to transportation networks (i.e., roads, walkways, bike paths, trails), public recreation facilities and private facilities and services

Complete and Connected Residential Neighborhoods

1. To avoid multi-family attached housing projects which turn inward upon themselves and which do not relate to a Village residential atmosphere.
 - a. To encourage multi-family housing to be designed in a manner which integrates the attached housing unit into a neighborhood setting that promotes a Village character.
 - b. To promote residential neighborhoods designed as a cohesive part of the larger community. Desirably, neighborhoods should contain a variety of housing types, natural open space, parks, schools, community facilities and other uses to support the daily activities of residents.
 - c. To encourage development of residential neighborhoods including a mix of housing sizes, structure types and lot sizes which contribute to an overall density that is within the desired range of a Village residential atmosphere.

Mixed-Use Residential Developments

2. To provide opportunities for housing—particularly in the medium and high density range—within a variety of mixed-use settings.
3. To integrate residential uses into, or in close proximity to, major activity centers.



Rural Residential Developments

4. To continue to designate agricultural holding areas to preserve larger tracts of open space or farmland (35 acres or more) where municipal water and sanitary sewer services are presently not available.
5. To continue to permit the use of conservation subdivision design concepts to preserve natural features and view corridors in rural settings where adverse impacts to the surrounding environment can be avoided.



H2. A variety of opportunities for high-quality living environments

Housing Choice

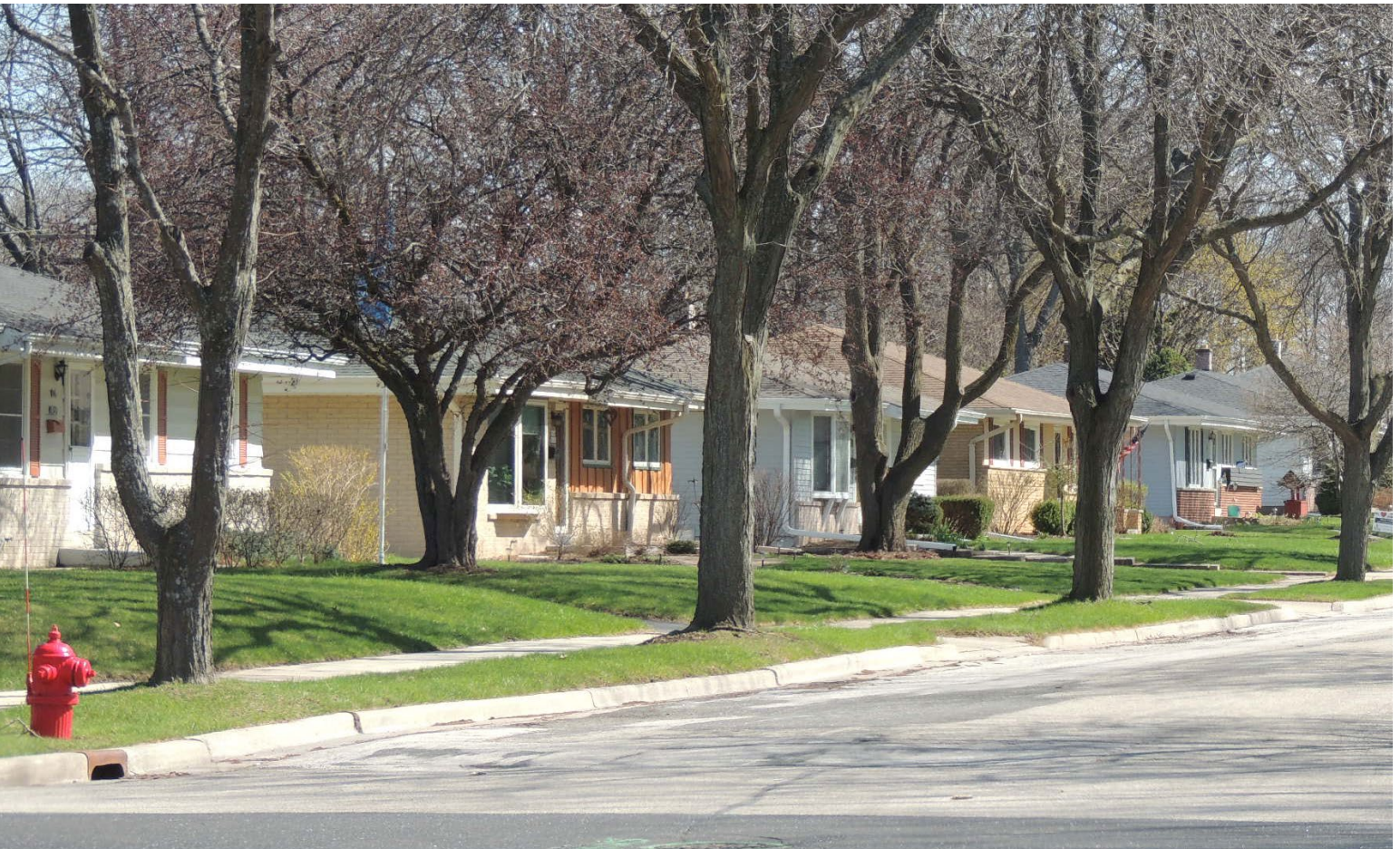
6. To promote a range of housing types and locations for people and households within the Village.
7. To promote a range of housing price points within the Village to assure equal housing opportunity.

Housing Maintenance and Preservation

8. To encourage opportunities for the maintenance and preservation of existing housing stock, including grants and loan programs for home rehabilitation.
9. To maintain and enforce property upkeep and building codes.

Neighborhood Identity

10. To develop strategies for making aging residential neighborhoods more appealing to first-time homebuyers. Strategies may include: branding, enhancement of public amenities and less restrictive zoning regulations.





TRANSPORTATION

A complete transportation network is necessary for the movement of people and goods throughout the Village. High-quality local roadways support essential and discretionary motor vehicle trips for residents and provide connections that help businesses move products and provide services in the Milwaukee region and beyond. Connections made via local sidewalks, trails, railroads and transit routes provide important transportation alternatives to the automobile. Planning for effective transportation networks helps ensure mobility and connectivity for the next generation of Village residents and businesses.

This section summarizes key Village transportation trends and provides recommendations for how Menomonee Falls will provide a transportation network that meets the needs of all users.

TRANSPORTATION GOAL



T1. A safe, well-maintained and cost-effective transportation network which provides for motor vehicles, pedestrians and bicycles

TRANSPORTATION FACTS & TRENDS

- Driving (alone) accounted for 87 percent of all commutes by residents in 2014.
- There are over 304 miles of public roadways in the Village.
- The local transportation network plays a regional economic role. Over 87 percent of jobs in Menomonee Falls are filled by employees that live outside of the community and over 74 percent of Menomonee Falls' resident workforce is employed outside of the Village.
- The average commute time for Menomonee Falls residents was 21.9 minutes in 2014 and over a third of residents commutes were over 25 minutes in each direction.
- While still small, the percentage of residents who walked or bicycled to work more than doubled between 2000 and 2013 to 1.5 percent according to U.S. Census estimates.
- Menomonee Falls is served by four Milwaukee County Transit System (MCTS) bus routes including two routes that began service in late 2014 and early 2015. On-call taxi services are available at subsidized rates for adults over 65 and people with disabilities through the Waukesha County ADRC.

TRANSPORTATION RECOMMENDATIONS

T1. A safe, well-maintained and cost-effective transportation network which provides for motor vehicles, pedestrians and bicycles

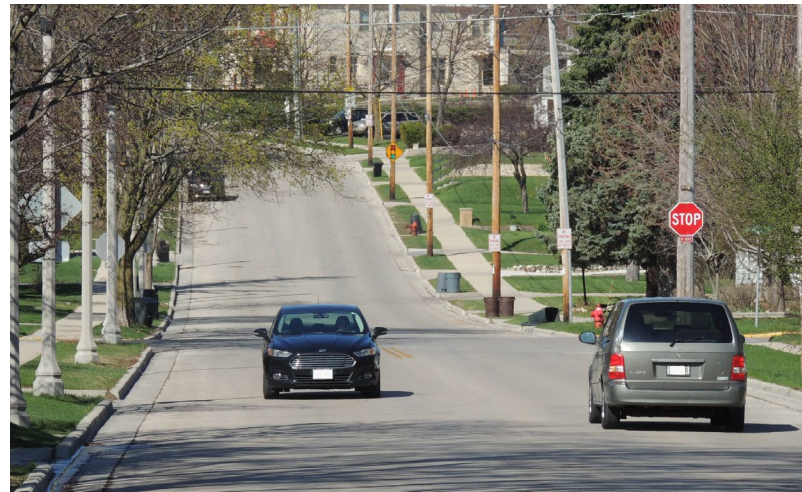
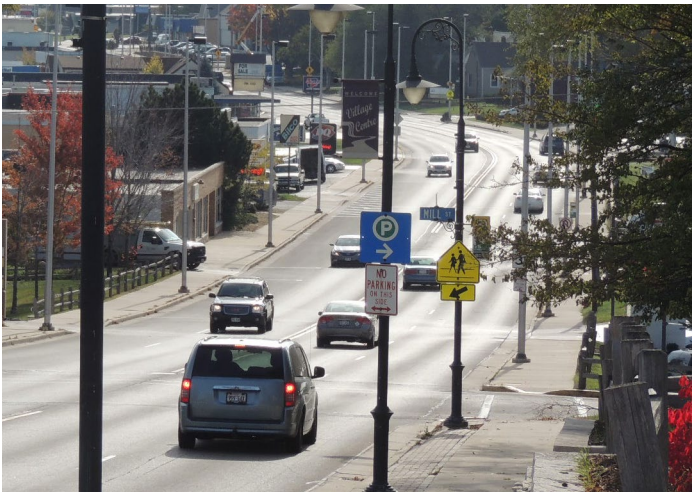
A Complete Transportation Network

1. To minimize conflicts between different forms of transportation.
2. To design transportation systems in partnership with land use planning.
3. To design the transportation systems and infrastructure as a unified system.
4. To encourage the use of other modes of transportation such as walking and bicycling by providing a transportation system that is safe for all users.
5. To coordinate transportation planning with state (WisDOT), regional (SEWRPC) and County highway plans.
6. To improve streets as necessary to provide access to those areas recommended for development in Menomonee Falls' Comprehensive Plan.
7. To link trails and paths throughout the Village.



Differentiated Road Types

8. To provide adequate arterial and collector road corridors for future traffic requirements.
9. To design arterial, collector, sub-collector and local access roads in a manner that provides visual cues to the user as to the type of road they are traveling upon.
10. To ensure that additional traffic generated by non-residential development does not directly connect into the middle of residential areas.
11. To encourage the use of traffic calming design elements within neighborhoods and upon collector, sub-collector and access roads to discourage speeding on local-serving streets.
12. To ensure that newly constructed streets or transportation systems will address any required improvements to surrounding streets.

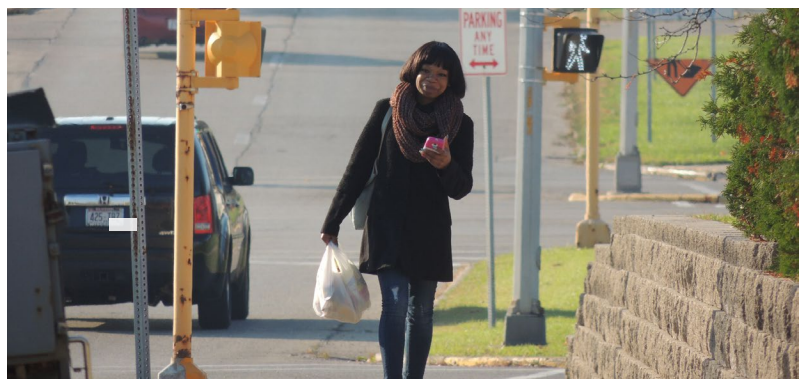
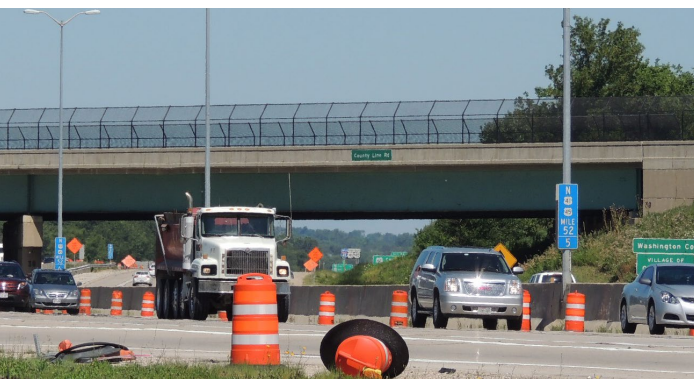


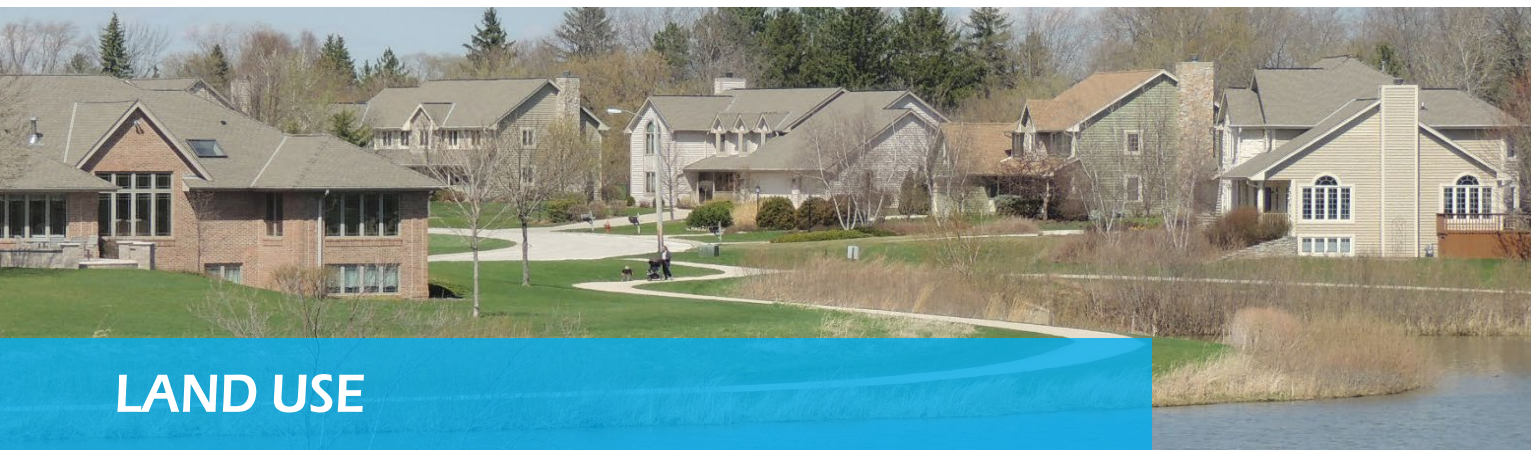
Transportation Alternatives

13. To ensure that streets equitably serve the needs of all users.
14. To establish arterial road rights-of-way that will allow for the accommodation of pedestrians and bicycles as well as automobiles.
15. To allow for regional public transit connections to:
 - a. Housing facilities serving transit-dependent persons who are living independently including elderly, disabled and low-income individuals
 - b. Major hospitals and medical centers
 - c. Major retail centers
 - d. Major employers with more than 500 employees at one site
 - e. Major industrial and office centers

Cost-Effectiveness

16. To avoid undue costs by evaluating all existing major transportation facilities and services prior to making improvements to facilities and services.





LAND USE

The Village has an important role to play in designating and regulating land uses within Menomonee Falls and its extra-territorial planning areas. The land use element and Land Use Plan direct the type, amount and spatial location of various land uses in the Village in the years and decades to come. The land use recommendations reflect the broadly held attitudes and preferences of Village residents that were derived from public outreach efforts during the 2008 and 2015 Comprehensive Plan processes. The recommendations are meant to maintain what are perceived to be the best attributes of the Village, while accommodating moderate urban growth.

The following section identifies key land use trends and provides recommendations for how Menomonee Falls will guide development of a community pattern which promotes public health, safety and general welfare. The proposed Land Use Plan is included after the recommendations.

LAND USE GOALS



- L1.** A land use pattern resulting in a compatible arrangement supporting vibrant and healthy neighborhoods
- L2.** Well-planned, appropriate development that values open spaces, manages natural resources and balances community needs

LAND USE FACTS & TRENDS

- Nearly 27 percent of all land in Menomonee Falls was being used for residential development in 2010 which compares to just over 20 percent of lands being used for residential development in 1985.
- Nearly 26 percent of all land in Menomonee Falls remained in agricultural or other open lands in 2010 which compares to over 45 percent of lands that remained in agricultural and open land use in 1985.
- Commercial and industrial uses accounted for 8.3 percent of all land in Menomonee Falls in 2010 which compares to just 3.4 percent of all lands in 1985.
- The Village contains a significant amount of land that is suitable for development. This includes infill sites in the eastern half of the Village, but is primarily made up of agricultural land in the western half.
- Plans for future development consider many factors including availability of infrastructure and other public services.

LAND USE RECOMMENDATIONS

L1. A land pattern resulting in a compatible arrangement supporting vibrant and healthy neighborhoods

Compatible Land Uses

1. To designate future residential uses to be located within, or as additions to, neighborhoods which are served with public sanitary sewerage and water supply and contain local service uses, such as parks, retailers and schools.
2. To provide opportunities for mixed-used development, as appropriate, to accommodate urban land uses that are compatible and complementary.
3. To promote convenient access between homes and places of work by locating employment-generating land uses in proximity to residential uses.
4. To promote development located in such a way as to minimize impacts on the natural resource base including wildlife habitat.



L2. Well-planned, appropriate development that values open spaces, manages natural resources and balances community needs

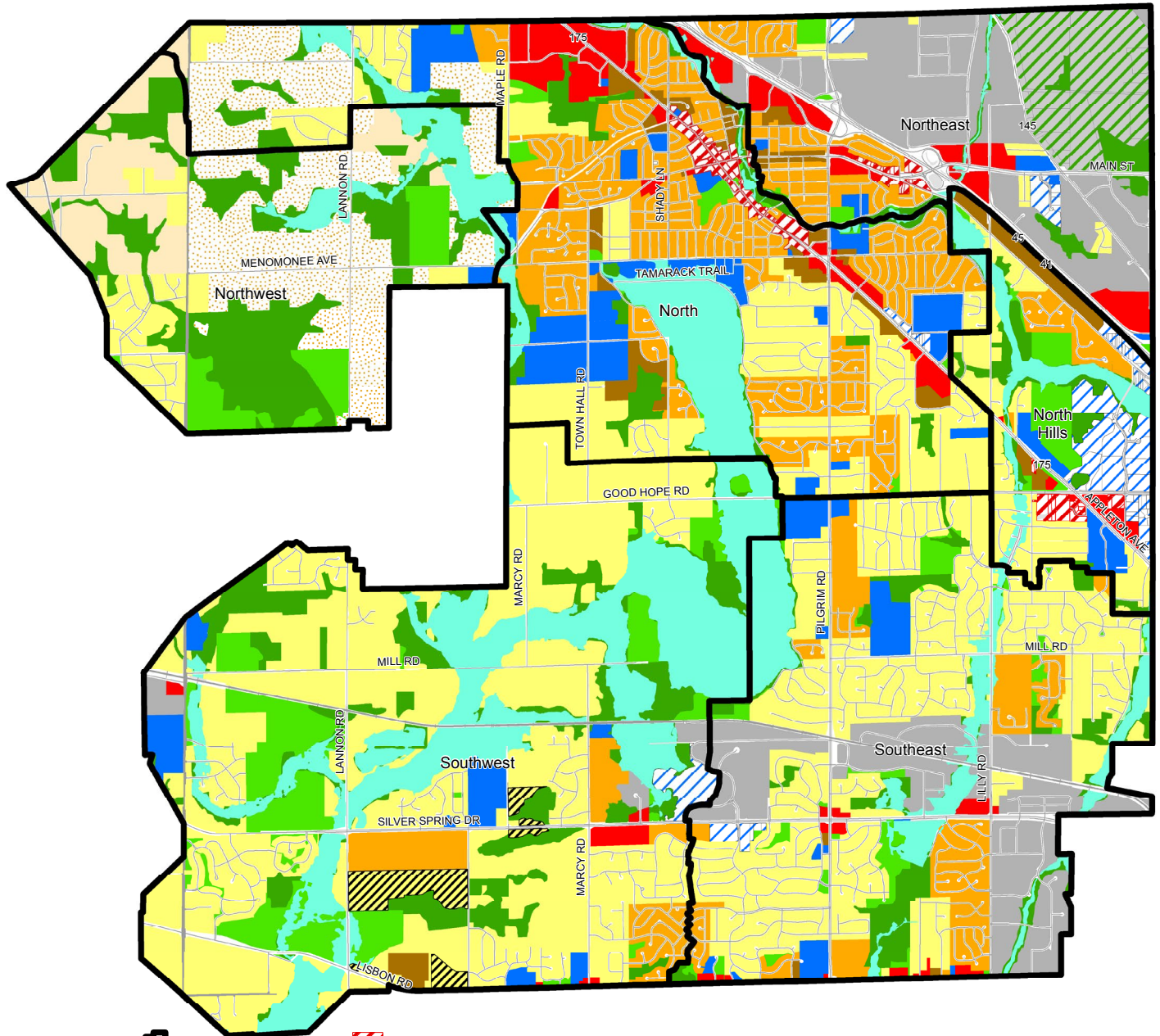
Orderly Growth

5. To apply a broad range of policies and regulatory tools to support orderly development, including:

- a. Existing and new zoning districts
- b. In-fill developments
- c. Site plan review procedures and design standards
- d. Impact fees
- e. Conservation development ordinances and design standards



MAP 2
Land Use Plan



- | | |
|------------------------------|----------------------------|
| Study Areas | Mixed Use |
| Agricultural Holding Area | Office |
| Commercial | Park / Open Space |
| Environmental Corridor | Rural Density Residential |
| Floodplain | Low Density Residential |
| Industrial | Medium Density Residential |
| Institutional | High Density Residential |
| Land Fill / Park Reclamation | Density Bonus Overlay |

Source: Village of Menomonee Falls

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Map Accuracy: National Map Accuracy Standards

Coordinate System: State Plane Coordinate System

Datum: North American Datum, 1927



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ECONOMIC DEVELOPMENT

Collaboration between the Village and the private sector is vital for promoting the economic health of the community. A successful economic development approach will utilize a variety of strategies to retain and recruit businesses for the preservation and expansion of Menomonee Falls' economic base. A strong and growing economy will ensure a stable tax base and provide jobs for Village residents. The following economic development element provides direction for how the Village can foster future economic prosperity.

This section summarizes key Village economic development trends and provides recommendations for how Menomonee Falls will promote economic vitality for the benefit of both local residents and businesses.

ECONOMIC DEVELOPMENT GOALS



- E1.** A stable, growing and diversified local economy including residential, commercial, industrial and institutional sectors
- E2.** A quality of life that nurtures a vibrant, family- friendly community to attract and retain residents and businesses

ECONOMIC DEVELOPMENT FACTS & TRENDS

- Menomonee Falls is a major regional job center. There were an estimated 36,600 jobs in 2010, meaning that the Village was home to more jobs than residents.
- In 2010 Menomonee Falls' population accounted for about 2.3 percent of the total population for the greater Milwaukee region, but employers in the Village supplied nearly 4.7 percent of the total jobs in the region.
- Village residents are employed in a wide variety of sectors, but the largest percentage of the resident workforce (23.3 percent) is employed in the education and health care services sector.
- In 2015, regional unemployment rates had returned to pre-recession levels.
- In 2014, the Village distributed \$120,000 in matching grants through the Economic Development Master Fund for projects that increased investment and tax base in the Village Centre area.

ECONOMIC DEVELOPMENT RECOMMENDATIONS

E1. A stable, growing and diversified local economy including residential, commercial, industrial, and institutional sectors

Business Retention and Expansion

1. To increase communication between Village staff and local businesses to promote business retention and expansion.

Collaboration with Local, Regional, and State Agencies

2. To collaborate with local, regional, and state agencies for economic development.

Marketing Strategy

3. To consider development of a marketing strategy for attracting investment to available properties throughout the Village.



E2. A quality of life that nurtures a vibrant, family- friendly community to attract and retain residents and businesses

Community Assets

4. To identify and promote the places that make Menomonee Falls a great place to live, work, play and do business.
5. To review directional signage and consider possible improvements in order to connect residents and visitors to local areas of interest.
6. To preserve historically significant sites and structures within the Village, as practicable.

Targeted Revitalization Efforts

7. To consider strategies to spur redevelopment of underutilized parcels within aging commercial corridors.
8. To promote walkable destinations (i.e. coffee shops, restaurants, local retail, parks) and mixed-use projects in redevelopment corridors.
9. To identify potentially contaminated sites in the Village and to encourage the use of state and federal grants to move brownfield lands back into productive use.

Village Centre

10. To develop the Village Centre area in conformance with recommendations in the adopted *Village Centre Master Plan*.





COMMUNITY FACILITIES

Safe, reliable and efficient utilities and community services are crucial for meeting the needs of residents and businesses in a growing community. In Menomonee Falls the water, sewer and stormwater systems also play a role in guiding future development, because areas where utilities are provided present logical and efficient locations for new development. While the recommendations for utilities help promote orderly growth, the stormwater management recommendations are meant to preserve surface and groundwater quality.

This section summarizes key Village community facilities facts and provides recommendations for how Menomonee Falls will ensure efficient and effective provision of utilities in the future.

COMMUNITY FACILITIES GOALS



- C1.** Safe, efficient and dependable stormwater management, public water and wastewater service in the Village
- C2.** An efficient land use pattern supported by transportation, utility and public facility systems

COMMUNITY FACILITIES FACTS

- Milwaukee Metropolitan Sewerage District (MMSD) provides sewer service to most areas of the Village that are east of the sub-continental divide (water falling west of this divide eventually flows into the Mississippi River and water falling east of the divide flows into the Great Lakes)
- The Village of Sussex and the City of Brookfield provide sewer service to some areas in the southwestern portions of the community. Service has not been extended to much of the western portion of the Village.
- In 2014, the Village had 217 miles of sewer mains with a total sewer capacity of 20.8 million gallons per day and an average flow of 2.7 million gallons per day.
- In 2014, the Village had 225 miles of water mains with total water capacity of 12.7 million gallons per day and an average flow of 3.3 million gallons per day.

COMMUNITY FACILITIES RECOMMENDATIONS

C1. Safe, efficient and dependable stormwater management, public water, and wastewater service

Water and Sewer Service

1. To maintain municipal water and regional sewer service in order to meet the needs of current users.
2. To evaluate the location and capacity of existing public water and wastewater systems in planning for new development.
3. To designate land to be developed for urban high, medium and low-density residential use in areas serviceable by existing or planned public water and wastewater systems and preferably within the gravity drainage area tributary to the wastewater system.
4. To extend the planned Sewer Service Area where necessary to promote orderly development.



Stormwater Management

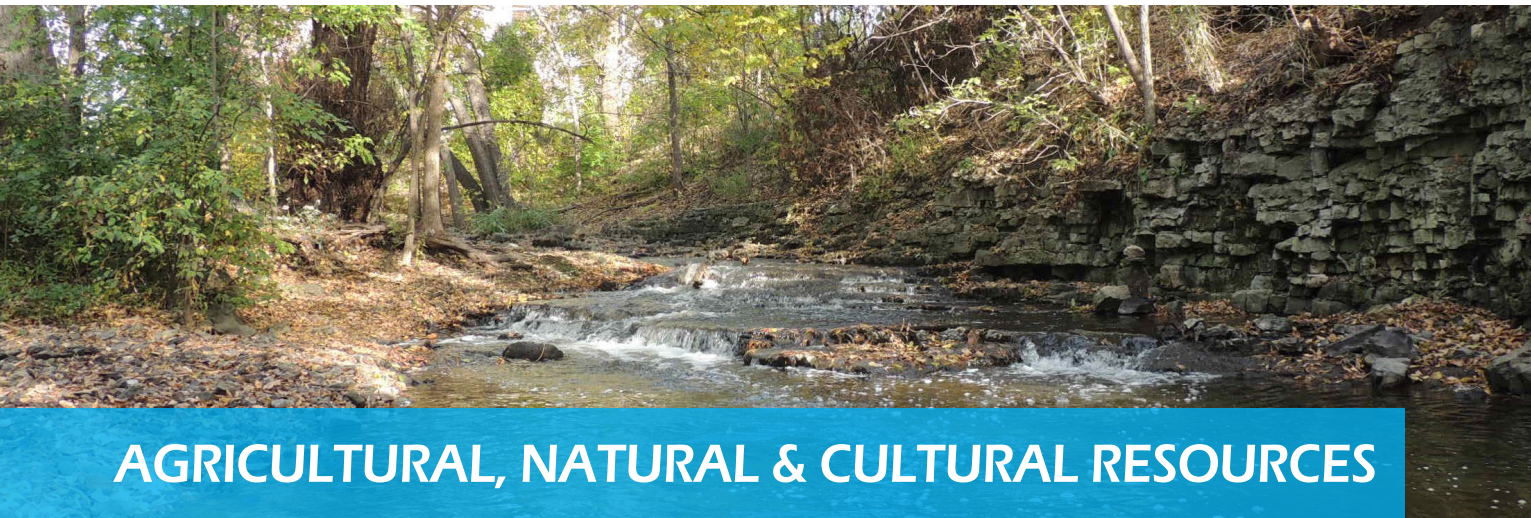
5. To prepare stormwater management plans for areas of significant existing and/or planned urban development in accordance with applicable requirements. Priority should be given to those watersheds which experience serious drainage problems and those which are expected to develop first.
6. To ensure that stormwater management ordinances that are consistent with non-point source pollution control standards set forth in applicable regulations, and include provisions for stormwater management practices designed to maintain pre-development hydrologic conditions.
7. To utilize stormwater management strategies that encourage groundwater recharge and seek to meet the designated attainable use of streams in the Village.

C2. An efficient land use pattern supported by transportation, utility, and public facility systems

Efficient Land Use

8. To ensure new development is located and designed to maximize the use of the existing water and wastewater systems by extending existing municipal services without overburdening the system with demand or loadings exceeding current or planned capacities, or in the case of development within the Conservation Development District (CDD), sufficient information is provided to the Village demonstrating the proposed development will not adversely impact the water table or general environment.





AGRICULTURAL, NATURAL & CULTURAL RESOURCES

Menomonee Falls contains a wide variety of landscapes and resource areas which contribute to the unique character of the Village. Open spaces, parks, natural areas, historic sites, lakes and streams provide important opportunities for residents and visitors to explore, learn and grow in their surroundings. These resources also hold significant environmental value in providing for local needs, mitigating negative impacts of development and supporting biodiversity. Planning for the preservation and wise use of community resources ensures the maintenance of these and other benefits for current and future generations.

This section summarizes key Village community resource facts and provides recommendations for how Menomonee Falls will maintain high quality agricultural, natural and cultural resources in the future.

COMMUNITY RESOURCES GOALS



- R1.** Agricultural areas serving as holding areas for future development
- R2.** A land use pattern which maintains biodiversity and results in the preservation and wise use of the natural resources
- R3.** Adequate and accessible park, recreation and open space facilities

AGRICULTURAL, NATURAL & CULTURAL RESOURCES FACTS

- Menomonee Falls contains roughly 3,480 acres of primary environmental corridors and another 270 acres of secondary environmental corridors.
- Menomonee Falls contains an estimated 1,470 acres of public parks and open spaces.
- There is over 200 acres of surface water in Menomonee Falls.
- Menomonee Falls has been recognized as a Tree City USA since 2001 and a Bird City Wisconsin since 2013.
- There are 21 sites in Menomonee Falls listed on the National Register of Historic Places.
- Cultural events in the Village include the Independence Day celebration, Falls Fest, Cheery Cherry Fall Fair, Harvest Fair and the Jingle Bells Craft Fair.

AGRICULTURAL, NATURAL & CULTURAL RESOURCES RECOMMENDATIONS

R1. Agricultural areas serving as holding areas for future development

Agricultural Holding Areas

1. To maintain areas for agricultural activities until development trends, market forces and infrastructure improvements create appropriate conditions for changes in land use.
2. To ensure that public water and sewer service are provided prior to the development of holding areas, except within permitted conservation developments.
3. To promote the use of buffers between new residential developments and adjoining agricultural uses.

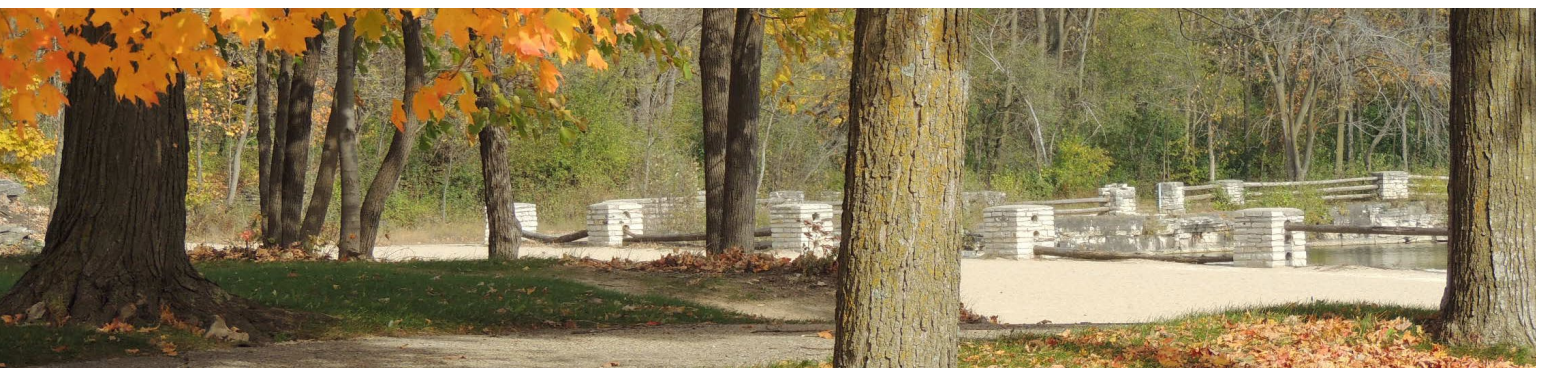
R2. A land use pattern which maintains biodiversity and results in the preservation and wise use of the natural resources

Environmental Corridors and Isolated Natural Resource Areas

4. To preserve primary environmental corridors including, but not limited to, areas of the Menomonee River, Fox River and Tamarack Preserve, in natural open uses.
5. To preserve secondary environmental corridors and isolated natural resource areas in natural open uses to the extent practicable.

Other Environmentally Sensitive Areas

6. To preserve small wetlands, woodlands and grasslands not identified as part of an environmental corridor or isolated natural resource area, as practicable.
7. To preserve all identified critical species habitat sites.
8. To direct development away from regulated floodplains to reduce the risk of flood damage.
9. To direct urban and rural development away from areas in which soils contain severe limitations for the use concerned.



Restoration/Enhancement of Natural Conditions

10. To encourage efforts to restore open space land to more natural conditions, including removal of invasive species when possible.

Surface Water and Ground Water

11. To locate potentially contaminating uses outside of areas where the potential for ground water contamination is the highest.
12. To maintain appropriate densities of development and proper disposal of sanitary sewer wastes in areas with high ground water to ensure the adequacy and quality of domestic water sources.
13. To design land use development patterns and practices to preserve important ground water recharge areas and to support maintaining the natural surface and ground water hydrology.



R3. Adequate and accessible park, recreation and open space facilities

Complete and Accessible Park and Open Space Facilities

14. To develop the park and open space system in conformance with the adopted *Comprehensive Outdoor Recreation Plan*.
15. To provide well-defined public or private squares and parks and other civic-like places for informal social, civic, pedestrian and recreation activity.
16. To designate outdoor recreation sites in a manner that provides ready access by the resident population.

A Connected Park and Open Space Network

17. To use drainage corridors and other natural open space areas as a framework for enhancing other land uses, linking all parks and open spaces to the maximum extent possible.
18. To maximize the use of greenway systems to provide open space, carry storm water and allow for infiltration and enhanced water quality.

Natural Areas

19. To preserve stream valleys, marshes, woodlands and scenic and historic areas by including these areas in the park and open space system when possible.





HEALTH & PUBLIC SAFETY

Healthy and safe neighborhoods are fundamental for achieving a vibrant future in Menomonee Falls. Healthy neighborhoods include public spaces that invite physical activity and interaction between residents. They are also clean, attractive and safe places to live and grow. Local perceptions of safety impact the health of community by either promoting or hindering healthy activities. Protective services in the Village provide an important sense of security to residents and play essential roles in the prevention of and response to a wide variety of health-related emergencies. Because of the strong link between health and public safety, it makes sense to plan for them in tandem.

This section summarizes key health and public safety trends and provides recommendations for how Menomonee Falls will foster a safe, active and vibrant community in the future.

HEALTH & PUBLIC SAFETY GOALS



HP1. A community that encourages physical activity and healthy interactions for all ages

HP2. Healthy environmental conditions within the Village's ability to control

HP3. A safe and resilient community

HEALTH & PUBLIC SAFETY FACTS & TRENDS

- Heart disease, diabetes, and stroke accounted for approximately a quarter of all deaths across Waukesha County in 2012.
- Walkable streets, trails and parks have been shown to increase rates of physical activity, and higher rates of physical activity decrease rates of obesity and reduce risk for heart disease, diabetes and stroke.
- Levels of social interaction are also linked to health outcomes. People that are connected and active members in their communities report better health outcomes compared to more isolated peers.
- In 2015, Menomonee Falls was ranked by safewise.com as the 16th safest community in Wisconsin.
- Respondents to the 2015 Comprehensive Plan Update Survey identified a low crime rate as the most important factor contributing to local quality of life.

HEALTH & PUBLIC SAFETY RECOMMENDATIONS

HP1. A community that encourages physical activity and healthy interactions for all ages

Year-round Activity Areas

1. To consider a variety of approaches to support year-round physical activity including:

- a. Joint-use agreements to increase public access to recreational facilities
- b. Development of nature-based recreation opportunities in natural areas like the Tamarack Preserve
- c. Improvement of outdoor lighting in Village parks and along Village trails

Walking and Bicycling

2. To identify projects which have potential for improving access, comfort and safety including:

- a. Sidewalk or trail connections along major roadways
- b. Crossing improvements
- c. Traffic calming projects

3. To review existing snow removal clearance policies for multi-use trails and sidewalks.

4. To promote bicycle and pedestrian safety through community education and encouragement efforts.



Healthy Spaces for All Ages

5. To strive for vibrant public spaces with features and events that encourage people to gather, play and interact.
6. To review park activity areas and programing to ensure that recreational opportunities appeal to all age groups.

HP2. Healthy environmental conditions within the Village's ability to control

A Healthy and Attractive Environment

7. To encourage neighborhood beautification efforts and community environmental stewardship events like the Menomonee River Clean-up.
8. To consider planting street trees along roadways during construction to reduce runoff, improve air quality and enhance aesthetic appeal.



HP3. A safe and resilient community**Education and Prevention**

9. To educate and work with the community in all areas of public safety and preparedness to promote health and well-being.
10. To support fire safety through fire code enforcement, property inspections and fire pre-planning.
11. To consider implementation of recommendations in the Waukesha County Hazard Mitigation Plan to mitigate risks and improve recovery from natural and human-caused disasters.
12. To work with healthcare providers and regional coalitions to address alcohol and other drug abuse in our community, including youth.

Emergency Preparedness

13. To collaborate with schools, businesses, and adjacent governments to ensure effective public safety response.
14. To coordinate with local, state, and federal agencies to ensure procedures are in place to respond to any disaster that the Village may face.



photo courtesy of Nancy Greifenhagen



photo courtesy of Nancy Greifenhagen



photo courtesy of Nancy Greifenhagen

Chapter 3

Implementation



The 2015 *Comprehensive Plan Update* was drafted with the intention of being a clear and succinct guide for residents, businesses, elected officials and Village staff with regard to goals for future development in Menomonee Falls. The recommendations of this Plan may not be implemented without additional efforts on the part of the Village in cooperation with other stakeholders. The Implementation chapter of the Comprehensive Plan provides a summary of actions necessary to carry out the goals and recommendations determined through the planning process.



2015 UPDATE IMPLEMENTATION

RELATIONSHIP TO THE 2008 COMPREHENSIVE PLAN

The *2015 Comprehensive Plan Update* was intended to revise the 2008 *Comprehensive Plan*, not to rewrite it in its entirety. Most of the original goals and recommendations in the 2008 plan were affirmed by the *2015 Comprehensive Plan Update* Steering Committee. As a result, the 2015 Update implementation program acts as a continuation of the one adopted in 2008 with some additional recommendations to support new planning goals. The Village has implemented many of the actions recommended in 2008, and continues to work toward those that remain. For a review of progress made on the implementation program for the 2008 *Comprehensive Plan*, see **Appendix C**.

PROMOTING PLAN USE

The *2015 Comprehensive Plan Update* should be used by elected and appointed officials, Village staff, developers, residents and others interested in the future of development in Menomonee Falls. The Village should regularly evaluate its decisions on development proposals and public expenditures against the recommendations in this plan.

The *2015 Comprehensive Plan Update* will only be effective if it is accessed, understood and valued by the community. The Village can help foster support for (and use of) the Comprehensive Plan by publicizing its adoption and prominently displaying the plan document and proposed Land Use map at the Village Hall and Library. Staff should also introduce and distribute the plan to all elected and appointed officials serving on Village boards and committees. The Village can also promote the Comprehensive Plan by sharing the plan's vision and goals with community organizations, school groups and local business leaders. Regular review and updates on plan implementation should also be conducted and shared with Village officials.

LAND USE CONSISTENCY REQUIREMENT

Since January 1, 2010, any program or action of a local governmental unit that affects land use is required to be consistent with that local governmental unit's comprehensive plan. For the Village of Menomonee Falls, actions that are included in this requirement are:

- municipal incorporation procedures
- annexation procedures
- cooperative boundary agreements
- consolidation of territory
- detachment of territory
- municipal boundary agreements
- official mapping
- impact fee ordinances
- local subdivision regulation
- land acquisition for recreational lands and parks
- extraterritorial jurisdiction plat review
- zoning of shorelands or wetlands in shorelands
- Village zoning ordinances
- improvement of a transportation facility
- any other ordinance, plan or regulation of a local governmental unit that relates to land use

GENERAL OR VILLAGE-WIDE ACTIONS

- Approve zoning petitions and Zoning Map amendments that are consistent with land use patterns indicated in the Comprehensive Plan in terms of permitted uses, densities and character.
- Utilize appropriate incentives for the Village to use to promote infill development.
- Seek outside funding sources, such as federal or state grants, to assist in the investigation, remediation and redevelopment of brownfield sites.
- Evaluate the use of impact fees to offset costs borne by the Village for new development.
- Manage growth through the phased provision of municipal and sanitary sewer services. Do not allow unsewered development to occur within the Village, except when it can be determined that the proposed development will not adversely affect water wells in the area.
- Economic development efforts should focus on:
 1. Increasing communication between Village staff and local employers to strengthen collaboration on issues of recurring concern related to needs for land/building space, local infrastructure, economic trends and policies that impact business in the Village.
 2. Promoting and enhancing great places in the Village as a means to attract and retain residents and businesses.
 3. Developing strategies for strengthening neighborhood identity and make aging residential neighborhoods more appealing to first-time homebuyers.
 4. Identifying opportunities for development and redevelopment of commercial corridor parcels that are vacant or underutilized.
 5. Creating master-planned sites that create user-friendly environments with appropriate design and use covenants with built-in flexibility to permit responsiveness to shifting or unforeseen market demands.
 6. Targeting users seeking to establish campuses that consolidate a variety of functions at one location.
- Provide pedestrian accommodation along arterial streets and in the greenway corridors as recommended in the adopted *Comprehensive Outdoor Recreation Plan* to serve neighborhoods throughout the Village.
- Evaluate anticipated health and public safety impacts in future Village-wide and area plans.

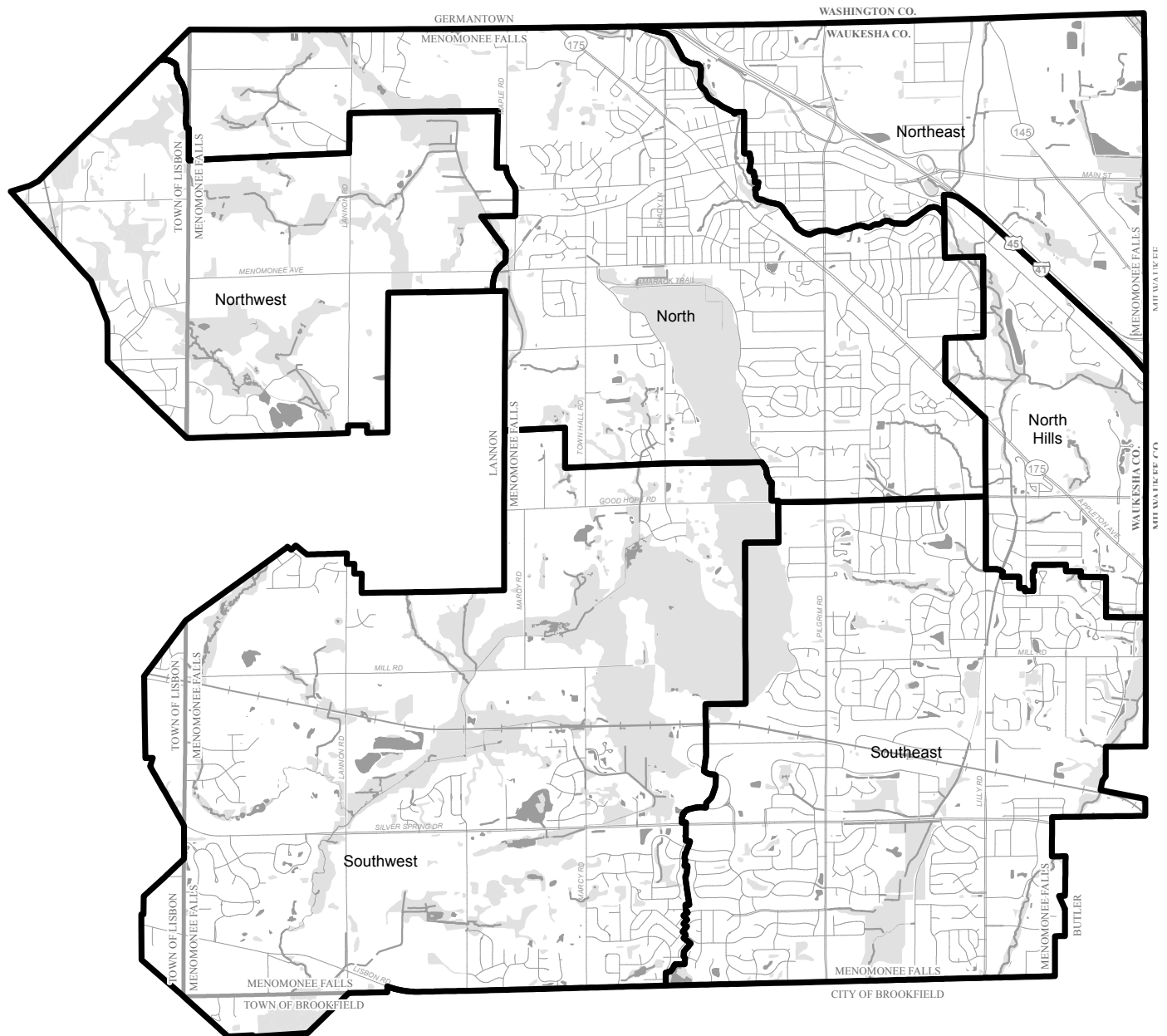
AREA-SPECIFIC ACTIONS

The 2015 *Comprehensive Plan Update* reaffirms the Village's commitment to the area-specific planning recommendations which were adopted in 2008. For the 2008 *Comprehensive Plan*, the Village divided the community into six neighborhood study areas. The study areas were designated as shown on **Map 3**. Within the study areas, the 2008 *Comprehensive Plan* addressed all lands within the Village and some lands located outside of the Village that fall within its statutory extraterritorial jurisdiction. Many of the area-specific actions recommended in 2008 have been implemented, but the Village continues to work toward implementation of others including:

- | | |
|---|---|
| • Road widening and realignment projects | • Multi-use trail and bike lane construction projects |
| • Traffic study and mitigation projects | • Park and open space acquisition and development |
| • Designation of Village owned properties along local streams as parkways | • Utility extensions |
| | • Establishment of new business and mixed use districts |

New area-specific actions have not been identified as part of the 2015 *Comprehensive Plan Update*. All of the 2008 area-specific recommendations are listed in the Study Area Plans which can be found in **Chapter 5** of this plan.

MAP 3
2008 Comprehensive Plan Study Areas



Study Areas



0 0.5 1 2 Miles

Source: Village of Menomonee Falls
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Map Accuracy: National Map Accuracy Standards

Coordinate System: State Plane Coordinate System

Datum: North American Datum, 1927



PLAN REVIEW PROCESS

Wis. State Statute 66.1001(2)(i) requires a community to have a plan amendment process, and that process must be implemented at least every ten years. The amendment process must follow the same procedures that are necessary in adopting the original plan. Specifically, the amendment process must allow opportunities for public input, and follow the adoption process set forth in the statute.

The Village recognizes that some changes to the plan are so minor as to not require modification of the Comprehensive Plan. In fact, many of these changes may have been anticipated within the language of the plan. As an example, the mapping of wetlands and environmental corridors in the plan is an approximation based on remote sensing techniques. During the development review process, the property owner or developer will be required to perform a more accurate delineation of the boundaries of these areas. Subsequent changes to the mapped boundaries of these areas, based on more accurate data, should not require an amendment to the Comprehensive Plan.

The following procedure is established to provide for a periodic major update to the Comprehensive Plan, and for more frequent minor updates to accommodate changing conditions within the Village of Menomonee Falls as well as the greater metropolitan area.

MINOR UPDATES TO THE COMPREHENSIVE PLAN

Periodically, development proposals of changing circumstances within the Village may trigger consideration of an amendment to the Comprehensive Plan. Examples may include requests to change the zoning of a parcel to a use that is inconsistent with the future land use mapped in the Comprehensive Plan, omission or alternative routing for planned streets, or broader changes recommended through detailed neighborhood or special area planning conducted by the Village. It is the Village's intent to address these issues on an as-needed basis, rather than waiting for a scheduled review of the plan. At a minimum, the following steps will be followed when considering a minor amendment to the Comprehensive Plan:

- The Village will prepare a written summary, maps, or other exhibits that thoroughly explain the proposed amendment. These will be made available for public review prior to consideration of the amendment by the Plan Commission.
- One copy of the amendment to the plan will be sent to all of the following:
 1. Every governmental body that is located in whole or in part within the boundaries of the Village (ex., counties, school districts, Metropolitan Milwaukee Sewerage District, etc.)
 2. The clerk of every local governmental unit that is adjacent to the Village
 3. The Wisconsin Department of Administration
 4. The Southeastern Wisconsin Regional Planning Commission
 5. The public library
- The Village Plan Commission will conduct a public hearing on the proposed amendment. The public hearing will be noticed in accordance with Wisconsin State Statutes (currently as a Class I notice requiring 30 days notice). The Plan Commission will act on the proposed amendment and forward it by resolution to the

Village Board with a recommendation (by majority vote) to accept or deny the amendment.

- The Village Board will consider an ordinance to adopt the amendment to the Comprehensive Plan, and act by a majority vote to approve or deny the amendment.

TEN-YEAR UPDATES TO THE COMPREHENSIVE PLAN

Every ten years the Plan Commission will consider the need to amend the Comprehensive Plan. The ten-year amendment will update relevant information about the Village and may revise Comprehensive Plan goals and recommendations. Depending on the extent of revisions contemplated by the Plan Commission, the Village may decide to re-write the plan. The Plan Commission will recommend an approach to the Village Board by 2025. The ten year review and amendment process will include the following actions:

- Assemble the adopted plan and all adopted amendments to the plan during the previous ten-year period.
- Compile current demographic and economic data that updates the information contained in **Chapter 4: Community Overview**
- Compile applicable information regarding community services, utilities and facilities to update these elements of the plan.
- Solicit recommendations from Village staff, the Village Board, the Plan Commission and other Village boards and commissions for issues that may be addressed in the update process.
- Conduct a public participation process to gain input on community needs and desires, and to update the goals and objectives in the Comprehensive Plan.
- Prepare an amendment to the Comprehensive Plan that addresses issues raised through the internal and public review process.
- Review and act to adopt, modify or reject the proposed amendment through the process identified for minor updates to the Comprehensive Plan



Chapter 4

Community Overview



In planning for the future of Menomonee Falls, it is important to understand the forces that have shaped the Village we know today. This chapter describes recent trends and existing conditions related to demographics, housing, economic development, transportation, utilities, public services, local resources and intergovernmental cooperation. The chapter provides a snapshot of the Village of Menomonee Falls in 2015 and offers insights on the issues and opportunities driving change in the community. Information in this chapter was utilized to inform the goals and recommendations of the 2015 *Comprehensive Plan Update*.

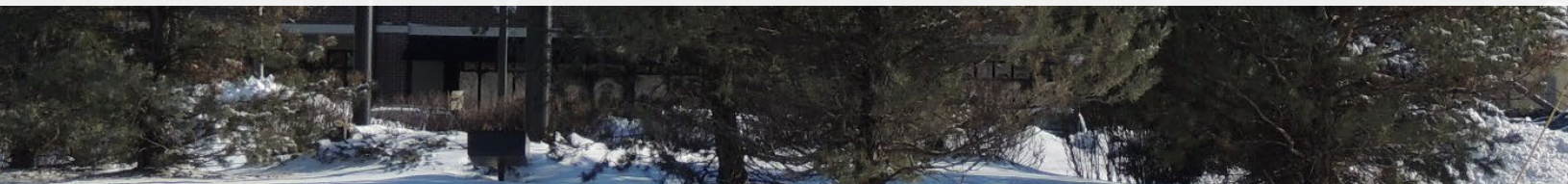




photo courtesy of the Menomonee Falls Historical Society

A VILLAGE DEVELOPMENT HISTORY

Menomonee Falls has been shaped by over 175 years of development. Changes in economic conditions, transportation, housing preference, and community planning have all impacted the patterns of local growth. This brief history and the time line that follows summarize a selection of key points in the historic development of Menomonee Falls.

EARLY DEVELOPMENT

The area that is now the Village of Menomonee Falls was first inhabited by the Chippewa people who maintained seasonal camps in the area until the 1840s when the first permanent European and American settlers began to settle along the old Fond du Lac Road (now Appleton Avenue). Sawmills and gristmills were constructed along the Menomonee River and by the 1850s, the community became a commercial center serving the needs of local farmers. A business district was developed at the “Four Corners” where Fond du Lac Road (Appleton Avenue) and Waukesha Road (now Main Street) met. The nearby crossroad communities of Fussville and Lannon Springs were also founded in the mid-nineteenth century. Menomonee Falls grew slowly until 1890 when a rail line arrived and spurred local industry and a turn-of-the-century building boom. Operations at both the beet sugar factory and the (now well-known) lime kilns were served by the new railroad. The Village of Menomonee Falls was officially incorporated in 1892.

INTO THE TWENTIETH CENTURY

The first decades of the new century were characterized by modest growth and the arrival of modern technologies. In 1902, the Menomonee Falls Telephone Company first offered local service and by 1907 the community had built an electric plant to offer an alternative to kerosene lamps. By 1912, a dozen

Main Street bridge at Mill Pond



photo courtesy of the Menomonee Falls Historical Society



Main Street, 1920s

photo courtesy of the Menomonee Falls Historical Society

Hiawatha Heights, circa 1940



photo courtesy of the Menomonee Falls Historical Society

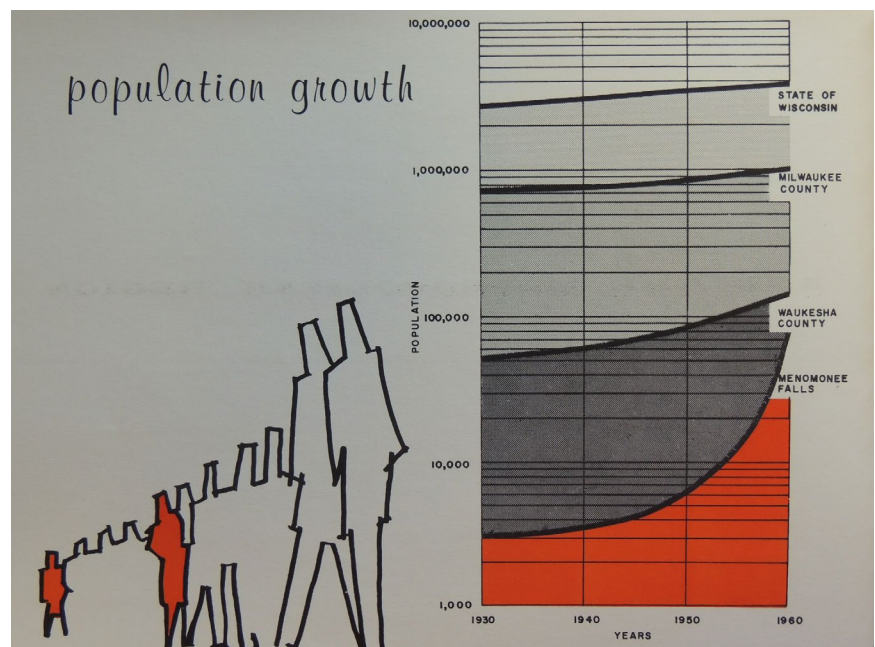
automobiles had been registered in the Village and residential lots were being platted to the north of downtown and on the east side of the Menomonee River. The completion of State Highway 15 in 1922 connected the community to the region with a route that linked Green Bay, Milwaukee, and Chicago. Businesses serving automobile travelers were developed to meet the needs of commercial and seasonal tourist traffic flowing along the highway.

Growth in the Village was steady during the 1920s prompting the construction of a municipal building in 1929. Mason work on the building's facade read "City Hall" suggesting the future aspirations of community leaders at that time. The Great Depression suppressed development in Menomonee Falls but created improvement opportunities as well. Village Park was created in the 1930s and the Village Park band stand was completed using Works Progress Administration funding. In 1937, the Hiawatha Heights development became the first Federal Housing Authority approved subdivision in Wisconsin. Village growth remained slow during World War II as local and national resources were funneled to support the war effort.

THE POST WAR BUILDING BOOM

Despite the wartime lag, Menomonee Falls' rate of housing starts in the 1940s was six times greater than in the 1930s. As servicemen returned to Wisconsin in the late 1940s, low-cost mortgages guaranteed in the G.I. Bill combined with a steady job market and low inflation rates created an enormous spike in suburban housing demand. The opening of Interstate 41 (US 41) in 1953 made the suburban lifestyle even more attractive. The resulting housing boom drastically altered the landscape of the Menomonee Falls area. Over 4,500 residential lots were platted in the 1950s alone. This compares with just 850 lots platted in the Village over the previous six decades combined. The area's population grew rapidly and local utilities and services struggled to keep up.

In 1958, the Village annexed the Town of Menomonee in a move meant to eliminate the potential for annexation by the City of Milwaukee.



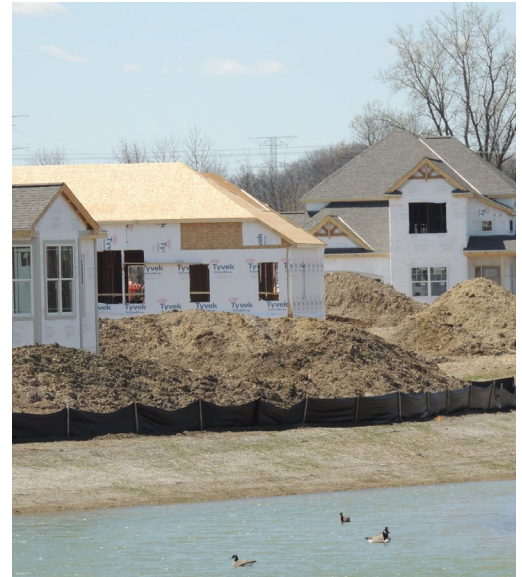
Population trend lines from the proposed 1960 General Plan

Following the annexation, a consulting firm drafted the Village's first comprehensive plan. A 1960 draft, titled *General Plan for Community Development*, was never approved but many land use recommendations were applied to a zoning code update that was created at that time. In the 1960s, residential starts slowed but Menomonee Falls continued to grow. Between 1960 and 1970, the population jumped from 18,276 to 31,697. Menomonee Falls also welcomed Community Memorial Hospital and a new high school before the end of the decade.

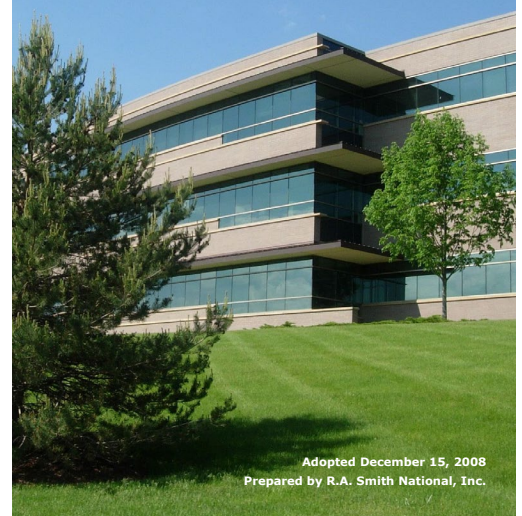
RECENT PLANNING & DEVELOPMENT HISTORY

The *Menomonee Falls Master Plan Study* was conducted in the late 1960s and early 1970s. It was adopted by the Village Board in 1973 and served as the community's comprehensive plan through the 1980s. The emphasis of the plan was to balance development goals with preservation of local environmental, cultural, and historical resources. Menomonee Falls experienced population loss during the 1970s and 1980s as economic growth slowed, residential starts stuttered, birth rates dropped and the proportion of "empty-nester" households increased. Commercial development along Appleton Avenue during this era shifted local spending away from downtown. Starting in the late 1980s, "big box" retail centers continued to shift spending away from downtown with new developments along County Line Road.

A Land Use and Transportation System Plan for The Village of Menomonee Falls: 2010 was completed with assistance from the Southeastern Wisconsin Regional Planning Commission and was approved by the Village Board in 1990. This plan emphasized the orderly arrangement of land uses and planned for development to meet the social, physical and economic needs of the population. It also included forecasts for additional population and employment growth in Menomonee Falls. Housing starts and job growth in the community met (and exceeded) these forecasts during the 1990s and early 2000s. The construction of several new subdivisions and the opening of Kohl's Corporate Offices in 1996 characterized this robust development period in Menomonee Falls. The current *Village of Menomonee Falls Comprehensive Plan* was prepared prior to the economic recession that extended from late 2007 to 2009. The plan emphasized opportunities for housing and economic development in Menomonee Falls. As Village staff prepared the update to the existing plan in 2015, local economic indicators had been positive, suggesting near-term growth for the Village.



COMPREHENSIVE PLAN Village of Menomonee Falls



DEVELOPMENT TIME LINE

1850s – Areas around the intersection of Fond du Lac Road and Waukesha Road are platted and develop as the “Four Corners” commercial center.



Menomonee Falls Fire Dept., 1905

photo courtesy of the Menomonee Falls Historical Society

1922 – State highway 15 extends to Menomonee Falls and spurs the first auto-oriented development in the community.



Menomonee Falls “City Hall”, 1930

photo courtesy of the Menomonee Falls Historical Society

1958 – Anticipating potential further expansion from the City of Milwaukee, the Village of Menomonee Falls annexes the Town of Menomonee.

1850

1842 – Hollingsworth S. Smith operates a sawmill east of the old Fond du Lac Road and becomes the first permanent resident of the (future) Village of Menomonee Falls.



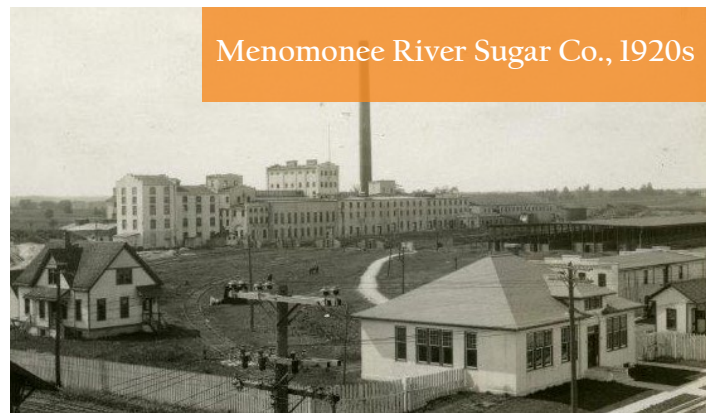
Menomonee Falls Depot, circa 1909

photo courtesy of the Menomonee Falls Historical Society

1890 – The Milwaukee, Menomonee Falls, & Western Railroad is completed. A rail depot is built at Water Street and the provision of rail service promotes a turn of the century building boom.

1892 – The Village of Menomonee Falls is incorporated.

1900



Menomonee River Sugar Co., 1920s

photo courtesy of the Menomonee Falls Historical Society

1937 – Hiawatha Heights subdivision becomes the first Federal Housing Authority approved subdivision in Wisconsin.

1950

1953 – Interstate 41 (known as US 41 till 2015) is completed to the north and east of the Village improving transportation access for residents of the many new subdivisions in the area.

1964 – Community Memorial Hospital opens to the public.



1969 – A new Menomonee Falls high school is opened to meet the demands of the growing population.

1986 – Commercial development begins along north Appleton Avenue near County Line Road. More major retailers and restaurant chains follow in the 1990's.

1996 – Kohl's Corporation opens its corporate headquarters in Menomonee Falls.



2008 – The existing *Village of Menomonee Falls Comprehensive Plan* is approved. The Plan's process and content meet the requirements of twenty-first century Wisconsin comprehensive plan statutes.

1960

1960 – A *General Plan for Community Development* is drafted to serve as a master plan for Menomonee Falls.

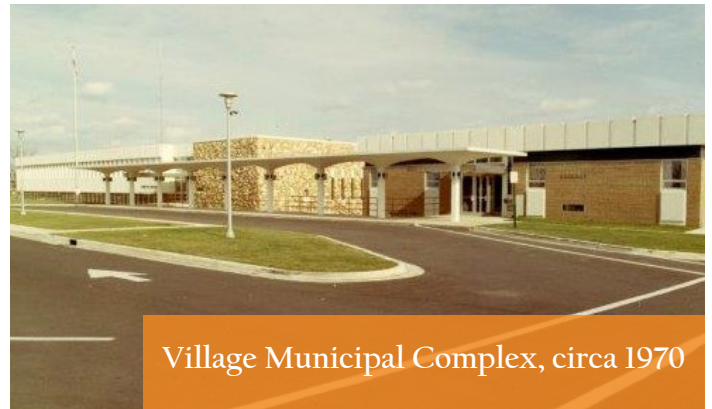


photo courtesy of the Menomonee Falls Historical Society

1973 – The Village Board adopts the *Menomonee Falls Master Plan Study* and a new zoning ordinance.

1990 – A *Land Use and Transportation System Plan for the Village of Menomonee Falls* is approved as an update to the 1973 plan.



2000

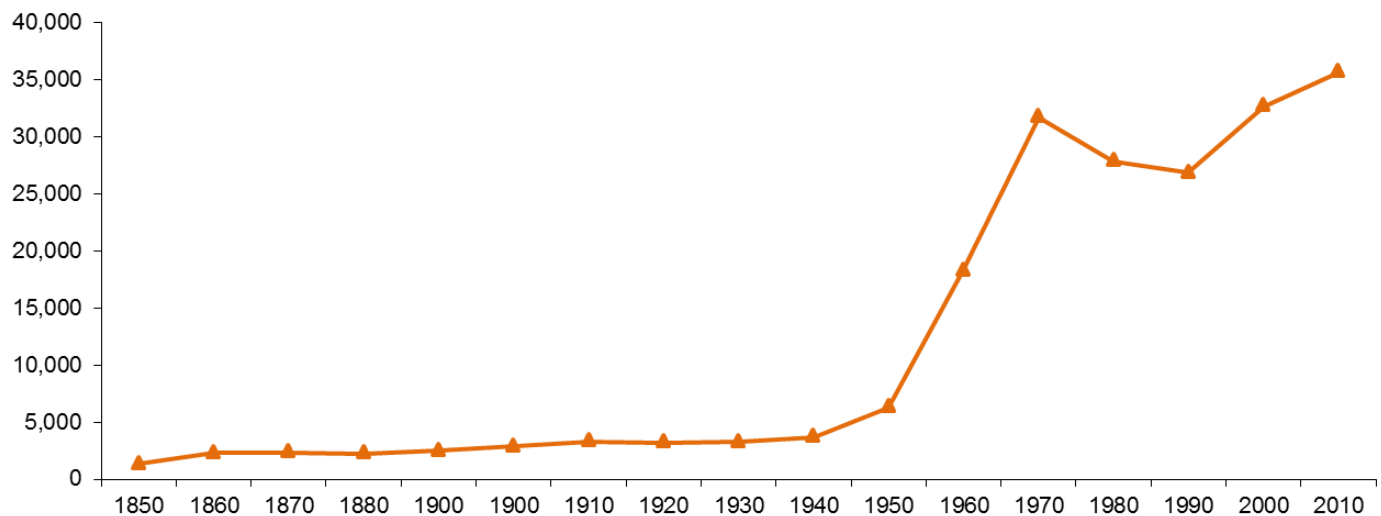
2015 – The Village Board approves a major commercial and residential development at White Stone Station, redeveloping an area of vacant and underutilized industrial buildings constructed 60 years earlier.



Menomonee County Park

Figure 1 indicates the historic population of the Village of Menomonee Falls. The figure incorporates population data from the Town of Menomonee into all points before 1960, which was the first United States Census year to follow the 1958 annexation of Menomonee. The figure reveals Menomonee Falls' slow and steady growth between 1850 and 1950, the enormous population influx during the 1950s and 1960s and the decline and rebound that have occurred since then. Recent population growth is discussed in the next section of this chapter.

FIGURE 1
Population of the Village of Menomonee Falls: 1850-2010



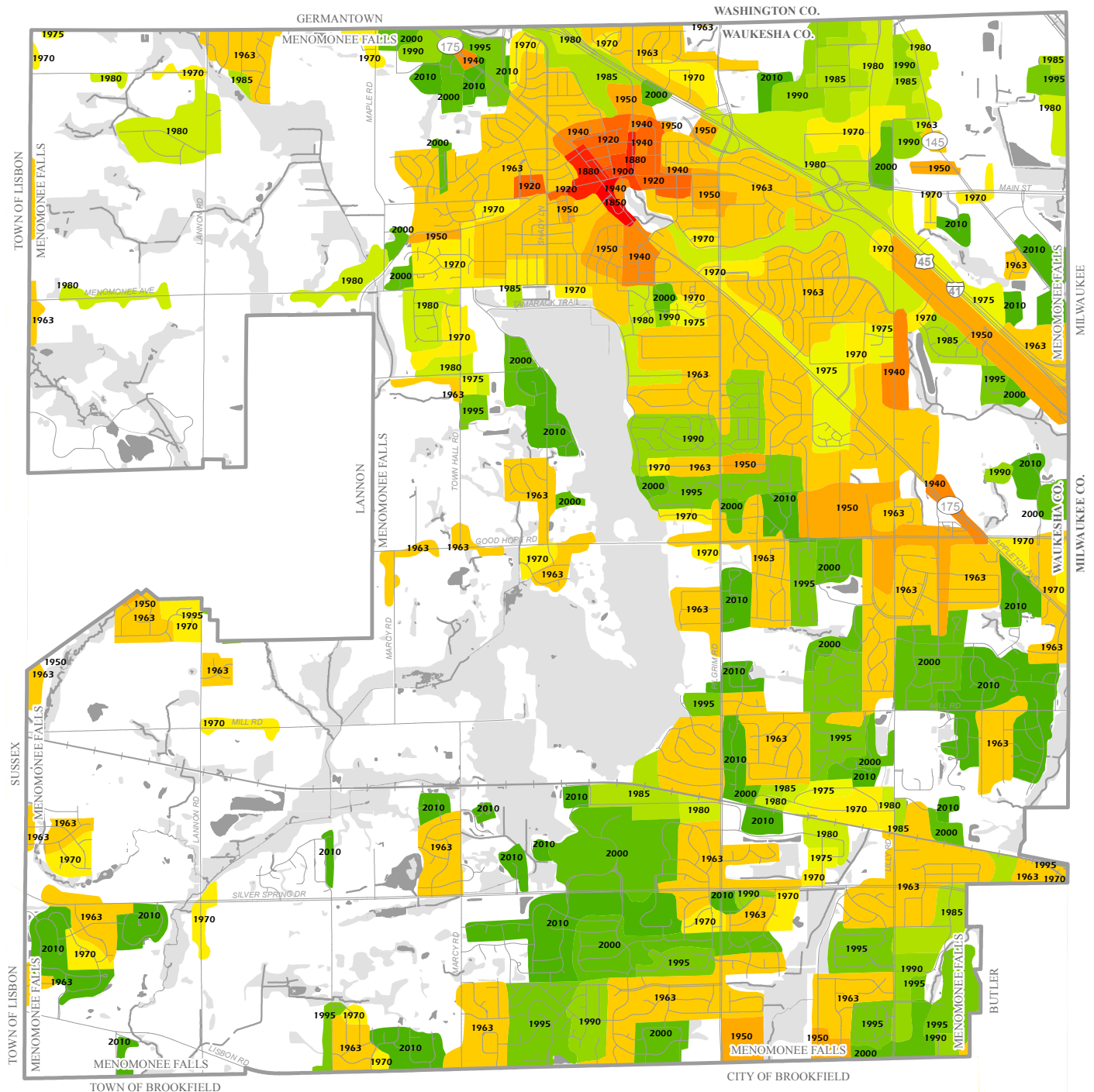
Source(s): 1850-2010 Decennial Census, United States Census Bureau



Oakwood Park

Map 4 reveals the location and pace of development in Menomonee Falls over time. The historic core of the community appears in red to dark orange, Post-War growth in light orange to yellow and recent development appears in green.

MAP 4
Historic Growth of Menomonee Falls: 1850-2010



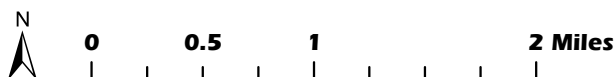
Source: SEWRPC

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Map Accuracy: National Map Accuracy Standards

Coordinate System: State Plane Coordinate System

Datum: North American Datum, 1927





ISSUES & OPPORTUNITIES

This section provides an overview of demographic data and trends that characterize the changes taking place in the Village of Menomonee Falls. The following information has been updated by Village staff based on data available in 2015. Data on population, household and employment trends and forecasts, age distribution and educational attainment levels is included. This section also identifies key issues and opportunities that should be considered to ensure a vibrant future for the Village.

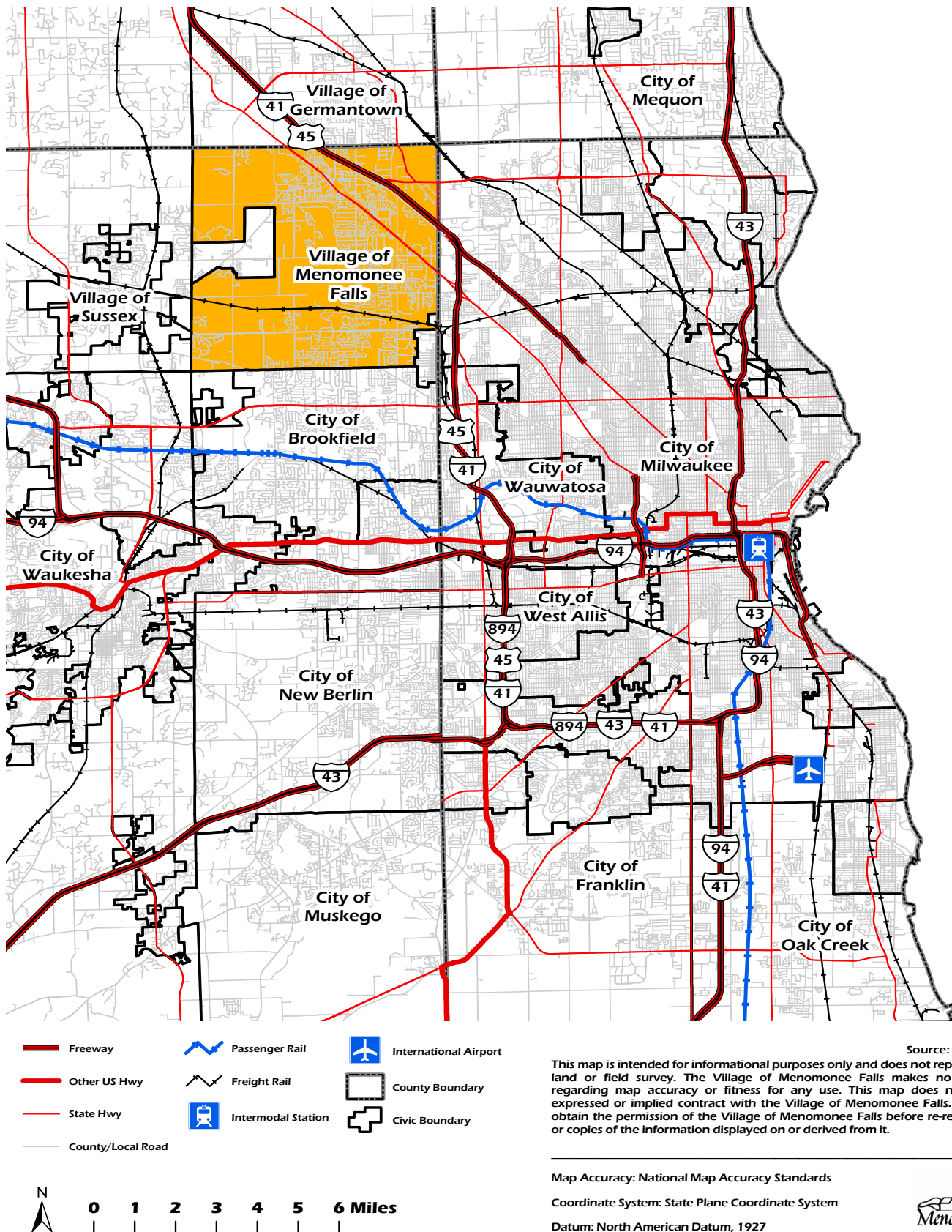
REGIONAL CONTEXT

Menomonee Falls is located in Waukesha County and is adjacent to northwest Milwaukee. The Village also borders the communities of Brookfield, Germantown and Lannon among others. The Village is economically intertwined with dozens of communities across the 1.6 million person Milwaukee metropolitan area. The regional context of Village of Menomonee Falls is symbolized in Map 5.

POPULATION & HOUSEHOLD TRENDS

Between 1980 and 2010 the Village of Menomonee Falls grew by almost 8,000 people for an average annual growth rate of 0.9 percent. The number of households in Menomonee Falls has increased at an annual rate of 2.2 percent, rising from 8,800 households in 1980 to over 14,500 in 2010. To derive estimates of the population in households, populations in group quarters such as school dormitories or military quarters were subtracted from the total population. The population in group quarters in the Village dropped from 0.7 to 0.6 percent of the total population between 2000 and 2010. Consistent with national trends, the average household size in the Village has declined from 3.14 persons per household in 1980 to 2.42 persons per household in 2010. Table 1 presents recent population and household figures for the Village of Menomonee Falls and Waukesha County.

MAP 5
Regional Context of Menomonee Falls



While the number of households increased by 2.2 percent between 1980 and 2010 in both Waukesha County and Menomonee Falls, the average household size in Menomonee Falls has been lower than the County average since 1990. In consequence, Waukesha County's average annual rate of population growth (1.3 percent) was 0.4 percent higher than the Village's growth rate for the 1980 to 2010 period. Menomonee Falls' decreasing household size has been largely due to an aging population and fewer children living at home. In 2010, the proportion of households with children living at home had declined to 30.3 percent which was below the national average of 33 percent. As the Village's population continues to grow older in the years ahead, average household size will continue to decrease.

Menomonee Falls population declined between 1980 and 1990, but then grew at a rate of 1.7 percent between 1990 and 2010. The household annual growth rate between 1990 and 2010 was much higher (2.4 percent) than for the 1980 to 1990 period (1.1 percent). The population and household growth trend corresponds with a larger number of housing units built in the 1990's and early 2000's compared to the 1980's in Menomonee Falls.



TABLE 1
Population and Household Trends for
Waukesha County and the Village of Menomonee Falls: 1980-2010

	1980	1990	2000	2010	Total Change 1980-2010	Average Annual Change 1980-2010
<i>Waukesha County</i>						
Population	280,203	304,715	360,767	389,891	109,688	1.3%
Households	92,583	105,990	135,229	152,663	60,080	2.2%
Household Population ¹	275,616	300,144	355,014	384,241	108,625	1.3%
Average Household Size	2.98	2.83	2.63	2.52	-0.46	N/A
<i>Village of Menomonee Falls</i>						
Population	27,845	26,840	32,647	35,626	7,781	0.9%
Households	8,795	9,817	12,840	14,567	5,772	2.2%
Household Population ¹	27,617	26,605	32,404	35,409	7,792	0.9%
Average Household Size	3.14	2.71	2.52	2.43	-0.71	N/A

¹ Adjusts for population not living in households but living in group quarters, such as correctional facilities, college dormitories, and military quarters.

Source(s): 1980, 1990, 2000, 2010 Census, United States Census Bureau, Wisconsin Department of Administration

Table 2 includes historic population data for Menomonee Falls and several area communities. Compared with most area communities, Menomonee Falls' population growth was relatively modest between 1980 and 2010, but relatively robust between the most recent U.S. Censuses. Menomonee Falls' population grew 9.1 percent between 2000 and 2010. This rate of growth was higher than many comparable suburban communities in the greater Milwaukee area. Only four of the included comparison communities experienced a higher percentage of growth. Two communities that border Menomonee Falls, the City of Milwaukee and the City of Brookfield, experienced negative population growth in the most recent decade.

TABLE 2
Population in Menomonee Falls and Area Communities: 1980-2010

	1980	1990	2000	2010	Population Change 1980-2010	Population Change 2000-2010
Village of Menomonee Falls	27,875	26,840	32,647	35,626	27.8%	9.1%
City of Brookfield	34,035	35,184	38,649	37,920	11.4%	-1.9%
City of Franklin	16,871	21,855	29,494	35,451	110.1%	20.2%
Village of Germantown	10,729	13,658	18,260	19,749	84.1%	8.2%
City of Mequon	16,193	18,885	22,643	23,132	42.9%	2.2%
City of Muskego	15,277	16,813	21,397	24,135	58.0%	12.8%
City of New Berlin	30,529	33,592	38,220	39,584	29.7%	3.6%
City of Oak Creek	16,932	19,513	28,456	34,451	103.5%	21.1%
Village of Sussex	3,482	5,039	8,828	10,518	202.1%	19.1%
City of Milwaukee	636,295	628,088	596,974	594,833	-7.0%	-0.4%

Source(s): 1980, 1990, 2010 Census, United States Census Bureau, Wisconsin Department of Administration



Table 3 compares existing household characteristics in Menomonee Falls to those of neighboring communities in 2010. At 67.2 percent, the proportion of family households (householder and at least one other person related by birth, marriage, or adoption) in Menomonee Falls is lower than most of the suburban communities considered. The percentage of family households in the Village is much lower than the City of Brookfield or the City of Mequon, yet significantly higher than the percentage in the City of Milwaukee. At nearly 65 percent, the proportion of one to two person households in Menomonee Falls was higher than all comparison communities. This figure suggests that, while the Village continues to attract growing families, small households are more common here than elsewhere in greater Milwaukee.

TABLE 3
Household Characteristics in Menomonee Falls and Area Communities: 2010

	Total Households	Average Household Size	Percentage Family Households	Percentage Non-Family Households	Percentage 1-2 Person Households	Percentage 3+ Person Households
Village of Menomonee Falls	14,567	2.43	67.2%	32.8%	64.7%	35.3%
City of Brookfield	14,576	2.57	77.0%	23.0%	59.0%	40.9%
City of Franklin	13,642	2.45	69.4%	30.6%	61.9%	38.0%
Village of Germantown	7,766	2.53	71.3%	28.7%	56.0%	44.0%
City of Mequon	8,598	2.56	77.4%	22.6%	61.0%	38.9%
City of Muskego	9,068	2.65	76.2%	23.8%	56.0%	44.0%
City of New Berlin	16,292	2.42	72.0%	28.0%	61.9%	38.1%
City of Oak Creek	14,064	2.44	63.5%	36.5%	62.0%	37.9%
Village of Sussex	4,039	2.60	73.9%	26.1%	54.3%	45.6%
City of Milwaukee	230,221	2.50	56.6%	43.4%	63.0%	36.9%

Source: American Community Survey 2006-2010 five-year estimates, United States Census Bureau



POPULATION & HOUSEHOLD FORECASTS

Projected growth is an important indicator for future development trends in Menomonee Falls. Population and household projections are the key independent variables that stimulate future Village needs for housing and retail development. The population and household projections included here were prepared by two government agencies, the Wisconsin Department of Administration (WDOA) and the Southeastern Wisconsin Regional Planning Commission (SEWRPC). Both WDOA and SEWRPC prepared population and household projections in five-year increments beginning in 2010 through 2040. The WDOA prepares its county population estimates based on a combination of the ratio difference method and the composite method. These two methods consider a variety of factors such as the number of state income tax filers, number of motor vehicles, births, deaths and school enrollments. The SEWRPC forecasts are based on a cohort-component method that considers factors such as future fertility, survival and migration rates. Table 4 shows the population and household projections prepared by both agencies for Waukesha County.

TABLE 4
Population and Household Projections for Waukesha County: 2010-2040

Wisconsin Department of Administration	2010 ¹	2015	2020	2025	2030	2035	2040	Average Annual Change from 2010
Total Population	389,891	392,290	414,820	434,230	451,470	457,690	455,720	0.56%
Households	152,663	157,942	169,355	179,460	188,251	191,990	192,110	0.86%
Household Population	384,241	386,206	408,241	427,257	443,977	449,425	446,688	0.54%
Avg. Household Size	2.52	2.45	2.41	2.38	2.36	2.34	2.33	N/A
SEWRPC ²								
Total Population	389,891	401,900	414,900	428,700	442,500	454,600	464,400	0.64%
Households	152,663	157,900	163,900	170,200	176,600	182,200	187,100	0.75%
Avg. Household Size ²	2.52	2.51	2.49	2.48	2.46	2.45	2.43	N/A

¹ 2010 U. S. Census

² Based on Figure 23 from *Population of Southeastern Wisconsin*, April 2012, Southeastern Wisconsin Regional Planning Commission

Source(s): State and County Household Projections: 2010– 2040, Wisconsin Department of Administration; *Population of Southeastern Wisconsin*, April 2013, Southeastern Wisconsin Regional Planning Commission



The population and household projections from the WDOA and SEWRPC are close, but vary by about 1.9 percent. With respect to population projections, both the WDOA and SEWRPC forecast a similar average annual growth rate of approximately 0.6 percent. This is slower than the historical growth rate between 1980 and 2010. By 2040, the two agencies forecast Waukesha County's population to be between 455,000 to 465,000 persons.

The agencies have assumed that approximately two percent of the total population resides in group quarters, so that by 2040 Waukesha County may have approximately 190,000 households. According to SEWRPC, household size is expected to decrease due to a change in household types and an aging population, for which household types tend to be smaller than for the total population.



Table 5 shows population and household projections prepared for the Village of Menomonee Falls by the WDOA. Updated SEWRPC projections for the Village were not available at the time the Comprehensive Plan Update was being prepared. WDOA expects population to grow by approximately 0.6 percent annually while households are forecast to grow by 0.9 percent annually. Starting with population and household totals for Menomonee Falls in 2010, the WDOA forecast indicates an average annual population increase of approximately 214 people and a household increase of 134 households.

TABLE 5
Population and Household Projections for the Village of Menomonee Falls: 2010-2040

	2010 ¹	2015	2020	2025	2030	2035	2040	Avg. Annual Change from 2010	Avg. Annual Change from 2010
Total Population	35,626	35,820	37,970	39,840	41,510	42,160	42,060	214	0.60%
Households	14,567	15,069	16,203	17,214	18,104	18,516	18,585	134	0.92%
Avg. Household Size	2.43	2.36	2.33	2.30	2.28	2.26	2.24	NA	NA

¹2010 U.S. Census

Source(s): Municipal Population Projections, 2010-2040, Wisconsin Department of Administration

RESIDENTIAL UNITS ADDED IN MENOMONEE FALLS

Table 6 shows the number of single family and multi-family units added based on residential building permits issued annually since 2000.

Since 2000, a total of 1,260 single family and 735 multi-family units have been built in Menomonee Falls. This equates to an average 133 units per year. The average number of units from 2000 through 2014 is consistent with the Wisconsin Department of Administration's forecast long term average annual household growth of 134 households. The average number of units built per year since 2010, however, is only 47. This implies that if the rate of recent residential development in Menomonee Falls continued, it would not be keeping pace with projected household growth.



The estimated number of units constructed in Menomonee Falls between 2010 and the end of 2014 added with the 15,142 housing units reported in the 2010 Census, indicate a housing inventory of 15,377 units in Menomonee Falls at the start of 2015. If we assume that the housing unit vacancy rate of 3.8 percent remains similar to that reported in the 2010 Census, we can estimate a current base of 14,793 households. This estimate is about two percent lower than the 15,069 households projected by the WDOA in 2010.

TABLE 6
Number of Single Family and Multi-Family Units Constructed
Based on Residential Permits Issued in Menomonee Falls: 2000-2014

	Single-Family Units	Multi-Family Units	Total Units
2000	95	102	197
2001	108	197	305
2002	161	84	245
2003	151	56	207
2004	175	73	248
2005	133	42	175
2006	86	112	198
2007	58	53	111
2008	42	8	50
2009	24	0	24
2010	40	0	40
2011	33	0	33
2012	53	0	53
2013	58	2	60
2014	43	6	49
Total	1,260	735	1,995
Average	84	49	133

Source: Village of Menomonee Falls Community Development Department



JOBS-HOUSING BALANCE IN MENOMONEE FALLS

According to SEWRPC, Menomonee Falls had about 36,600 jobs in 2010 as compared to 37,590 jobs in 2000. These figures indicate a loss of about 2.6 percent of its jobs between 2000 and 2010. This short-term job loss reflects the impact of the nation-wide recession that began in late 2007. In the long-term, job growth in the Village is probable. SEWRPC projects the number of jobs in Waukesha County to increase 25.8 percent by 2050. If Menomonee Falls' job market keeps pace with the county-wide SEWRPC projection, there will be over 46,000 jobs in the Village by 2050. Provision of housing for the growing local workforce is (and will remain) a significant challenge for the Village of Menomonee Falls. Adding to this challenge, an increasing proportion of households are likely to not be part of the job market due to retirement or other reasons. In consequence, even fewer housing units will be available for those in the labor force.

From an economic development perspective, the availability of suitable labor in a community is a crucial consideration for both the manufacturing and service industries. Businesses choose to move to communities with an adequate supply of labor with the needed skills and aptitudes. A sufficient number of housing units must be available to accommodate the needs of the local labor force. Not only is a sufficient number of housing units needed to support the supply of jobs in the community, but there also needs to be a correlation between the capabilities of local residents and skill requirements of local job opportunities, as well as the earnings of workers and costs of local housing. Over time, a tighter fit may occur between the characteristics of resident households and the types of jobs available in Menomonee Falls as Menomonee Falls evolves from a manufacturing-centered economic base to a more diversified economic base, including higher-order service jobs.



In *A Regional Housing Plan for Southeastern Wisconsin: 2035*, which was adopted by SEWRPC in 2013, the Menomonee Falls area had a jobs to housing ratio of 2.3. According to SEWRPC, any area with a ratio higher than 1.2 may not have enough housing for its workers. The plan also indicated that Menomonee Falls will provide sufficient housing opportunities for low and high wage earners, but may lack in the future provision of housing that is affordable to moderate wage earners (SEWRPC defines moderate wage jobs as those with an average annual wage between 80 and 135 percent of the average wage for all jobs in Waukesha County).

To evaluate jobs-housing balance, SEWRPC analyzed land use plans for communities across the area and compared the number and type of jobs and the number and type of housing units that would be created by 2035. SEWRPC predicted a lack of moderate priced housing in Menomonee Falls based on a formula that categorized moderately priced single family homes as those built before 2000 with lot sizes under 20,000 square feet and as units built after 2000 with lot sizes between 6,000 to 10,000 square feet. While larger lots are generally associated with higher prices across the region, the SEWRPC analysis did not account for the many moderately priced (\$150,000-\$275,000) single family homes in Menomonee Falls that have been built on lots larger than 20,000 square feet. Nearly half of the Village's single family homes were constructed in the 1950's and 1960's (see **Table 14** in housing section), and larger lot size does not hinder affordability for thousands of these older units. The SEWRPC recommendation for future development of housing at moderate price points in the Village remains relevant, however, given that the living area in most single family homes constructed in the last couple of decades is significantly larger when compared with older housing stock.

The high jobs-housing ratio identified by SEWRPC could inhibit evolution of the local economy to one that provides a better match between the characteristics of the resident labor force and the available local jobs. An insufficient number of housing units would cause housing prices to escalate and therefore generate worker earnings to housing costs mismatches. This mismatch, in turn, would deter businesses moving to, or staying and expanding in Menomonee Falls. The traffic congestion likely to ensue from the jobs-housing imbalance may also inhibit business location, expansion, and retention.

Recent residential development trends, the preference for people to work near where they live, and the potential for a more balanced jobs-housing ratio suggests that household growth is likely to meet or exceed the forecast by the WDOA. Based on journey-to-work data from the U.S. Census estimates in 2014, 25.5 percent of employed Menomonee Falls residents work within the Village. This equates to an estimated 4,618 jobs in the Village being filled by residents. Over 87 percent of jobs in Menomonee Falls are filled by employees from outside of the community. This indicates the high level of interdependence between Village employers and the regional population. It also reinforces a market opportunity to supply housing to meet the needs of the community's large workforce.



Froedtert & the Medical College of Wisconsin Town Hall Health Center



RESIDENT WORKFORCE PROFILE

The US Census Bureau estimates that 18,502 Village residents ages 16 and over were employed in 2014. With nearly 25 percent of the Menomonee Falls workforce, the education, health care and social services sector was the largest employment sector for residents in 2014. Manufacturing employed the second largest amount of Menomonee Falls workers, accounting for 20 percent of the workforce in 2014. This represents a reversal from 2000 when Manufacturing was the largest employment sector, followed by educational services, healthcare and social assistance. These numbers reflect the continued growth of the health care industry and the Village's transition from a manufacturing centered economy.

Significant percentages of Menomonee Falls workforce were represented across all sectors in 2014, suggesting diverse worker skill sets and access to a variety of job opportunities. Over 17 percent of Menomonee Falls' workforce was in the finance, insurance and real estate, or professional, technical, management services sectors, and nearly 14 percent of the work force was in retail. While other sectors attracted much smaller proportions of the Village's workforce, they combined to employ nearly 25 percent of workers in 2014. Figure 2 displays this information graphically.

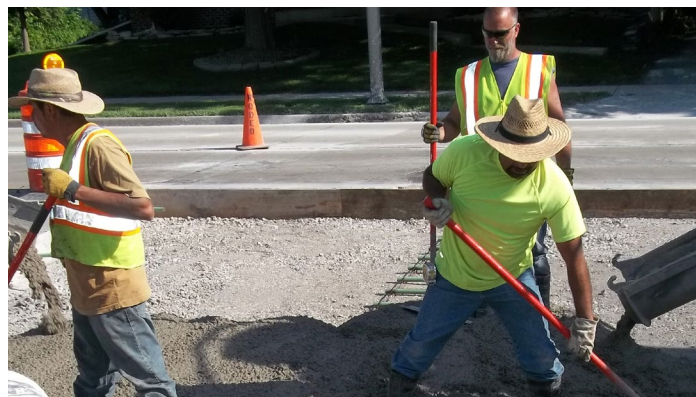
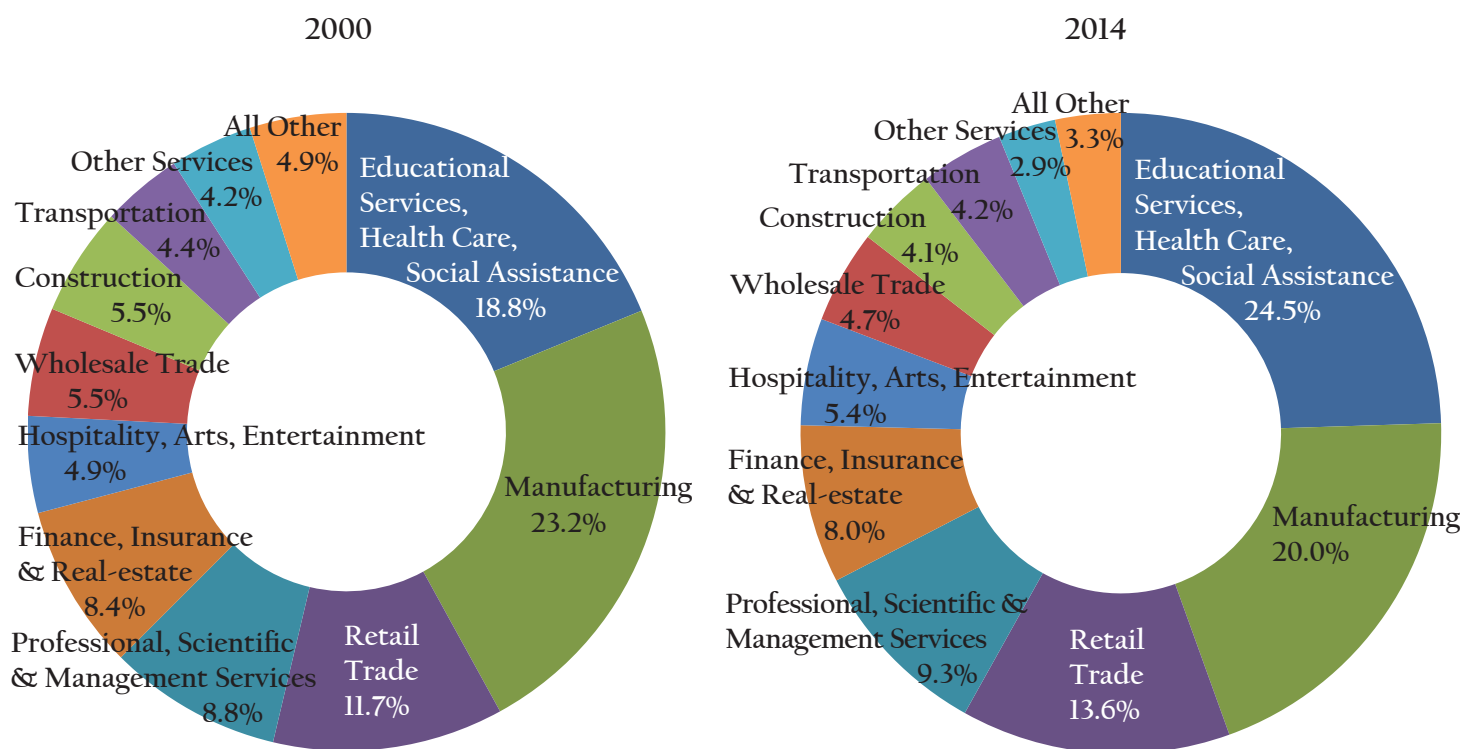


FIGURE 2
Resident Workforce Employment Sectors: 2000 and 2014

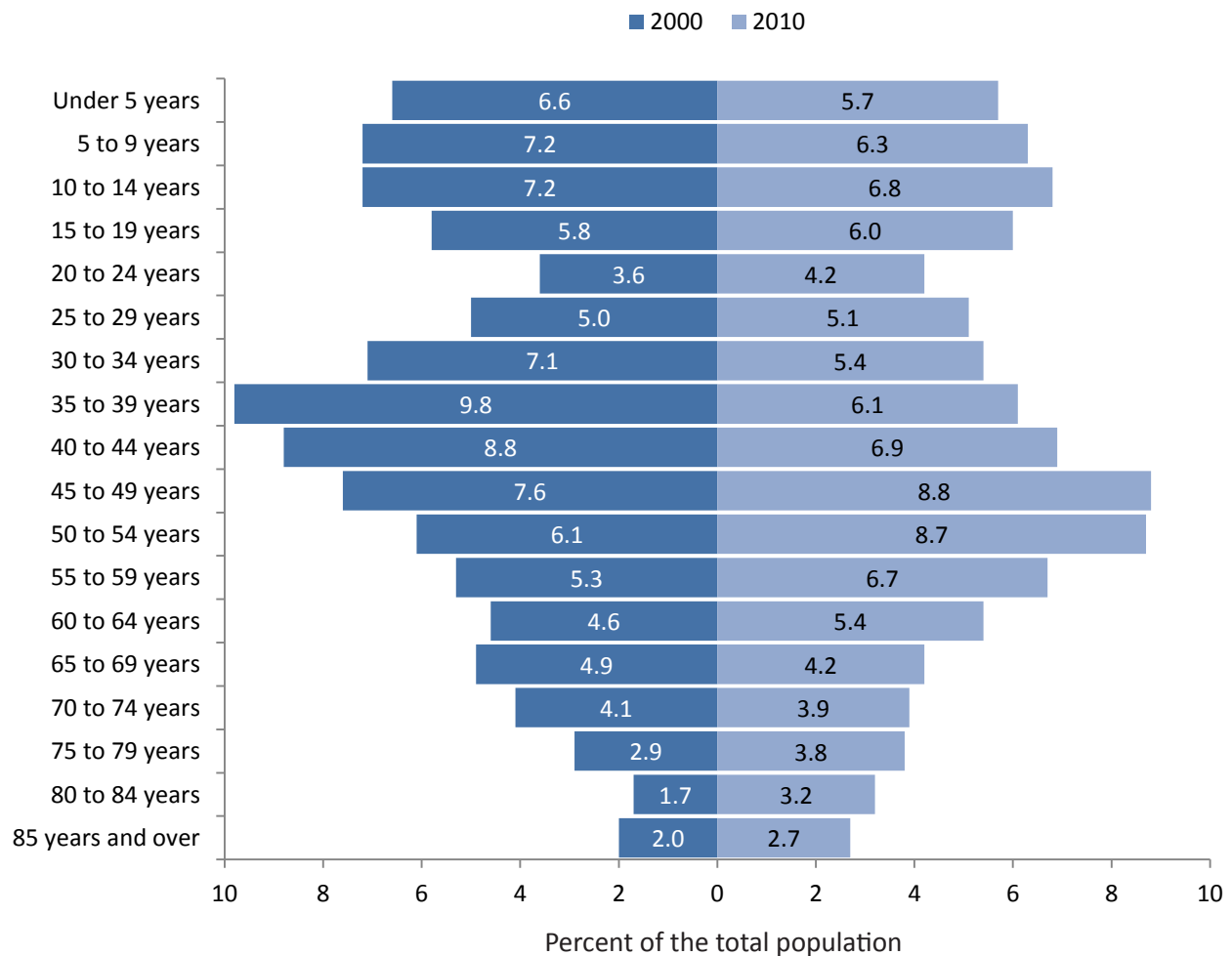


Source(s): 2000 Census, American Community Survey five-year estimates 2010-2014, United States Census Bureau

AGE DISTRIBUTION & EDUCATIONAL ATTAINMENT

The age distribution in the Village, as depicted in Figure 3, remained fairly steady between 2000 and 2010 but, overall, reveals an aging Village population. The percentage of the population between the ages of 20 and 39 declined between 2000 and 2010, which continues a trend that began in 1990. The percentage of residents younger than 5 years in Menomonee Falls also decreased during the period. The percentage of residents over 75 years of age, however, increased significantly between 2000 and 2010. In 2000, residents over 75 accounted for about 6.6 percent of the population and by 2010 residents over 75 accounted for nearly 9.7 percent of the population. The largest cohort of the population in 2010 was between the ages of 45 and 54 years.

FIGURE 3
Age Distribution in Menomonee Falls: 2000 and 2010



Source(s): 2000 Census, 2010 Census, United States Census Bureau

The median age of Menomonee Falls residents has risen notably in recent years. The United States Census American Community Survey five-year estimates for 2014 reported a median age of 44.1 years for the Village. This compares to a median age of 43.3 years in 2010 and a median age of 39.2 years in 2000.

Educational attainment in the Village of Menomonee Falls has increased significantly between 1990 and 2010. As shown in **Table 7**, the percentage of the Village population over the age of 25 with a Bachelor's degree has increased by 11.5%. At the same time, the percentage of the population with graduate or professional degrees has increased by 6.2%. These increases are accompanied by a decrease in the percentage of the population who did not complete high school.

TABLE 7
Educational Attainment of Menomonee Falls
Residents Age 25 and Over: 1990-2010

Highest level of education completed	1990		2000		2010	
	Population	Percentage of Total Population	Population	Percentage of Total Population	Population	Percentage of Total Population
Less than 9th grade	1,227	6.7%	735	3.2%	518	2.1%
9th to 12th grade no diploma	1,530	8.4%	1,468	6.4%	1,284	5.2%
High school graduate (includes equivalency)	6,662	36.4%	7,204	31.5%	6,912	28.0%
Some college no degree	3,709	20.3%	4,861	21.3%	4,690	19.6%
Associate degree	1,509	8.3%	1,616	7.1%	1,876	7.6%
Bachelor's degree	2,816	15.4%	5,175	22.7%	6,641	26.9%
Graduate or professional degree	830	4.5%	1,775	7.8%	2,641	10.7%

Source(s): 1990, 2000 Census, 2006-2010 American Community Survey five-year estimates, United States Census Bureau

Recent American Community Survey estimates suggest that the level of educational attainment among Menomonee Falls residents continues to rise. In 2014, an estimated 40.8 percent of residents had completed a bachelor's degree or higher, which is three percent higher when compared with 2010. The data, included in **Table 8**, indicate that the level of educational attainment among Village residents is similar to that of most suburban comparison communities. Only Brookfield and Mequon were estimated to have a higher percentage of their population having attained a bachelor's degree or higher when compared to Menomonee Falls. Brookfield and Mequon also have a higher median age of residents.



TABLE 8
Select Workforce Characteristics in Menomonee Falls and Area Communities: 2014

	Civilian Labor Force	Median Age of Residents	Population 25 and over with High School Diploma or Equivalent	Population 25 and over with Bachelor's or Advanced Degrees
Village of Menomonee Falls	18,502	44.1	94.6%	40.8%
City of Brookfield	18,181	47.2	97.2%	57.7%
City of Franklin	17,021	40.8	92.3%	34.1%
Village of Germantown	19,735	42.0	94.9%	38.6%
City of Mequon	10,860	48.3	98.9%	63.9%
City of Muskego	13,943	43.6	96.1%	33.6%
City of New Berlin	21,054	47.0	95.8%	40.6%
City of Oak Creek	18,585	37.0	93.5%	29.1%
Village of Sussex	5,787	38.1	95.7%	35.8%
City of Milwaukee	257,610	30.8	81.8%	22.8%

Source: American Community Survey 2010-2014 five-year estimates, United States Census Bureau

RACE & ETHNICITY

The level of racial and ethnic diversity in Menomonee Falls is similar to that of most other suburban communities in the Milwaukee area. The racial and ethnic composition in the Village and neighboring communities is compared in Table 9. The most recent five-year American Community Survey data indicate Menomonee Falls' resident population to be 90.8 percent white and 9.2 percent non-white. Non-white populations in comparison communities ranged from 2.4 percent in Muskego to 15.5 percent in the City of Franklin. Milwaukee's non-white population was reported at 53 percent.

Menomonee Falls' racial diversity has increased significantly since the 2000 Census which reported the Village's non-white population at just 3.5 percent of the total. The percentage of black residents increased between 2000 and 2014 from 1.5 to 2.5 percent. The percentage of Asian residents increased at an even faster pace during the same period. Asian residents accounted for only 0.9 percent of the Village population in 2000, and accounted for 4.7 percent of the population in 2014. Reported ethnic diversity has also increased in recent years. In 2000, residents who were of Hispanic or Latino ethnicity accounted for 1.2 percent of the population, and in 2013 this group accounted for 2.4 percent of the population. In line with regional and national trends, it is likely that Menomonee Falls population will continue to become more racially and ethnically diverse in the years and decades ahead.



TABLE 9
Race and Ethnicity in Menomonee Falls and Area Communities: 2014

	Percent White	Percent Black	Percent Asian	Percent Other Race	Percent Hispanic or Latino	Percent Not Hispanic or Latino	Percent White Alone
Village of Menomonee Falls	90.8	2.5	4.7	2.0	2.4	97.6	88.8
City of Brookfield	92.2	1.2	4.9	1.7	2.6	97.4	89.9
City of Franklin	84.5	4.7	6.4	4.4	4.4	95.8	81.4
Village of Germantown	93.4	2.2	1.7	2.7	3.4	96.6	91.2
City of Mequon	93.0	2.6	2.7	1.7	2.0	98.0	91.3
City of Muskego	97.6	0.0	1.5	0.9	2.4	97.6	95.6
City of New Berlin	93.0	0.8	4.2	2.0	2.8	97.2	90.5
City of Oak Creek	89.6	2.2	4.4	3.8	8.5	91.5	82.9
Village of Sussex	94.4	1.5	2.6	1.5	2.0	98.0	93.3
City of Milwaukee	47.0	39.3	3.7	10.0	17.7	82.3	36.6

Source: American Community Survey 2010-2014 five-year estimates, United States Census Bureau

Mill Pond Park



ISSUES & OPPORTUNITIES SUMMARY

The following issues should be considered as Menomonee Falls revisits its long-term goals during the 2015 *Comprehensive Plan Update* process. The issues identified here relate to the existing and future trends faced by the Village, with most being informed by the demographic data already discussed. Additional issues have been identified given Menomonee Falls' development history and regional context. The following list of issues is meant to inform the update process and is by no means comprehensive.

ISSUES

- **Population growth will continue**, with forecasts predicting the addition of over 210 residents and over 130 households annually. This growth will place additional demand on Village infrastructure and services.
- **Menomonee Falls' population is aging**. An estimated 31.4 percent of the population was over 55 in 2013, and this age cohort continues to grow each year.
- **Menomonee Falls' population is becoming more racially and ethnically diverse**, and this trend is expected to continue in coming decades.
- **Quality of life factors will drive location decisions for residents and businesses**. The mix of recreational and cultural amenities, quality and cost of local services and the perceived image of the Village impact the appeal of Menomonee Falls for potential residents and businesses. As part of the greater Milwaukee area, Menomonee Falls represents one of many location choices.
- **Many "strip" commercial areas and Post-War homes in the Village have become dated** and may lose functionality and appeal in the decades to come. Some commercial areas have already lost relevance for local consumers.
- **There is a need to promote jobs-housing balance** to strengthen the Village's economic position in a regionally interconnected business environment. The estimated 36,600 local jobs outnumber residents, making the Village a regional employment center and creating market demand for many types of housing.



The Village of Menomonee Falls is a vibrant community that is well positioned to play a leading role in the greater Milwaukee area. Menomonee Falls is well established as a major regional employment center and as a great place to live, shop and thrive. Largely developed during the middle of the twentieth century, Menomonee Falls' future will depend on a combination of reinvestment and new development to build upon existing community assets. In the coming years, the Village can address the existing issues listed above by taking advantage of the opportunities described below.

OPPORTUNITIES

- **Protect and enhance local assets that contribute to quality of life for Village residents**
Preserve and celebrate natural, historical, and recreational resources. Invest in sustainable facilities and promote development of vibrant social spaces. Foster a unique Village identity by investing in public spaces and events that distinguish Menomonee Falls from neighboring communities.
- **Continue to provide responsive, effective, and efficient government services** – Public safety, education, public utilities and public facilities are essential for meeting the future needs of the Village. Efficient provision of these services keeps the community regionally competitive.
- **Promote choice in housing and transportation** – Meet demand for a variety of housing types and sizes. Provide housing that is attractive to moderate income households, and work to close the local jobs-housing imbalance. Accommodate active transportation, transit ridership and ride sharing along with single occupancy vehicles to meet the changing needs and preferences of residents.
- **Support a diversifying business community** – Adopt economic development strategies that attract investment from employers across industry sectors. Invest in infrastructure improvements to keep the Village attractive for business.
- **Facilitate redevelopment of aging commercial centers and housing stock** – Identify functionally obsolete/under performing commercial properties and provide incentives for re-use and reinvestment. Update building codes and provide flexibility in zoning regulations to promote home expansion and remodeling in Post-War residential areas.
- **Strengthen partnerships and connections to the region** – Seek opportunities to partner with neighboring communities to increase efficiency and innovation. Play an active role in regional processes that may impact the Village.





HOUSING

This section summarizes the existing supply and recent trends for the housing stock in the Village of Menomonee Falls. The development and maintenance of high quality housing options is necessary to ensure the future vitality of the Village. Housing serves an essential function in sheltering residents and is also foundational to the character of community. Residential uses also occupy a greater proportion of land than any other use, and housing represents a major economic asset for the Village and its residents.

EXISTING HOUSING STOCK

Menomonee Falls currently offers a wide variety of housing choices and neighborhood types to meet the needs of the growing resident population. Table 10 summarizes the number of housing units in the Village according to the 2014 American Community Survey five-year estimates. The data shows that roughly 70 percent of the existing housing units in Menomonee Falls are detached single family homes and 6 percent are attached single family homes. Apartment complexes over 20 units account for over 13 percent of housing units, and other multi-family housing represents about 11 percent of the housing units.

Between 2000 and 2014, the US Census Bureau estimates that the Village has added nearly 1,300 single family homes and over 700 multi-family units (e.g. senior housing, duplexes, town-homes, and apartment complexes). The percentage of multi-family units increased from 22.3 to 24.3 percent in the same period.



TABLE 10
Number of Housing Units in the Village of Menomonee Falls by Type: 2014

	Housing Units	Percent of Housing Units
1-unit, detached	10,558	69.8%
1-unit, attached	849	5.6%
Single-Family Total	11,407	75.4%
2 units	113	0.7%
3 or 4 units	543	3.6%
5 to 9 units	581	3.8%
10 to 19 units	404	2.7%
20 or more units	2,034	13.4%
Multi-Family Total	3,675	24.3%
Mobile home	46	0.3%
Boat, RV, van, etc.	0	0.0%
Others Total	46	0.3%
Total	15,128	100.0%

Source: American Community Survey 2010-2014, United States Census Bureau

RESIDENTIAL DEVELOPMENT HISTORY

Housing near the historic Village Centre dates as far back as the 19th century and has significant diversity with regard to architecture and tenure, appealing to renters and owners alike. The older neighborhoods near the historic Village core are characterized by mature trees, sidewalks, nearby shopping and access to park and trail systems along the Menomonee River. Many subdivisions in Menomonee Falls were constructed during the Post-War housing boom of the 1950s and 1960s. Most single family homes in these Post-War developments offer spacious lots and ranch or split-level floor plans. They were constructed in subdivisions scattered throughout the Village. Along with the units available in Menomonee Falls' apartment complexes, these homes offer high quality affordable housing options for thousands of Village residents.

A smaller portion of Menomonee Falls housing stock was constructed during the 1970s and 1980s, but housing starts soared again during the 1990s and early 2000s. Neighborhoods developed



in the millennial housing boom offer homes that are typically large and well-appointed. The residential developments in recent decades were more likely to be constructed in areas adjacent to existing development, increasing housing density across the east side of the Village.

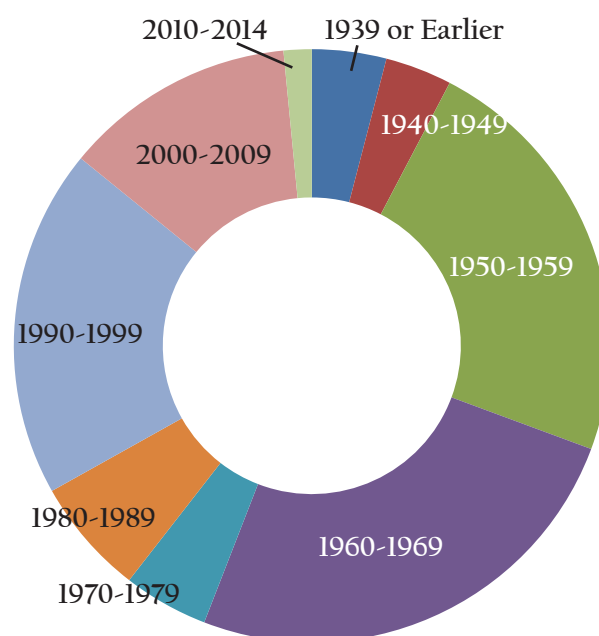
Table 11 and Figure 5 show the number of single family units built in the Village by decade, confirming both the Post-War and millennial housing booms. The data indicate that approximately 45 percent of single family housing was built after 1970 and 92 percent of housing inventory was built after 1950. With multi-family units included, over 53 percent of housing units have been constructed since 1970 according to 2010-2014 American Community Survey data. The relative newness of the housing stock accounts for less than half a percent of the occupied housing stock being substandard (e.g. lacking plumbing or kitchen facilities according to 2014 U.S. Census data).

TABLE 11
Number of Single Family Units Built by Decade in the Village of Menomonee Falls

	1939 or Earlier	1940-1949	1950-1959	1960-1969	1970-1979	1980-1989	1990-1999	2000-2009	2010-2014	Total
Number Built	483	434	2,754	3,020	553	762	2,278	1,508	182	11,974
Percent of Total	4%	4%	23%	25%	5%	6%	19%	13%	2%	100%

Source: Village of Menomonee Falls Community Development

FIGURE 5
Number of Single Family Units by Decade



HOUSING CHARACTERISTICS

Table 12 compares Menomonee Falls' housing characteristics to those of several communities in the greater Milwaukee area. The 2014 vacancy rate in Menomonee Falls was estimated to be 3.9 percent in 2014. This low vacancy rate is similar to that of most neighboring communities and is indicative of the increased demand for housing in Waukesha County in recent years. At over 75 percent, the owner occupancy rate in Menomonee Falls was similar to most comparison communities. Owner occupancy was notably higher in the adjacent communities of Brookfield and Mequon, however.

The median home value in Menomonee Falls was estimated to be over \$227,000 in 2014. This value mirrors those of most comparison communities, including some with newer housing stock like Franklin and Germantown. At \$914 per month, median gross rent in Menomonee Falls was lower than all comparison communities except the City of Milwaukee. While the median gross rent is relatively affordable, the rent figure may also reflect the growing age of most available rental units in the Village.

TABLE 12
Housing Characteristics in the Village of Menomonee Falls and Area Communities: 2014

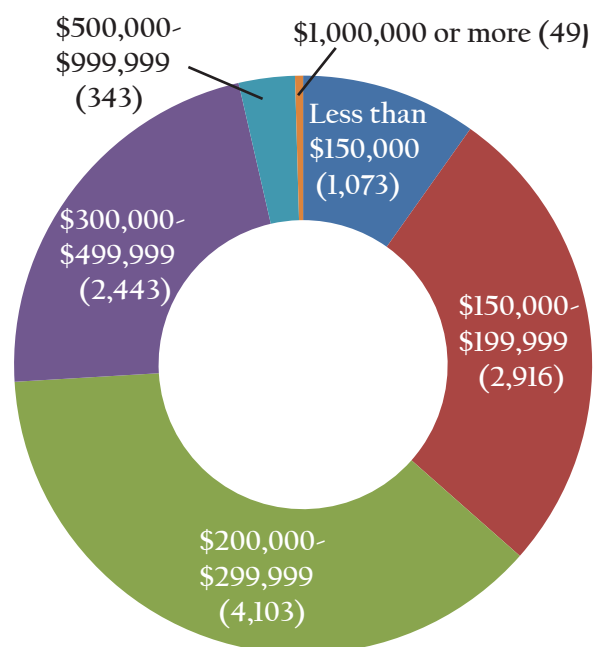
	Total Housing Units	Percent Vacant	Percent Owner Occupied	Median Home Value	Median Gross Rent
Village of Menomonee Falls	15,128	3.9%	75.2%	\$227,100	\$914
City of Brookfield	15,144	3.7%	88.4%	\$282,300	\$1,291
City of Franklin	13,794	4.8%	77.6%	\$226,500	\$948
Village of Germantown	8,116	3.5%	78.7%	\$234,900	\$994
City of Mequon	9,693	6.1%	87.0%	\$346,900	\$1,307
City of Muskego	9,880	6.7%	86.2%	\$268,000	\$1,023
City of New Berlin	17,204	3.4%	76.0%	\$236,700	\$1,053
City of Oak Creek	14,568	2.9%	60.6%	\$205,500	\$951
Village of Sussex	3,962	2.1%	66.1%	\$259,300	\$952
City of Milwaukee	257,965	10.8%	43.0%	\$121,600	\$784

Source: American Community Survey 2010-2014 five-year estimates, United States Census Bureau

Figure 6 shows the value of owner-occupied housing as reported in the 2009-2014 American Community Survey. The data indicate that a total of 10,927 units were occupied by owners in the Village. Approximately 10 percent of these units were valued under \$150,000 and 27 percent were valued between \$150,000 and \$199,999. Over 37 percent of owner-occupied homes were valued between \$200,000 and \$299,999. 22 percent of homes were valued between \$300,000 and \$499,999, and nearly 4 percent of homes were valued above \$500,000.

Moderately Priced Housing – In 2014, moderate wage workers in Waukesha County earned between \$37,158 (80 percent of the annual average wage for workers ages 25+) and \$62,705 (135 percent of the annual average wage for workers ages 25+). Homes valued between \$150,000 and \$199,999 are affordable for most of these moderate wage workers and homes between \$200,000 and \$299,999 are affordable for many of these workers' households. Given that the 2035 *Regional Housing Plan* SEWRPC identified almost 61 percent of future jobs in the Village to be moderate wage, the need for moderately priced housing will remain strong in years to come.

FIGURE 6
Owner-Occupied Units by Value: 2014



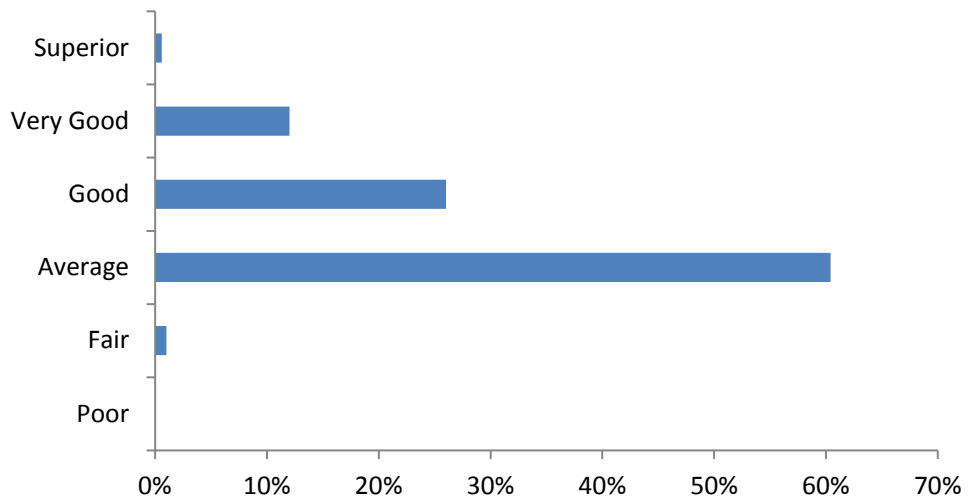
Source: American Community Survey five-year estimates 2009-2014, United States Census Bureau

HOUSING QUALITY

Single family homes in Menomonee Falls are assessed regularly and rated for overall quality. Assessors consider several factors in the quality ratings including exterior appearance, construction materials, age, remodeling permits, comparable home values and interior condition. Each home receives a composite ranking based on its overall condition, desirability and usefulness (CDU). The 2013 CDU ratings for all single family homes in Menomonee Falls are included in Figure 7 below.

The CDU ratings suggest that the majority of Menomonee Falls housing stock is meeting or exceeding standards for condition, desirability and usefulness. Over 60 percent of homes were rated “average” and 26 percent were rated “good” by Village assessors. Just 0.6 percent received the “superior” ratings that are typically reserved for new high-end homes. Over 99 percent of Menomonee Falls homes were rated at “average” or above, while 0.8 percent were rated “fair” and only 0.03 percent were rated “poor”. The CDU ratings indicate that, while the majority of homes in Menomonee Falls are more than 25 years old, they have retained high levels of quality and desirability over time.

FIGURE 7
CDU Ratings for Single Family Homes
in the Village of Menomonee Falls: 2013



Source: Village of Menomonee Falls Assessor



HOUSING CHOICE IN MENOMONEE FALLS

The variety of housing stock in Menomonee Falls is unique among suburban Milwaukee communities. The distinctive history of the Village contributes to this variety. Menomonee Falls offers historic homes and apartments near the Village Centre, moderately priced single family homes from the Post-War era, high quality senior housing options, a growing inventory of rental housing and spacious recently constructed single family homes. In order to meet the needs of the current and future population, the Village will benefit from historic preservation, continued maintenance and future diversification in its housing supply.

- **Village Centre Multi-Family** – Apartment buildings, duplexes, condominiums and senior living facilities offer residents low maintenance living opportunities at a wide variety of price points near the historic Village Centre. Residents in multi-family units near the Village Centre have access to shopping, dining, parks and essential services offered in the area. Multi-family units in the Village Centre area range in age from the 19th century through the 2000's.
- **Village Centre Historic Single Family** – Single family homes near the historic core of Menomonee Falls vary in age with several dating back to the 19th century. Homes near the Village Centre include charming period-influenced architectural details and are diverse with regard to living area and lot size. Residents in these homes benefit from walking access to Village Centre businesses and shopping and dining opportunities along east Main Street.
- **Mid-Century Single Family Near the Historic Core** – Some of the first large residential subdivisions in the Village of Menomonee Falls were platted adjacent to the Village Centre. These homes tended to be small by twenty-first century standards, and they were historically occupied by young families. Homes in the earlier Hiawatha Heights subdivision are characteristically two stories, while those built in adjacent Post-War subdivisions are typically single story. Like the Village Centre itself, streets in adjacent subdivisions are lined by sidewalks and mature street trees.



- **Mid-Century Single Family Outside of the Historic Core** – Many of the residential subdivisions that were built out in the 1950s and 1960s were actually platted in the Town of Menomonee before it was annexed by the Village. These Post-War subdivisions are characterized by low profile ranch style homes and larger lots when compared with most homes near the Village Centre. Today, the homes in these developments offer ample space and relative affordability for potential buyers. The curvilinear street networks created for these developments are now lined with mature shade trees.
- **Multi-family Complexes** – Several multi-family housing complexes are located in the Village of Menomonee Falls. These complexes (20 units or larger) currently account for approximately 14 percent of housing units in the Village. Many of these developments include multiple apartment buildings and were built adjacent to major roadways in Menomonee Falls. Some multi-family complexes are designed as lower density clusters of duplexes or town-homes. Multi-family complexes vary with regard to location, age, architecture and amenities. Rental units are available at a variety of price points making them an important and (often) affordable option for residents.
- **Senior Housing** – Over 1,500 housing units have been developed in Menomonee Falls with the expressed purpose of providing senior housing. Senior housing developments vary significantly in location, design and unit price. Condominium and town-home style developments offer lower-maintenance living while promoting home ownership and independent living. Other retirement communities in Menomonee Falls are essentially senior-oriented apartment buildings that include amenities and services to support aging populations. Demographic trends indicate that demand for older adult housing is likely to increase in the years to come.



- **Recent Single Family Developments** – Since the 1990s, hundreds of spacious and modern homes have been constructed in Menomonee Falls. The rate of single family home construction is on the rise once again in 2015. Most of the recent single family housing has been built in subdivisions throughout the southern portions of the Village. These developments are meeting demand for new, large and well-appointed homes in the community. Some recent single family housing has been built on smaller lots in the condominium or town-home style. Most of the new developments continue late twentieth century traditions of curvilinear streets and large lot sizes.
- **Mixed Use Developments** – Housing that incorporates space for office, retail or institutional uses is considered mixed use. Mixed use development has existed in Menomonee Falls' Village Centre since the 19th century. During much of the twentieth century, however, residential and commercial uses were developed independent from one another in the Village in accordance with zoning regulations. In recent years, however, the combination of residential and light commercial use is again being promoted. Mixed use developments add vitality to business districts and provide nearby retail options to residents. Several historic examples are found in the Village Centre.
- **Rural Living** – Much of the northwestern area of Menomonee Falls retains a largely rural character, in part, because the western portions of the community are not part of the Great Lakes watershed. Due to existing water policies and infrastructure, municipal water and sewer services are restricted in many areas. These restrictions deter large-scale development. Homes in the rural areas are found on large lot homesteads, traditional farmsteads, small residential subdivisions and on hobby farms. The homes in the rural portions of the Village range widely with regard to age, price and size, but have open space surroundings in common.



RECENT HOUSING CONSTRUCTION TRENDS

The housing crisis and subsequent recession that began in late 2007 reduced the rate of home construction in Menomonee Falls for several years. From 2008 to 2011 single family home construction occurred at its slowest pace since 2000, and no additional single family lots were platted. Details regarding single family lots and construction are included in Table 13.

TABLE 13

Single Family Lots in Subdivisions and Certified Survey Maps in Menomonee Falls: 2000-2014

	Single Family Lots Platted in Subdivisions	Single Family Lots Platted in Certified Survey Maps	Total Single Family Lots Platted	Single Family Homes Constructed
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
Total	1,281	23	1,304	1,259

Source: Village of Menomonee Falls Community Development Department

Since 2012, however, the number of single family lots platted in Menomonee Falls has rebounded. The 134 single family lots platted in 2014 was greater than the number platted in the previous seven years combined. In addition, more building permits were issued in 2014 than any year since 2004 (See Table 14). These numbers are indicative of an increased rate of residential development both locally and regionally at the time the Comprehensive Plan Update was being prepared.



TABLE 14
Residential Building Permits Issued in Menomonee Falls: 2004-2014

	Single Family Homes	Duplex Units	Multi-Family (> 3 units per building) Units	Senior Dwelling Units	Total Dwelling Units
2004	174	0	44	0	218
2005	133	0	42	0	175
2006	86	10	102	0	198
2007	58	8	53	0	119
2008	42	8	0	0	50
2009	24	0	0	57	81
2010	40	0	0	25	65
2011	33	0	0	0	33
2012	53	0	0	42	95
2013	58	2	0	20	80
2014	43	6	147	20	216

Source: Village of Menomonee Falls Community Development Department

The trend of a growing housing stock has been seen before in Menomonee Falls, but the composition of housing types being produced is distinct when compared with Village residential development in previous decades. New starts are meeting the demand of a population that is older and households that are smaller. Since 2009, the Village issued residential permits for 164 senior housing units and 155 multi-family units along with 251 single family homes. The construction of a diverse housing stock is increasing choice for seniors and creating housing alternatives for all future residents.

New single family residential development in Menomonee Falls in recent years meets the continued demand of households and families who are seeking the generous space and the comfort of suburban living. While lot size and location vary, new single family homes in the Village tend to be larger and more expensive when compared to typical single family homes in Menomonee Falls. Average building costs have typically exceeded \$300,000 and the average living area for new homes has exceeded 3,000 square feet every year since 2007. Table 15 provides detailed information regarding recent construction costs for single family homes in the Village.



TABLE 15
Cost of Single Family Home Construction in Menomonee Falls: 2004-2014

	Average Building Cost	Average Living Area (square feet)	Average Cost Per Square Foot
2004	\$308,663	NA	NA
2005	\$318,865	NA	NA
2006	\$343,037	NA	NA
2007	\$312,357	3,013	\$106.66
2008	\$346,586	3,318	\$104.46
2009	\$298,984	3,418	\$87.47
2010	\$285,369	3,253	\$87.72
2011	\$373,873	3,482	\$107.37
2012	\$314,192	3,076	\$102.14
2013	\$319,460	3,279	\$97.43
2014	\$380,367	3,417	\$111.32

Source: Village of Menomonee Falls Community Development Department

PRICE TRENDS

Despite the high average building costs for new home construction, median sales prices for homes in Menomonee Falls have remained relatively low. According to the Zillow on-line real estate database, the median sales price in Menomonee Falls declined significantly following the housing crisis and has since fluctuated between \$204,000 and \$233,000. Zillow's median home sale prices for Menomonee Falls, Waukesha County and the State of Wisconsin are included

in Table 16. Median sales prices in Menomonee Falls from 2008 to 2012 followed a trend similar to that of the County. Like prices in the County and State, sales prices in Menomonee Falls have increased in recent years. By comparison, however, the price increase in the Village has been less consistent. Between 2005 and 2014, median sales prices in Menomonee Falls were lower than those for Waukesha County, but significantly higher than the median home sale prices for Wisconsin. In 2014, the median home sale price in the Village was 47 percent higher than the median sale price in Wisconsin.

TABLE 16
Median Home Sale Price¹ in Menomonee Falls, Waukesha County, and Wisconsin: 2005-2015

	Menomonee Falls	Waukesha County	Wisconsin
2005	\$235,000	\$238,000	\$159,000
2006	\$244,000	\$254,000	\$163,000
2007	\$236,000	\$242,000	\$165,000
2008	\$221,000	\$240,000	\$162,000
2009	\$208,000	\$226,000	\$163,000
2010	\$229,000	\$237,000	\$158,000
2011	\$204,000	\$223,000	\$149,000
2012	\$222,000	\$243,000	\$148,000
2013	\$214,000	\$248,000	\$152,000
2014	\$225,000	\$252,000	\$153,000
2015	\$233,000	\$253,000	\$154,000

¹Median prices in this table represent the reported median sales prices in July of each year.

Source: Zillow.com

Menomonee Falls' single family home sales data reveal the inconsistent trajectory of the local housing market since 2000. Single family sales data are summarized in Table 17. The number of single family home sales in the Village peaked in 2003 and then bottomed out in 2009 and 2010 in the wake of the nation-wide recession. Since 2010, the number of single family home sales increased each year. Average sales prices increased until 2008. Prices then decreased from 2009 to 2012, and have risen again in the last couple of years. Average home size (square feet) among single family homes sold has generally increased over time in Menomonee Falls. The average square feet of sold homes in the Village has exceeded 1,900 square feet every year since 2008. The increased number, size and value among home sales in recent years indicate a building momentum for the local housing market.

TABLE 17
Sales of Single Family Homes by Year in Menomonee Falls: 2000-2014

	Number of Sales	Average Sale Price	Average Size (Square Feet)	Average Sale Price Per Square Foot
2000	645	\$181,100	1,749	\$104
2001	760	\$188,600	1,771	\$106
2002	777	\$206,600	1,817	\$114
2003	804	\$216,900	1,843	\$118
2004	726	\$241,000	1,922	\$125
2005	561	\$287,600	1,948	\$148
2006	589	\$284,400	1,924	\$150
2007	521	\$270,100	1,825	\$151
2008	401	\$276,400	1,932	\$146
2009	319	\$257,900	1,924	\$139
2010	297	\$260,500	2,029	\$131
2011	324	\$230,900	1,929	\$123
2012	434	\$224,700	1,901	\$121
2013	510	\$248,600	1,951	\$129
2014	523	\$263,300	1,981	\$135
Average	546	\$242,600	1,896	\$129

Source: Village of Menomonee Falls Assessor



HOUSING DEMAND

The steady household growth forecast by the Wisconsin Department of Administration for the Village is an important contributor to future housing demand for Menomonee Falls. Each additional household predicted will require a new housing unit to be provided. Table 18 shows Menomonee Falls' additional housing needs by five year increments to 2030. This forecast calls for approximately 3,500 added households between 2010 and 2030. The estimated need for approximately 3,700 housing units (on average, approximately 185 units per year) reflects the use of a five percent vacancy rate to provide for mobility and replacement of obsolete units. The number of expected households is not a direct indication of the demand for housing because it does not

TABLE 18
Forecast Number of Households and Housing Units in Menomonee Falls: 2010-2030

	2010	2015	2020	2025	2030	Change 2010-2030
Number of Households	14,567 ¹	15,069 ²	16,203 ²	17,214 ²	18,105 ²	3,538
Number of New Households	—	502	1,134	1,011	891	3,538
Number of New Housing Units Needed ³	—	527	1,191	1,062	935	3,715

¹ United States Census Bureau

² Wisconsin Department of Administration Household Projections

³ Assumes five percent vacancy rate to maintain mobility and account for replacement units.

Source(s): Gruen Gruen + Associates, Village of Menomonee Falls Community Development Department

consider the ability of households to pay for shelter. Production of new housing units will be stimulated if new residents are able to pay a price that would enable builders to supply new units at a profit.

The ability to pay is closely linked to job opportunities and income for potential buyers and renters. According to the State of Wisconsin's Economic Outlook report published by the Wisconsin Department of Revenue, on average, real per capita income growth is forecast to increase in Wisconsin by 4.3 percent in 2015 and 4.7 percent in 2016. The unemployment rate is forecast to continue to drop across the state in coming years as well. Personal income growth for the Waukesha-Milwaukee Metropolitan Area is forecast to average 4 percent per year for 2015 and 2016. The increasing desirability of Menomonee Falls as a residential location, development of higher priced housing stock and attraction of higher-income households in conjunction with the per capita income forecast suggest that Menomonee Falls' household income growth will also be substantial.



As housing demand in Menomonee Falls is anticipated to grow, it will remain important to meet the needs of an economically diverse resident (and future resident) population. Recent trends in Village household income are summarized in Table 19. The median household income for Menomonee Falls increased 27.6 percent between 2000 and 2014 suggesting improved buying power for most households. The proportion of households earning more than \$100,000 annually increased from 17 percent in 2000 to nearly 29 percent in 2010 and 33 percent in 2014. A continuation of this trend will continue to drive demand for higher end housing.

The income data also suggest the continued need for additional moderate priced housing. Nearly 51 percent of Menomonee Falls households earned less than \$75,000 in 2014 and 23 percent of households earned less than \$35,000 annually. The number of households earning less than \$35,000 a year actually increased between 2000 and 2014. The resale of existing housing stock provides some affordable ownership options, but the provision of moderate priced housing remains a significant issue for the Village. Due to the Village's diverse employment opportunities and limited supply of housing, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) identified a shortage of moderate priced housing in Menomonee Falls in 2013.

TABLE 19
Household Income in Menomonee Falls: 2000, 2010 and 2014

Household Income	2000		2010		2014	
	Number of Households	Percent of Households	Number of Households	Percent of Households	Number of Households	Percent of Households
Less than \$34,999	3,257	25.3	3,369	23.6	3,354	23.1
\$35,000 – 49,999	2,097	16.3	1,747	12.2	1,652	11.4
\$50,000 – 74,999	3,088	24.0	2,632	18.4	2,358	16.2
\$75,000 – 99,999	2,249	17.5	2,402	16.8	2,412	16.6
\$100,000 – 149,999	1,558	12.1	2,414	16.9	2,700	18.6
\$150,000 or more	625	4.9	1,718	12.0	2,063	14.2
Total	12,874	100.0	14,282	100.0	14,539	100.0
Median	\$57,952		\$68,677		\$73,936	

Source(s): 2000 Census, American Community Survey 2006-2010, American Community Survey 2010-2014, U.S. Census Bureau



Mill Pond Park and Main Street

HOUSING FOR OLDER HOUSEHOLDS

The demand for housing catering to the needs of older households is likely to grow because of the increase in the number of older residents in Menomonee Falls. According to the U.S. Census Bureau, the percentage of residents over age 65 increased 3.2 percent between 2000 and 2010, from 15.7 to 18.9 percent of the total population. In this same period, Waukesha County experienced an increase of 2.3 percent, from 12 percent in 2000 to 14.3 percent in 2010. According to the State of Wisconsin Department of Administration (WDOA), the proportion of Waukesha County residents over the age of 65 is projected to increase by approximately nine percent over the next 25 years. Table 20 includes the WDOA forecast data for population the Waukesha population age 65 and over to the year 2040.

TABLE 20
Forecast Population in Waukesha County Age 65 and Over: 2010-2040

	Total Population	Population 65+	Percent of Total	Shift in Percentage
2010	389,891	55,688	14.3%	N/A
2015	392,290	66,930	17.1%	2.8%
2020	414,820	80,620	19.4%	2.3%
2025	434,320	96,630	22.2%	2.8%
2030	451,470	110,710	24.5%	2.3%
2035	457,690	117,090	25.6%	1.1%
2040	455,720	118,080	25.9%	0.3%

Source: Wisconsin Department of Administration

The following forecast for the over 65 population in Menomonee Falls was made by applying the WDOA annual increase forecast for the County to the over 65 cohort for the Village recorded in the 2010 U.S. Census. Table 21 shows the resulting estimate of the over 65 population in Menomonee Falls to 2040.



TABLE 21
Forecast Population in Menomonee Falls Age 65 and Over: 2010-2040

	Total Population ¹	Population 65+ ²	Percent of Total	Shift in Percentage
2010	35,626	6,355	17.8%	N/A
2015	35,820	7,379	20.6%	2.8%
2020	37,970	8,695	22.9%	2.3%
2025	39,840	10,239	25.7%	2.8%
2030	41,510	11,622	28%	2.3%
2035	42,160	12,269	29.1%	1.1%
2040	42,060	12,366	29.4%	0.3%

¹ Wisconsin Department of Administration County, MCD and Municipal Projections

² Forecast based on Wisconsin Department of Administration Waukesha County Age-Sex Population Projections 2010-2040

Source(s): Wisconsin Department of Admin., Village of Menomonee Falls Community Development Dept.

The population of residents over age 65 is estimated to increase from 6,355 in 2010 to about 10,239 in 2025. This increase of approximately 4,000 persons would shift the share of the population over the age of 65 from about 18 percent in 2010 to approximately 26 percent in 2025.

In 2010, 31 percent of households in the Village included a household member above the age of 65 years old. Between 2010 and 2025, the number of households including a member above the age of 65 is estimated to increase by nearly 2,800 to over 7,300 households, accounting for over 42 percent of total Village households. Senior household estimates for Menomonee Falls are included in Table 22. Households with adults 65 and over are estimated to comprise approximately 42.5 percent of the projected 17,214 households in the Village by 2025. In 2015, 1,571 senior housing units are available in Menomonee Falls. The existing inventory can accommodate about 30 percent of the 5,271 estimated households including members above the age of 65.



TABLE 22
Forecast Number of Households Including Persons Age 65 and Over in Menomonee Falls

	Population 65+	Households with 65+ Year Old Member ¹	Additional Households With 65+ Year Old Member
2010	6,355	4,525	N/A
2015	7,379	5,271	746
2020	8,695	6,211	940
2025	10,239	7,314	1,103
Total			2,789

¹For 2010 the Village of Menomonee Falls averaged 1.4 persons per senior household. A rate of 1.4 persons per household was used to translate the total population over age 65 into an estimated number of households including a member 65-years-old or above.

Source(s): 2010 Census, United States Census Bureau, Wisconsin Department of Administration

THE IMPACT OF OLDER HOUSEHOLDS ON HOUSING DEMAND

Nationally, although householders aged 65 or older move infrequently, they account for purchases of nearly 10 percent of new homes. The highest rate of homeownership – over 77 percent – is among householders ages 55 to 74, the age cohort in which the highest rate of household growth is occurring. Although older age households change residences much less often than younger adults, about 39 percent of households change residences after they reach the age of 60. The purchase of second or even third homes partly accounts for the high share of purchases. Interviews preceding the 2008 *Comprehensive Plan* suggested some residents have purchased condominiums in Menomonee Falls and second homes elsewhere.

According to a recent survey by the American Association of Retired Persons (AARP), 88 percent of older adults prefer to remain in their homes. The presence of a spouse and proximity to children increases the probability of older adults staying in conventional housing or active adult communities. Given that a move for healthy, often mortgage-free older adults is discretionary, age-restricted housing developments may take more marketing time than other housing types. Individual amenities – personal gardening spaces, individual hot tubs or pools and other “privacy” spaces – can be expected to appeal to individualistic baby boomers and households accustomed to single-family homes and the relative privacy they provide.

Because many older adults prefer to age in place, demand is likely to grow for home modifications, including creation of first floor master suites and healthcare support





to help older adults live safely and comfortably in their homes. This includes life safety monitoring and security systems and services. Baby boomers had fewer children than their parents, so as boomers age and develop care needs after they become widowed, the proportion choosing assisted communities will increase. Baby boomers, however, will be the healthiest older adults as compared to previous generations, and the differential between longevity of women and men is narrowing. So, over time, elderly people will live together longer and this will increase the probability of staying in their own homes for longer periods of time. Higher educated, wealthier baby boomers are likely to have a stronger desire to live independently. In addition, better health and educational attainment translates into longer working lives. One market opportunity may be to “condo-ize” conventional homes in terms of maintenance, yard care, snow removal, and related services. As single family homeowners age, services frequently available in multi-family/condominium projects tend to increase in appeal.

Aging baby boomers turned empty nesters are driving demand for condominiums and other multi-family living choices. Preference for lower maintenance properties, coupled with older households working longer, creates continued demand for condominiums, especially for those close to shopping, restaurants and cultural opportunities. In today’s downtowns, retail and recreational activities will need to precede market rate housing. This is a reversal of the traditional order of suburban land uses, where retail typically follows, not precedes, rooftops. In order to capture a share of the older household market, housing should be located in areas of highly concentrated retail and other amenities and activities such as the Village Centre.

Only about 4 percent of individuals over the age of 75 and 15 percent of people over age 85 are in long-term care facilities. A reduced percentage of the increasing over-85 cohort will likely opt for assisted living options because of their relatively better health than prior generations of over age 85 adults. The average tenure in assisted living facilities is 36 months according to the National Center for Assisted Living. This means that people moving into these types of housing are very frail seniors and that people are waiting longer to move into assisted living. Today, assisted living operators provide more health care services to aid frail residents. Most assisted living units should be designed for single, not double occupancy, because as long as one spouse is in good health, he or she tends to take care of the less well partner rather than moving together to an assisted living facility.

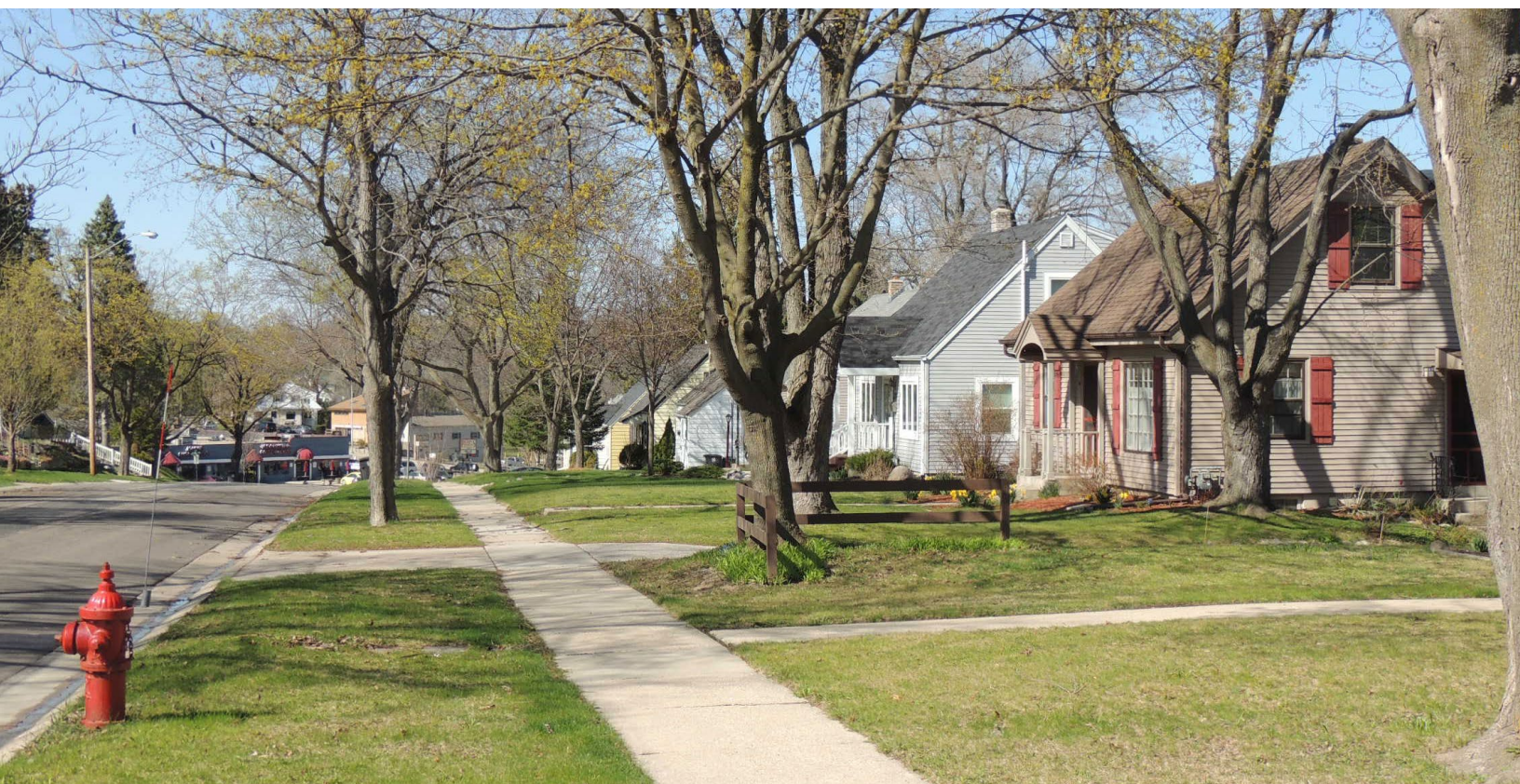
This overview of housing preferences suggests that the Village should anticipate requests for building permits associated with remodeling homes to facilitate aging in place, low maintenance multi-family units, various types of condominium developments (including those featuring single family or town-home styles), and a continuum of facilities for serving the needs of differing segments of older households. The continuum of facilities will include nursing homes for the oldest and frailest households.

FAIR HOUSING POLICY

Title VIII of the Civil Rights Act of 1968 (Fair Housing Act), as amended, prohibits discrimination in the sale, rental and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, familial status (including children under the age of 18 living with parents of legal custodians, pregnant women, and people securing custody of children under the age of 18) and handicap (disability). The Village of Menomonee Falls supports and complies with all Fair Housing Act requirements.

POLICIES & PROGRAMS FOR AFFORDABLE HOUSING

The Waukesha County Housing Authority provides voucher assistance to eligible Village residents. In addition, Waukesha County housing services are available through faith-based organizations and Habitat for Humanity. Home mortgage and improvement loans are available to low and moderate income residents through the Wisconsin Housing and Economic Development Authority (WHEDA). Further information can be obtained by visiting the WHEDA website at www.wheda.com. The U.S. Veterans Administration also provides low-cost loans and other housing assistance to veterans.



The Village is also eligible for annual Community Development Block Grant (CDBG) funding through Waukesha County. The Wisconsin Department of Administration Bureau of Affordable Housing distributes CDBG funds and other affordable housing grants statewide. The Village of Menomonee Falls is eligible for the following programs:

- **Community Development Block Grant:** As a CDBG Entitlement County, Waukesha County receives an annual allocation from the Department of Housing and Urban Development (HUD) for county-wide use. The amount of the allocation varies each year depending upon the funding decisions made by the federal government. Municipalities like Menomonee Falls are eligible to receive funds to improve availability and quality of housing for low and moderate-income (LMI) residents and to invest in public facilities and improvements that benefit these populations.
- **Housing Cost Reduction Initiative Program (HCRI):** This program funds provision of housing assistance to low and moderate income (LMI) households seeking to own decent, safe, affordable housing. The Wisconsin Department of Administration awards these funds to eligible applicants (including local governments) through a biennial funding cycle.
- **HOME Homebuyer and Rehabilitation Program (HHR):** This federal program was established to provide home purchase assistance, home rehabilitation funding, and to provide other vital improvements for dwelling units occupied by low and moderate-income households. The Wisconsin Department of Administration's Division of Housing awards these funds to local units of government and local housing organizations through a biennial funding cycle.

POLICIES & PROGRAMS FOR HOUSING REHABILITATION & MAINTENANCE

As noted above, the Village is eligible for annual entitlements through the Waukesha County Community Development Block Grant program. These funds may be targeted towards housing rehabilitation and maintenance programs on a project-by-project basis.





A complete and well-maintained transportation network is essential to the future prosperity of Menomonee Falls. Efficient movement of goods and people in the Village requires high quality transportation routes that meet automobile traffic demand and accommodate movement by other modes. This section of the Comprehensive Plan documents existing and future transportation systems and planning within a regional context.

STATE & REGIONAL TRANSPORTATION PLANS

The Regional Transportation System Plan

The Southeast Wisconsin Regional Planning Commission (SEWRPC) updated the regional transportation system plan in 2006 to meet surface transportation needs for the seven-county Southeastern Wisconsin Region. *A Regional Transportation System Plan for Southeastern Wisconsin: 2035* was adopted to serve as a guide to transportation system development through the year 2035.

The plan included eight recommended improvements to the arterial street and highway system within or immediately affecting Menomonee Falls. As of early 2015, four of the eight recommended improvements had been completed.

Remaining SEWRPC plan improvements include:

- Widening and/or other improvements to provide significant additional capacity of Interstate 41/ US 45.
- Widening and/or other improvements to provide significant additional capacity of State Highway 145 from State Highway 100 (Main Street) north to County Highway Q (County Line Road).
- Reserving the right-of-way to accommodate future improvement (additional capacity or new facility) on County Highway VV (Silver Spring Drive) from State Highway 74 (in Sussex) east to County Highway Y (Lannon Road).
- Widening and/or other improvement to provide significant additional capacity of County Highway K (Lisbon Road) from County Highway Y (Lannon Road) east into the Village of Butler.



2050 Regional Land Use and Transportation Plan

SEWRPC is in the process of updating its regional transportation system recommendation through its *Vision 2050* plan process. The plan will provide a guide for developing the transit, bicycle and pedestrian facilities and streets and highways needed to serve the region. As part of the planning process, SEWRPC developed alternative transportation planning scenarios for the region. SEWRPC gathered public feedback on which scenario best serves the Regional Vision developed in the early stages of the plan process. A final plan document is expected to be prepared in 2016. While specific project recommendations of the plan are not available, the guiding statements of the Regional Vision are listed below.

- Strengthen existing urban areas.
- Achieve more compact development.
- Balance jobs and housing.
- Achieve a robust regional transit network.
- Maintain small town character.
- Develop an expansive, well-connected bicycle and pedestrian network.
- Preserve natural resources and open spaces.
- Preserve farmland.
- Ensure that goods move efficiently.
- Develop an integrated multi-modal transportation system.
- Provide a high-quality network of streets and highways.
- Be environmentally responsible.
- Make wise infrastructure investments.
- Work together toward common goals.
- Prepare for change in travel preferences and technologies.

Wisconsin Connections 2030 Plan

The Wisconsin Department of Transportation (WisDOT) approved the policy-based, statewide, long-range transportation plan for the year 2030 in 2009. The plan focuses on designated multi-modal corridors for each part of the state. The plan was completed to portray key statewide transportation recommendations, prioritize investments, and to assist WisDOT Transportation Districts in identifying future segments for more detailed corridor plans.

Menomonee Falls is directly affected by the Fox Valley Corridor planning efforts. The Fox Valley Corridor identifies Interstate 41/ US 45 as a principal highway and State Highways 175 and 74 as other important highway connections in this corridor, which is a part of the Green Bay-Appleton-Oshkosh-Milwaukee link.

Recommended improvements to the transportation system within or immediately affecting Menomonee Falls include:

- Reconstruction of State Highway 175 (Appleton Avenue) from US 45 to Lilly Road.
- Completion of a State Highway 74 (Main Street) corridor study from Menomonee Avenue to Shady Lane.
- Improvement of transit stops in the Village of Menomonee Falls and transit connections between the Village of Menomonee Falls and City of Waukesha.
- Construction of bicycle and pedestrian accommodations and linkages to create a connected network providing accessibility along and across facilities.



Wisconsin Pedestrian Policy Plan 2020

WisDOT completed its pedestrian plan in 2001 with assistance from a citizen's advisory committee. The plan outlines state and local measures to support non-motorized transportation and to promote safety. It provides implementation recommendations to assist local governments in planning and designing for safe pedestrian networks. A core goal of plan is to encourage pedestrian activity across Wisconsin.

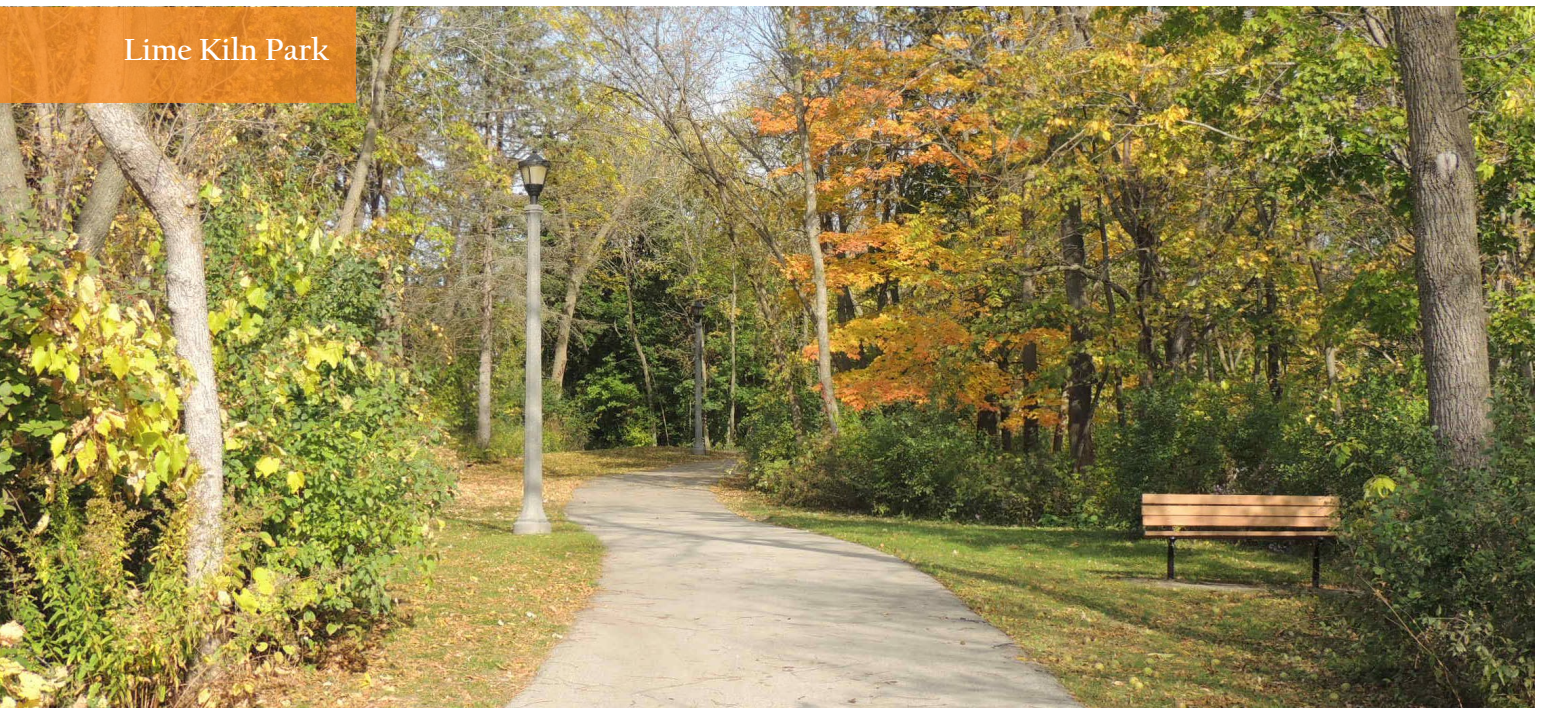
The plan promotes the concept of “universal design”. The basis for this concept is that good pedestrian design serves all users, and not just a “typical” user. A universal design not only accommodates the elderly, children, and people who are disabled, it also reduces user fatigue and minimizes the potential for pedestrian judgment error. A number of WisDOT's *Pedestrian Policy Plan* objectives directly impact the Village. These include WisDOT partnership with local governments to:

- Increase pedestrian accommodations on State Trunk Highways.
- Design new, and retrofit old, facilities to accommodate and encourage pedestrian use.
- Improve the enforcement of laws to prevent dangerous and illegal behavior by motorists, pedestrians and bicyclists.
- Encourage more pedestrian trips by promoting the acceptance and usefulness of walking, and by promoting pedestrian safety.



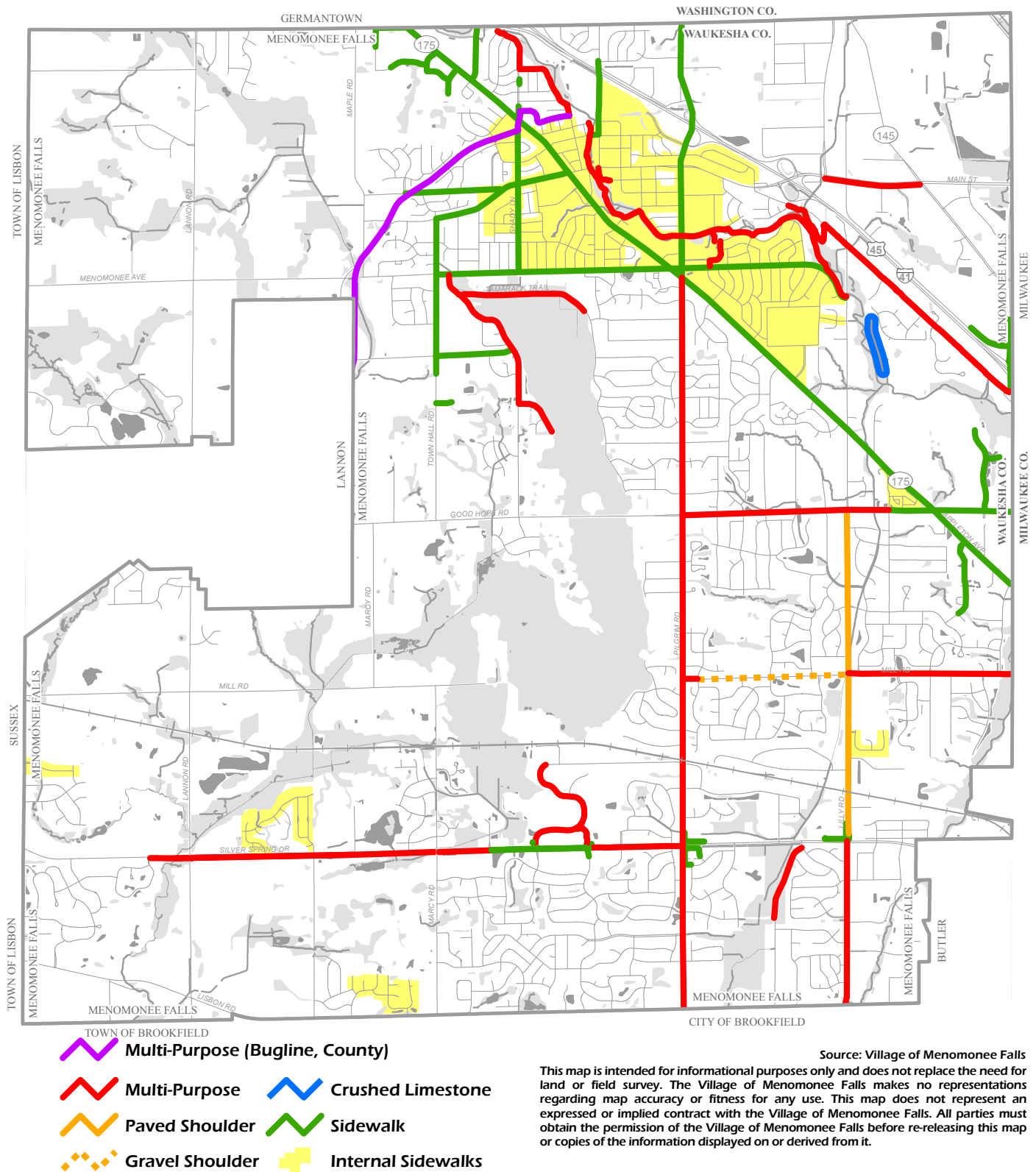
Map 6 identifies the components of Menomonee Falls' existing pedestrian network.

Lime Kiln Park



MAP 6

Existing Pedestrian Ways in Menomonee Falls



Source: Village of Menomonee Falls

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Wisconsin Bicycle Policy Plan 2020

WisDOT completed its bicycle plan in 1998 with assistance from an advisory committee made up of a diverse group of stakeholders. The plan outlines state and local measures to integrate bicycling as a legitimate mode of transportation. It provides implementation recommendations to assist local governments in planning and designing for safe bicycle networks. A core goal of the plan is to encourage bicycling across Wisconsin.

Objectives of the *Bicycle Policy Plan* are structured around the “Four E’s” of transportation safety: Engineering, Education, Enforcement and Encouragement. The plan aims to accommodate safe bicycle use through expanded bike infrastructure and traffic enforcement and to encourage ridership through education and awareness campaigns.

A number of WisDOT’s *Bicycle Policy Plan* implementation goals directly impact the Village, including:

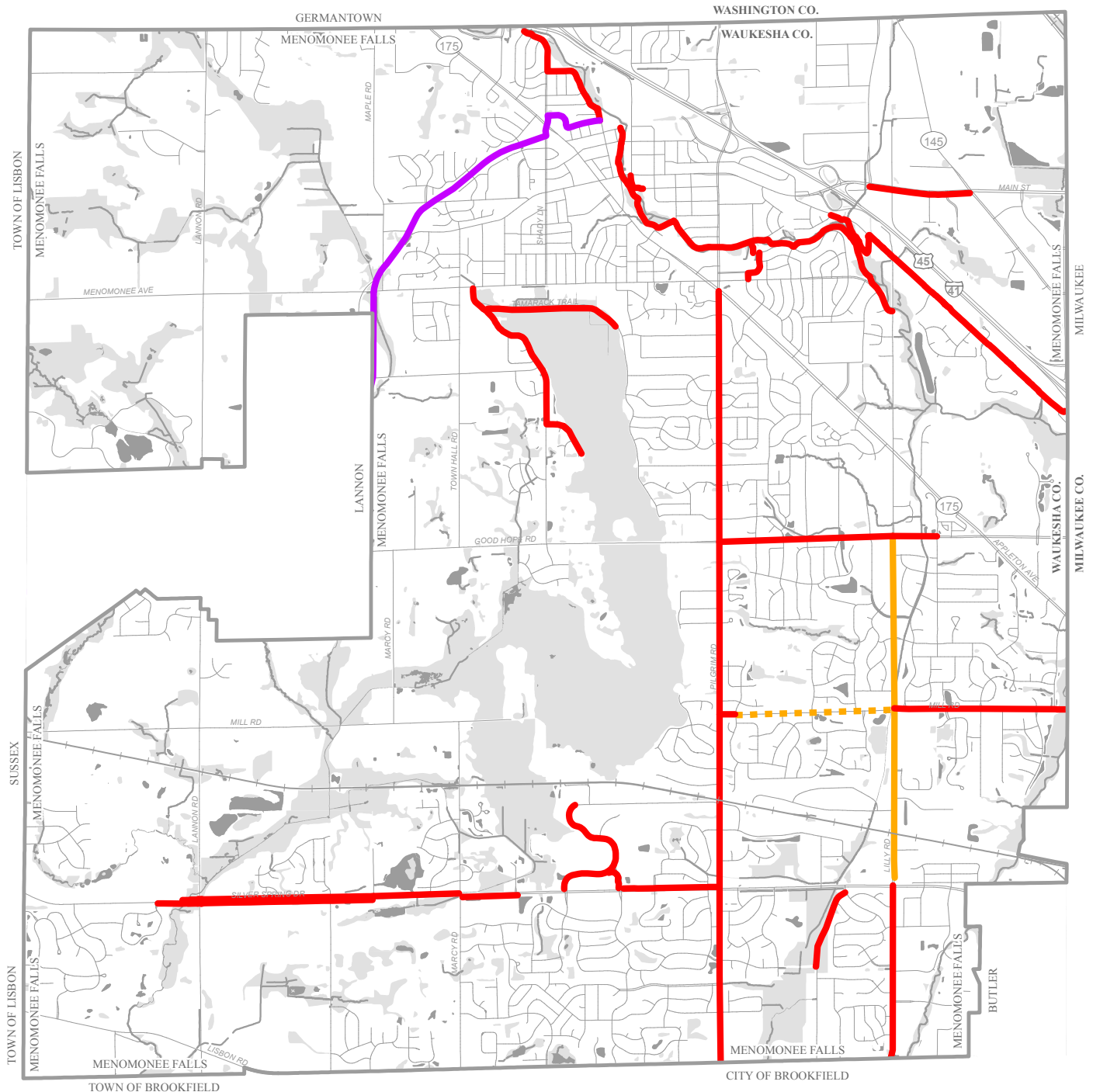
- Planning and designing State Trunk Highways like State Highway 175 (Appleton Avenue) and State Highway 74 (Main Street) with a strong consideration of bicycle accommodation.
- Developing a bicycle accommodation checklist to assist WisDOT and local officials in comprehensively examining projects for level and type of bicycle accommodation. The *Wisconsin Bicycle Facility Design Handbook* was completed in 2004 and updated in 2006 and 2009.
- Encouraging and supporting local governments in developing, revising, and updating long-range bicycle plans and maps.







Map 7 identifies the components of Menomonee Falls’ existing bicycle network.



MAP 7 Existing Bike Ways in Menomonee Falls



-  Multi-Purpose (Bugline, County)
-  Multi-Purpose (Village)
-  Paved Shoulder (Village)
-  Gravel Shoulder (Village)

Source: Village of Menomonee Falls
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RESIDENT TRANSPORTATION TRENDS

Menomonee Falls' transportation network facilitates the circulation of automobiles and several other modes of travel. Table 23 depicts the means of transportation used for daily work commutes by residents of Menomonee Falls. Recent US Census data indicates that the automobile remains the primary mode of transportation, with nearly 95 percent of trips being made by either individual drivers or carpool riders in 2014. As automobile use accounts for the overwhelming majority of trips, the Village will benefit from the continued maintenance and improvement of its street network to provide sufficient capacity to meet existing and future needs. The most recent data also suggest a modest shift toward active modes of transportation and working from home. While small, the proportion of residents walking or biking to work increased between 2010 and 2014. The addition of two new bus routes in 2014 may also contribute to a larger proportion of Village residents using public transportation for daily trips.



TABLE 23

Mode of Transportation Used to Travel to Work by Menomonee Falls Residents: 1990-2014

	1990	2000	2010	2014
Drove Alone	87.0%	88.1%	90.0%	86.8%
Carpooled	7.8%	7.0%	5.7%	8.0%
Public Transportation	0.8%	0.7%	0.9%	0.4%
Walked or Bicycled	1.8%	0.7%	0.8%	1.2%
Other Means	0.3%	0.4%	0.5%	0.5%
Worked at Home	2.3%	3.1%	2.2%	3.1%

Source(s): 1990, 2000 Census, American Community Survey 2006-2010 & 2010-2014 five-year estimates, U.S. Census Bureau

Table 24 depicts reported commute travel times for Village residents between 1990 and 2014. The data suggests that the percentage of Menomonee Falls households with long commute times has increased in recent years. Menomonee Falls households may be traveling further from home for employment or may be adding commute time due to increased congestion on local and regional roadways. The trend of longer commute times in Menomonee Falls is consistent with those of other communities developing on the fringe of the Milwaukee metropolitan area. Since most households are auto-dependent for essential and discretionary trips, they are dependent on the local street network to maintain both lifestyle and household income.

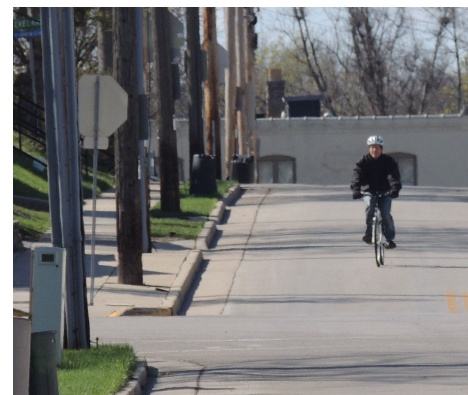


TABLE 24
Travel Time to Work for Menomonee Falls Residents: 1990-2014

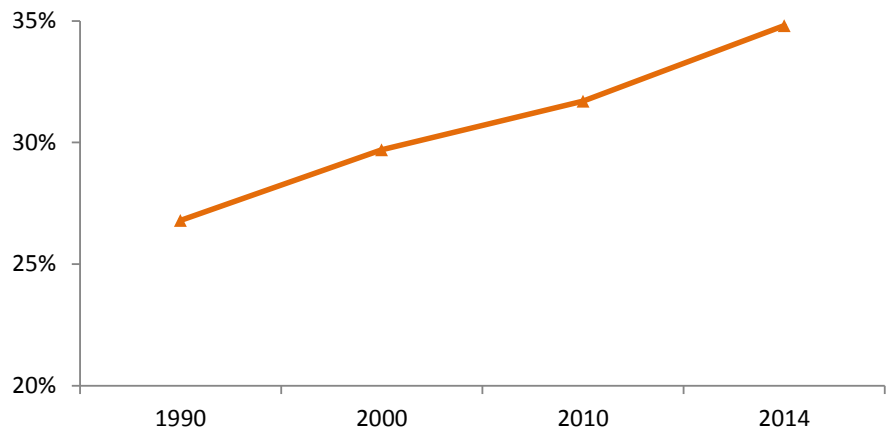
	1990	2000	2010	2014
Less than 10 minutes	16.4%	17.3%	16.6%	14.6%
10 to 14 minutes	17.7%	16.9%	17.4%	13.8%
15 to 24 minutes	36.8%	36.0%	34.3%	36.7%
25 to 44 minutes	22.8%	24.3%	26.9%	28.1%
45 to 89 minutes	3.1%	4.1%	4.8% ¹	6.7% ¹
90 + minutes	0.9%	1.3%		

¹US Census now categorizes commutes of 45-59 minutes and 60 or more minutes. These numbers represent the sum of the 45-59 to 60 or more minute categories.

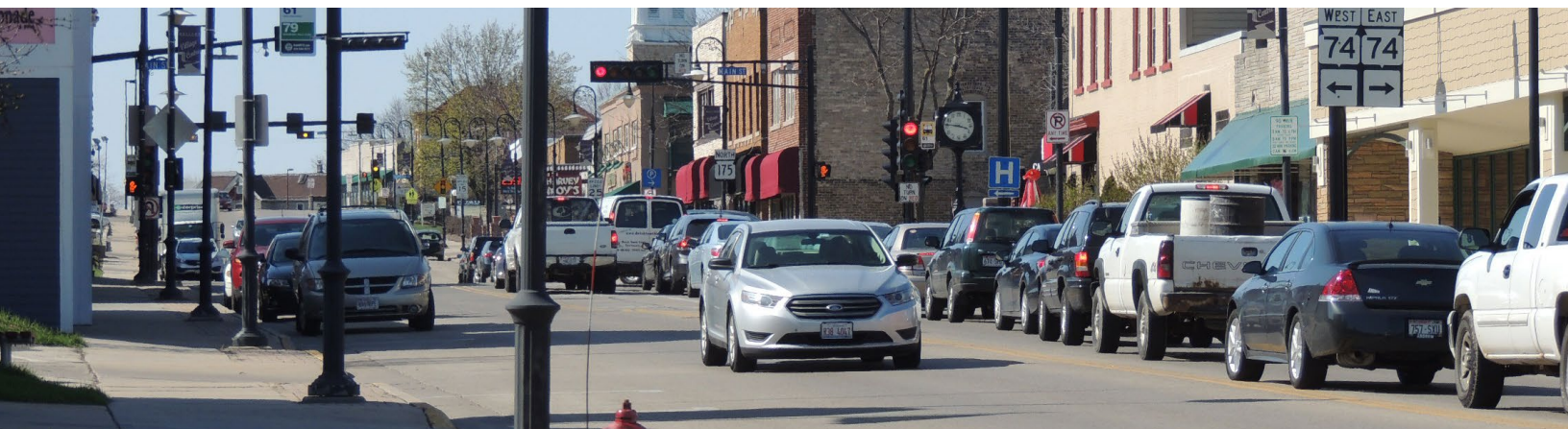
Source(s): 1990, 2000 Census, American Community Survey 2006-2010 & 2010-2014 five-year estimates, U.S. Census Bureau

As Figure 8 indicates, the percentage of Menomonee Falls workforce commuting for over 25 minutes has increased over time. This trend is consistent with an increased average commute times in both the Village and Waukesha County between 1990 and 2014. The U.S. Census estimates that workers in Menomonee Falls averaged travel times of 20.1 minutes in 2000 and 21.9 minutes in 2014. Workers across Waukesha County averaged commute times of 22.2 minutes in 2000 and 24 minutes in 2014.

FIGURE 8
Percent of Commute Trips Over 25 Minutes: 1990-2014



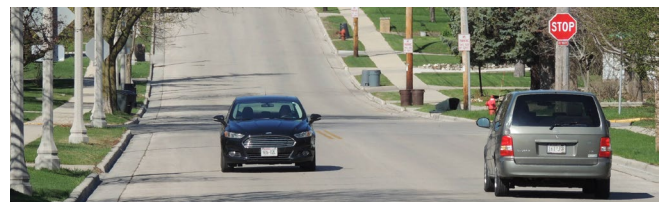
Source(s): 1990, 2000, 2010 Census, American Community Survey 2010-2014, U.S. Census Bureau



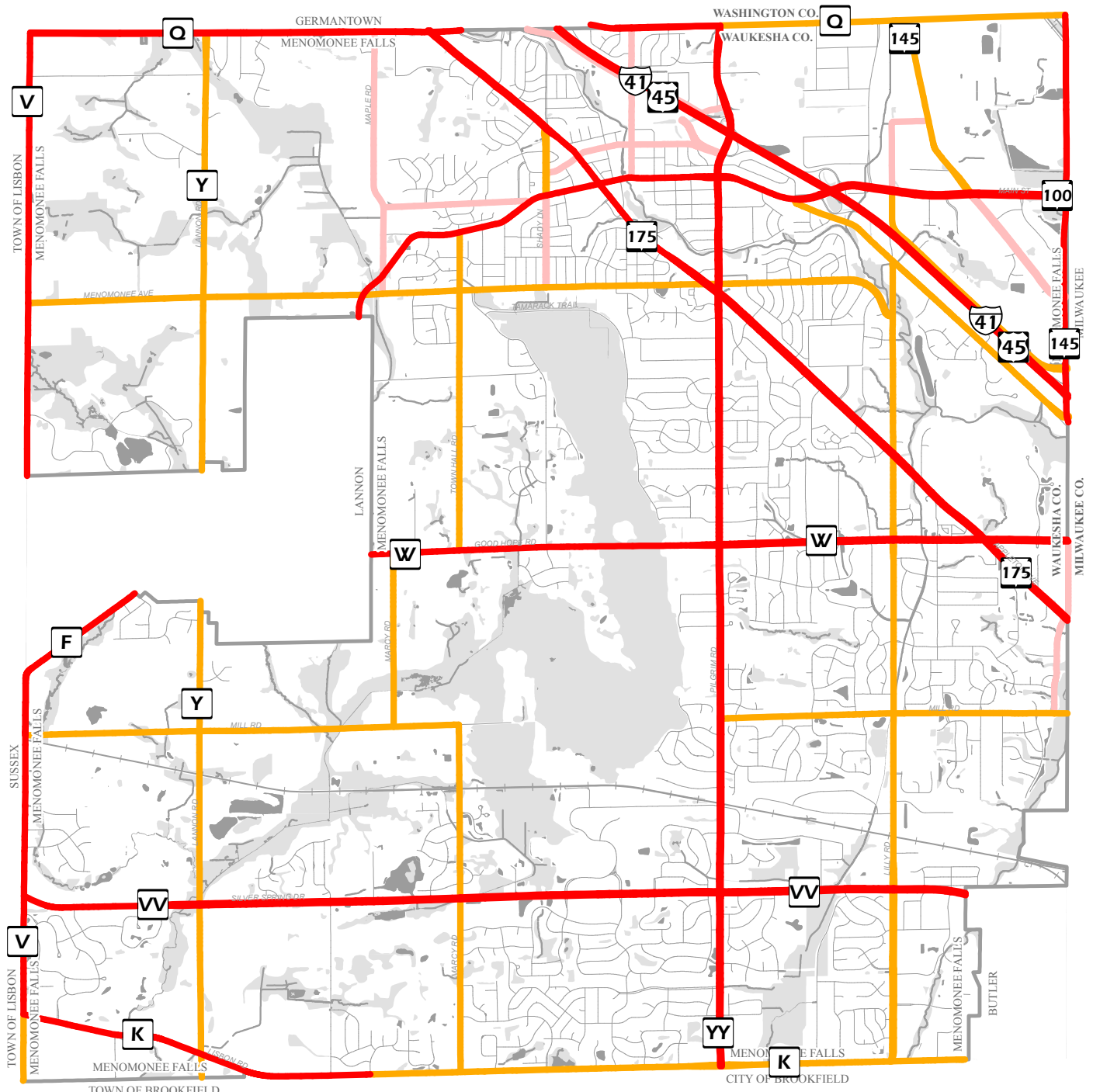
LOCAL ROADWAY CLASSIFICATION

Automobile dependence is an ongoing trend for Menomonee Falls and the region. As a result, the transportation element of this plan emphasizes the need to maintain a sound network of streets. Within this network, streets serve differing purposes based upon location and the land uses they support. The following street classifications are used throughout this plan, and follow the Wisconsin Department of Transportation's classification hierarchy. Menomonee Falls' roadway hierarchy is identified in Map 8.

- **Limited Access Arterials** – Limited access roadways are designed to accommodate traffic moving through the community from one destination to another. They generally carry higher volumes of traffic at higher speeds. Access rights are typically controlled. Interstate 41/ US 45 is an example of a limited access arterial.
- **Primary Arterials** – Primary arterials are designed to accommodate traffic both into and through the community. They serve high intensities of land use, and often have access controlled by egress location restrictions, signalization, or both. Design speeds tend to be over 35 mph in order to efficiently handle the high volumes of traffic. Pilgrim Road is an example of a primary arterial.
- **Minor Arterials** – Minor arterials are also designed to accommodate traffic both into and through the community. They serve high intensities of land use, but may have lower design speeds and greater access to individual parcels. Lilly Road is an example of a minor arterial.
- **Collectors** – Collector streets convey traffic from arterials to local streets. They typically have design speeds of 25 mph to 35 mph, and have fewer access limitations than arterial streets. Water Street is an example of a collector street.
- **Local Streets and Roads** – Local streets and roads are the primary access streets than diffuse traffic into neighborhoods. Local streets and roads tend to have the lowest speed limits and least restrictive access requirements.



MAP 8
Roadway Hierarchy in Menomonee Falls



- **Principal Arterial**
- **Minor Arterial**
- **Collector**
- **Local Road**

Source: DOT
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SUMMARY OF LOCAL TRANSPORTATION INFRASTRUCTURE

Wisconsin's Smart Growth statutes require every plan to provide a summary of transportation modes and infrastructure. The strengths and weaknesses of the local transportation system often dictate land uses, as well as the density and intensity of those uses. Transportation corridors also serve other purposes, such as providing right-of-way for utility corridors. Given this, any planning effort must start with an evaluation of the transportation network that exists today.

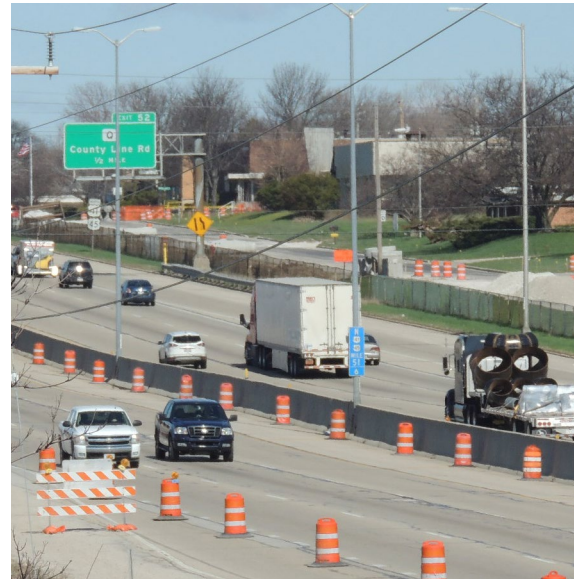
Streets and Highways

The automobile is, and is projected to remain, the dominant means of transportation. Therefore, the greatest numbers of transportation facilities within the community are its streets and highways. Menomonee Falls is well served by its network of arterial streets and highways. This network not only serves, but shapes development of the community.

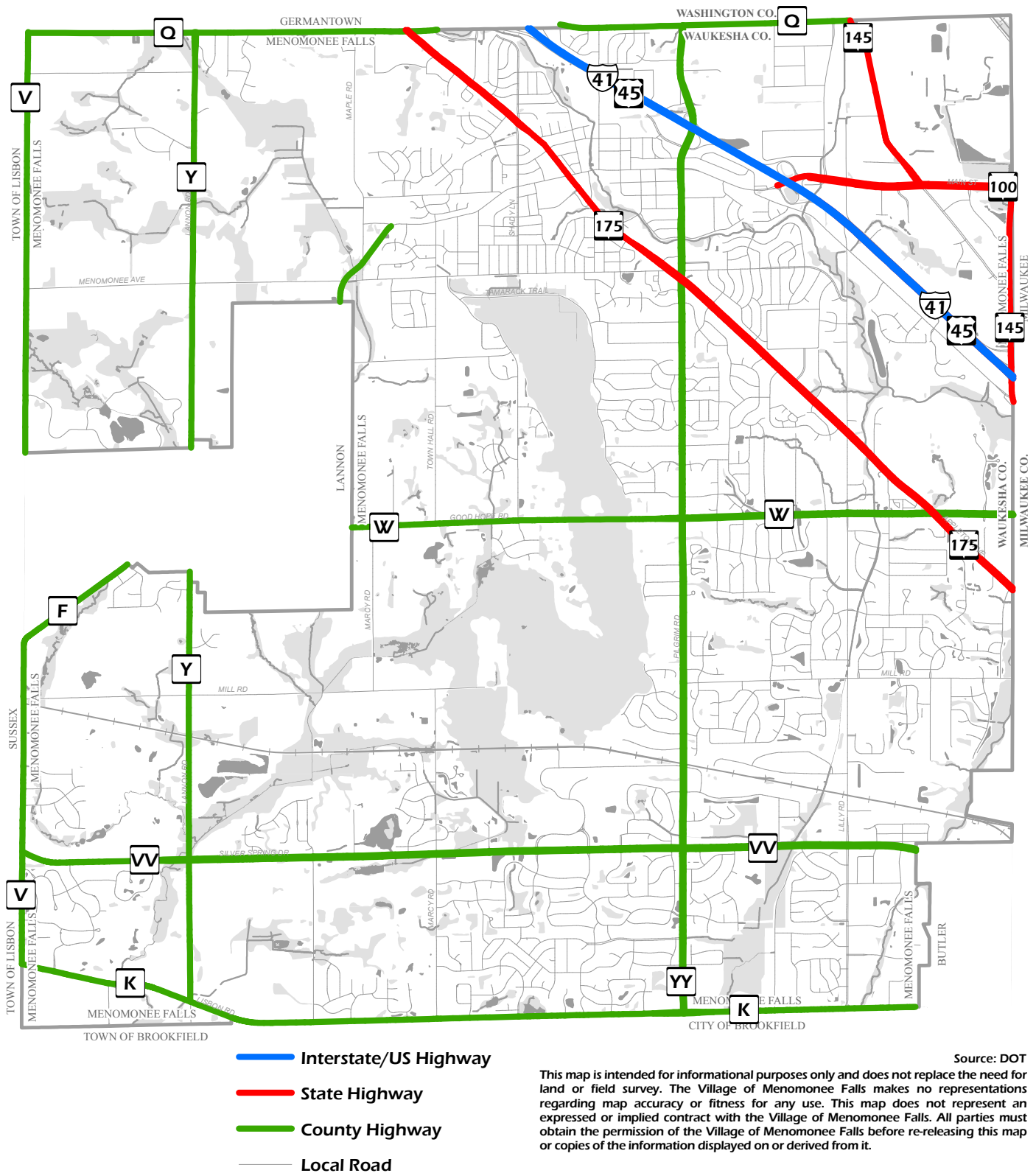
Interstate 41/ US 45 is a limited access arterial that bisects the northeastern quarter of the Village of Menomonee Falls and includes interchanges with County Line Road, Pilgrim Road, Main Street and 124th Street. The interchanges at Good Hope Road and State Highway 175 (Appleton Avenue) are just east of the Village limits.

Primary arterials within the community that are under State jurisdiction include State Highway 175 (Appleton Avenue), State Highway 74/100 (Main Street) and State Highway 145 (Fond du Lac Avenue/124th Street). In addition, primary arterial streets under Waukesha County jurisdiction consist of County Highway YY (Pilgrim Road), County Highway W (Good Hope Road), County Highway Y (Lannon Road), County Highway VV (Silver Spring Drive), County Highway V (Town Line Road), County Highway Q (County Line Road) and County Highway K (Hampton Road and Lisbon Road). Finally, minor arterials include Lilly Road and Menomonee Avenue. These highways are all integral parts of the regional arterial street and highway system and facilitate the movement of traffic. They are aided by a network of collector and minor streets, and provide for the predominant mode of transportation, the automobile.

Menomonee Falls' existing roadway jurisdiction is displayed in Map 9. In 2016, former State Highway 74 (Main Street) moved to Waukesha County jurisdiction from east of Maple Road to Sussex and to Menomonee Falls jurisdiction from east of Maple Road to Interstate 41/US 45.



MAP 9
Existing Road Jurisdiction in Menomonee Falls



Pedestrian and Bicycle

The Village maintains a network of bicycle and pedestrian facilities that support both recreational and utilitarian purposes. The Village's existing sidewalk network is centered in the neighborhoods near the historic core of the community. Sidewalks have also been constructed in new subdivisions and near school sites. Sidewalks and multi-use recreational trails provide walking access along most arterial streets and through several Village parks and recreation areas. The Village is also served by Waukesha County's 14 mile Bug Line Trail. The Bug Line Trail is a ten foot wide paved recreational trail that follows the corridor of the former Chicago, Milwaukee, St. Paul and Pacific Railroad right-of-way. Menomonee Falls is also situated in close proximity to Milwaukee County's 118 mile long Oak Leaf Trail System. The Oak Leaf Trail now extends to 124th street and Dretzka Park along the border between Menomonee Falls and the City of Milwaukee. The recently completed multi-use trail along Fond du Lac Avenue in the Village connects the Menomonee River Trail to the Oak Leaf Trail system.

Bicycle facilities are limited to the existing multi-use trails and corridors with shoulder improvements. The location of existing local pedestrian and bicycle facilities are depicted on **Maps 6 and 7**. Some arterial and collector streets in the Village continue to lack pedestrian and bicycle facilities as of 2015. Complete streets legislation (SS 84.01) passed by the Wisconsin legislature in 2009 requires establishment of bike ways and pedestrian ways on all new highway construction and reconstruction projects funded in whole or in part by state or federal transportation funds. Given the high proportion of arterials under county and state jurisdiction in Menomonee Falls, future transportation projects are likely to incorporate bicycle and pedestrian elements. These accommodations increase access for the working and resident populations that do not drive and increase transportation and recreation choices for all residents.



Oakwood Park



Aviation

Menomonee Falls has no active air transportation infrastructure. Commercial, corporate, and cargo flights depart from nearby General Mitchell International in Milwaukee. Based upon destination and flight schedules, O'Hare International Airport in Chicago is an option for local travelers. Menomonee Falls is also served by corporate and cargo aviation from Waukesha County Airport/Crites Field in Waukesha, Capitol Airport in Brookfield, and Lawrence J. Timmerman Airport in Milwaukee.

Shipping

The Village has no port infrastructure, and is served by the nearby ports of Milwaukee, Kenosha, and Chicago.

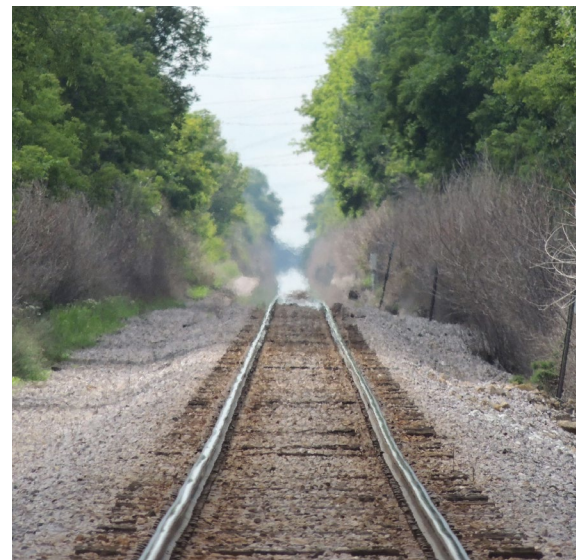
Rail

The Village has rail infrastructure, with an active freight rail line running through the southern portion of the Village. This freight line is owned and operated by the Union Pacific Railroad. The passenger rail corridor between Milwaukee and Minneapolis is located just outside of Menomonee Falls. The closest Amtrak station is located in downtown Milwaukee, with additional stations to the south at General Mitchell International Airport and to the northwest in Columbus, Wisconsin. Commuters to Chicago have the option of using the METRA train, which departs from a downtown terminal in the City of Kenosha.

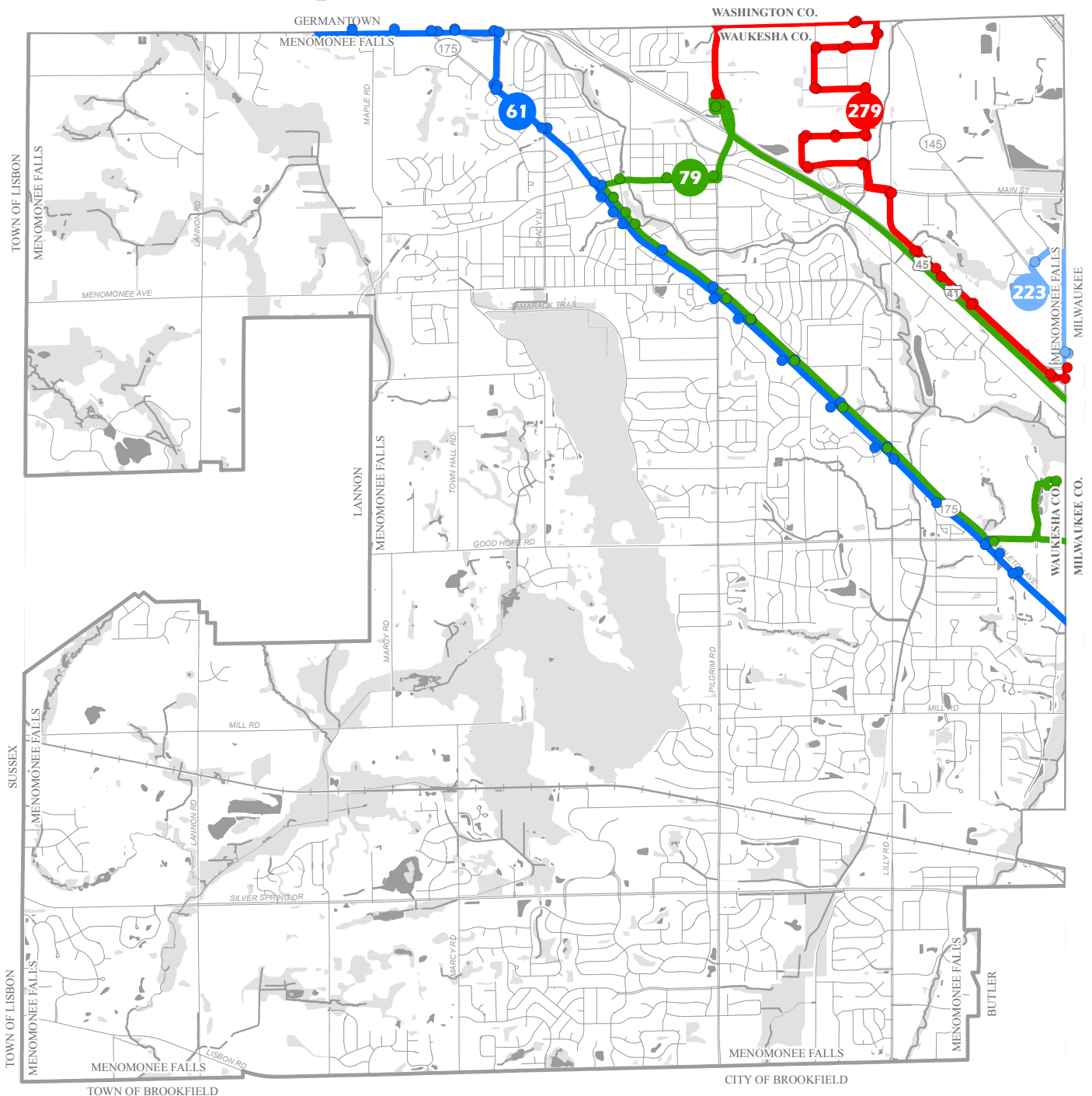
Public Transit

Menomonee Falls is served by the Milwaukee County Transit System (MCTS) which provides bus services via four fixed routes to destinations such as west Appleton Avenue, the northeast Menomonee Falls industrial corridor and the park and ride facilities at Pilgrim Road and Good Hope Road. The routes provide connections to the City of Milwaukee and limited service to the Village of Germantown. WisDOT funds were used to add two of the bus routes which opened in 2014 and 2015. **Map 10** identifies the bus routes serving Menomonee Falls as of the drafting of this plan.

On-call taxi services for the elderly and disabled are provided through the Waukesha County Aging and Disability Resource Center (ADRC). Transportation services are subsidized for adults 65 years of age and older, and for individuals with disabilities who are under the age of 65.



MAP 10 Bus Transit Service in Menomonee Falls



- Route 61
- Route 79
- Route 223
- Route 279

Source: MCTS

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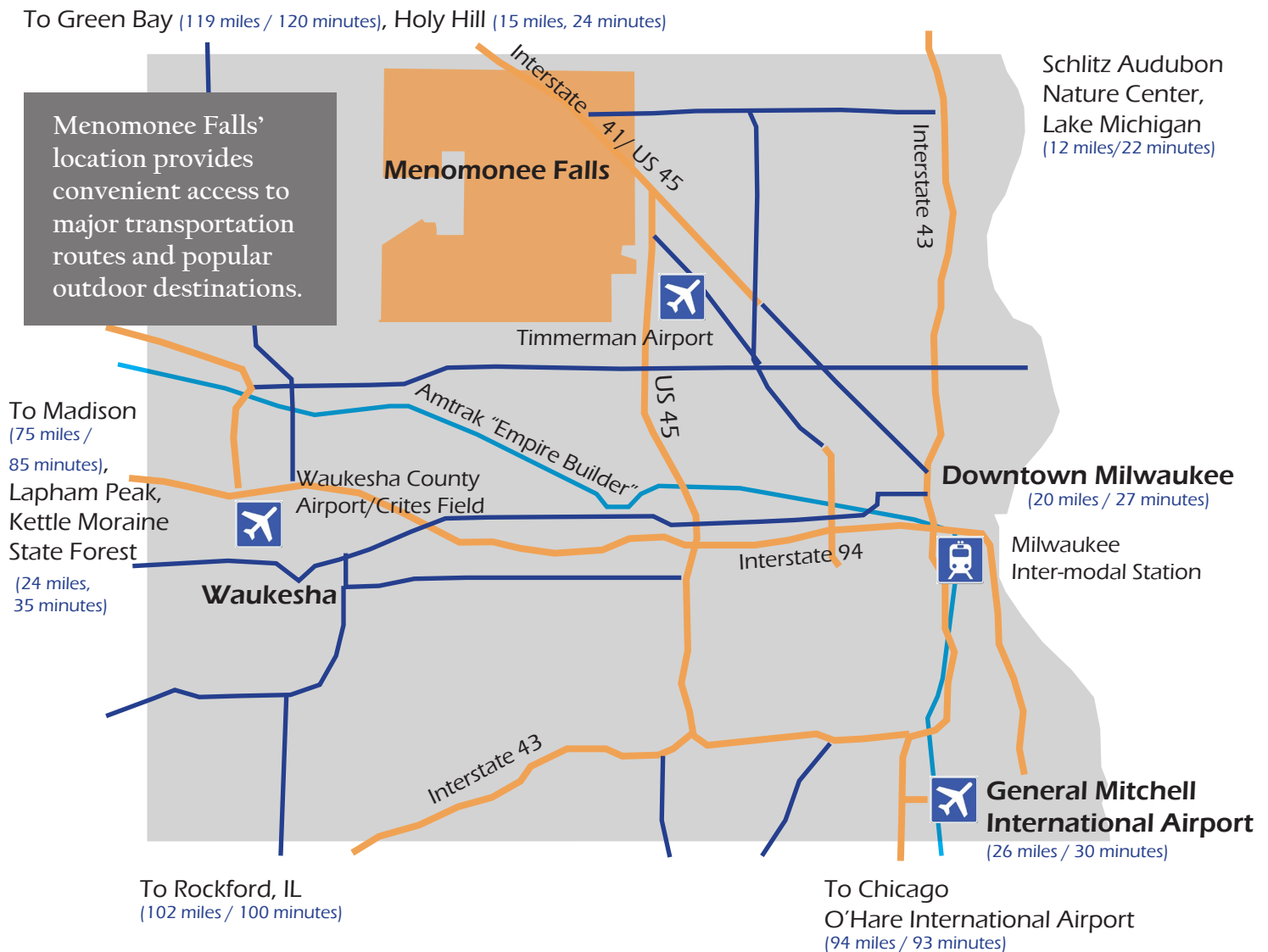
Datum: North American Datum, 1927



The Waukesha County ADRC Ride Line Program provides accessible transportation for seniors who require wheelchairs or other mobility aides. The Village of Menomonee Falls also offers a daytime senior shuttle bus service for residents 60 years and older who ambulate independently. Express coach bus service to Menomonee Falls is provided by a number of carriers, although none have scheduled stops within the Village. Scheduled service by carriers such as Badger, Greyhound and Lamers is provided to area park and ride facilities.

Two park and ride lots serve the Village of Menomonee Falls. The Interstate 41/ US 45 and Pilgrim Road lot is located in the Village of Menomonee Falls, north of Interstate 41/ US 45, on the west side of Pilgrim Road. The Good Hope Road lot is located on the south side of Good Hope Road west of Interstate 41/ US 45. MCTS provides local and express “Freeway Flyer” routes in addition to the Milwaukee-Waukesha County connection weekday routes provided by Coach USA, a Waukesha County service. **Figure 9** indicates the travel time and distance between Menomonee Falls’ Village Centre and selected regional destinations.

FIGURE 9
The Village of Menomonee Falls’ Regional Transportation Context





LAND USE

The land use element of the Comprehensive Plan is a statement setting forth a community's major objectives concerning the desirable physical development of the area. The land use element serves to guide future development and redevelopment of public and private property in Menomonee Falls and its extra-territorial planning area. It consists of recommendations for the type, amount and spatial location of various land uses required to serve the needs of Village residents through the year 2030. This element is intended to be used as a means to help guide the physical development of the community into an efficient and attractive pattern and to promote the public health, safety and general welfare. It provides a means of relating day-to-day development decisions to long-range development needs and objectives, helping to ensure that today's decisions lead to long-term goals for the future.

The land use element for the Village of Menomonee Falls was designed to achieve the Village's land use objectives, which reflect broadly held attitudes and preferences of Village residents. These preferences were derived from the public opinion survey and workshops conducted during the 2008 *Comprehensive Plan* process. In addition, other planning objectives, including those set forth in County and regional plans, were taken into consideration.

The Comprehensive Plan seeks to maintain what are perceived to be the best attributes of the Village, while accommodating moderate urban growth. The plan seeks to achieve an attractive, and functional urban development pattern which can be efficiently provided with basic urban services and facilities, to maintain and preserve the most important environmental resources of the Village and to retain and enhance the Village's natural beauty and cultural heritage.



Woodland Prime Corporate Park

EXISTING LAND USES

The existing land use map is based on a SEWRPC land use inventory which was updated in 2010. These uses are broken out into an extensive list of land covers that may result in parts of any individual parcel falling into different categories. For example, a forty-acre parcel might contain 35 acres of crop land and five acres of wetland. This would be reflected in the land use inventory.

The Village of Menomonee Falls covers an area of approximately 21,320 acres. Residential land uses, totaling 5,705 acres, make up 26.8% of the total area of the Village. This development is overwhelmingly comprised of single-family subdivisions with a suburban character, and is concentrated in the eastern half of the Village. Two-unit and multi-family residential uses cover 382 acres, or just under two percent of the Village's land area.



Commercial uses cover 716 acres, and industrial uses cover 1,046 acres within the Village. Commercial uses tend to be located along Appleton Avenue and along Main Street near the US 41/45 interchange. Industrial uses are mostly located north of Interstate 41/ US 45 and in the southeastern part of the Village, along Silver Spring Road and bordering the Village of Butler.



Agricultural and other open lands make up 25.9% of land uses in the Village. These include crop land, pasture land, orchards, nurseries and other agricultural uses. Together, these total 5,530 acres of the Village. With only a few exceptions, these uses are located in the western half of the Village.



Woodlands and wetlands cover 4,371 acres, or 18.9% of the Village's land area. Surface water covers 204 acres. These uses include the Tamarack Preserve, a significant natural feature located at the center of the community. Development is unlikely to occur in these areas. Public and private recreational lands make up another 4.4% of the land area, or 931 acres.



Existing Village land uses are quantified in Table 25 and displayed in Map 11.

TABLE 25
2010 Land Uses in the Village of Menomonee Falls

Land Use Category	Acres	Percent of Total
Single Family Residential	5,323	25.0%
Two-Family & Multi-Family Residential	382	1.8%
Agricultural and Other Open Lands	5,530	25.9%
Commercial	716	3.4%
Industrial	1,046	4.9%
Extractive	16	0.1%
Transportation, Communication, and Utilities	2,370	11.1%
Governmental & Institutional	375	1.8%
Recreational	931	4.4%
Wetlands	3,281	15.4%
Landfill	394	1.9%
Woodlands	753	3.5%
Surface Water	204	1.0%
Total	21,320	100.0% ¹

¹ Due to rounding, the sum of individual land use category percentages adds up to 100.2

Source: Southeastern Wisconsin Regional Planning Commission

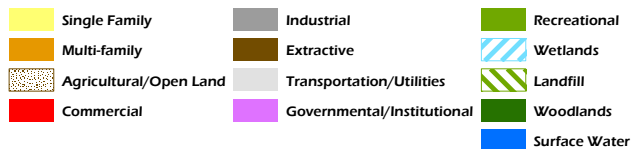
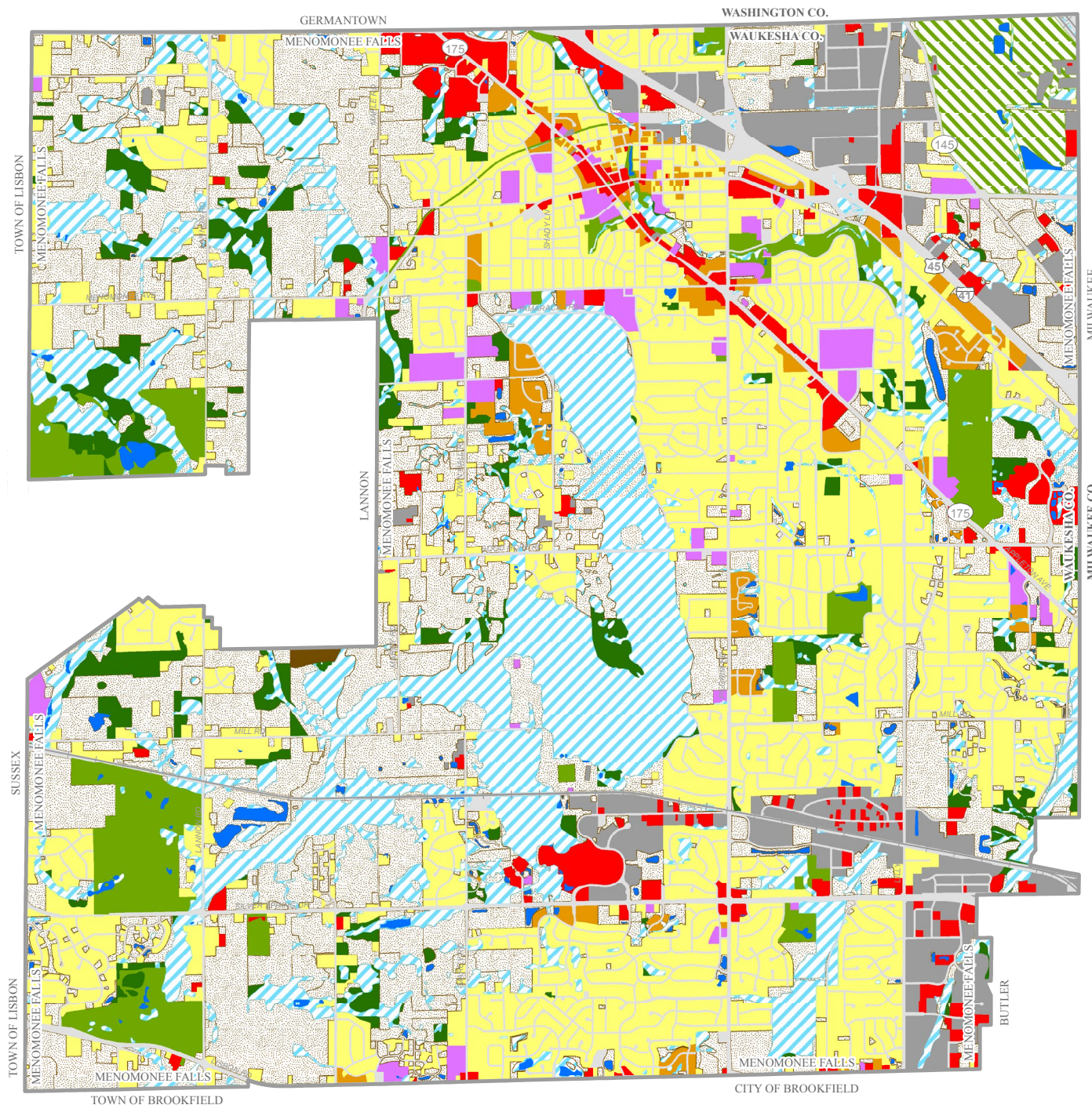
LAND SUPPLY & OPPORTUNITIES FOR REDEVELOPMENT

The Village of Menomonee Falls contains a great deal of land which would be suitable for development. This includes some infill sites in the eastern half of the Village, but is primarily made up of agricultural land in the western half. Any future development plans for these areas should take into consideration the availability of infrastructure and other public services.

The Village has identified locations in which to promote redevelopment and is committed to maintaining the vitality of its urban core. These include portions of Main Street east of Appleton Avenue, which were addressed in the 2008 *Comprehensive Plan's* Northeast Area Plan.



MAP 11
2010 Land Use in Menomonee Falls



Source: SEWRPC
 This map is intended for informational purposes only and does not replace the need for land or field survey. The Village of Menomonee Falls makes no representations regarding map accuracy or fitness for any use. This map does not represent an expressed or implied contract with the Village of Menomonee Falls. All parties must obtain the permission of the Village of Menomonee Falls before re-releasing this map or copies of the information displayed on or derived from it.

Map Accuracy: National Map Accuracy Standards

Coordinate System: State Plane Coordinate System

Datum: North American Datum, 1927





ECONOMIC DEVELOPMENT

Menomonee Falls is an important partner with other communities and regional economic development organizations in promoting local economic vitality. In the 2008 *Comprehensive Plan*, the Village committed to creating a desirable environment for business retention and expansion through the following strategies:

- **Promoting a high quality community for residents and businesses**
- **Creating a more diverse job base**
- **Stabilizing and expanding a diverse tax base**

Menomonee Falls offers many advantages for businesses. With close proximity to the City of Milwaukee and excellent access to Interstate 41/ US 45, Interstate 94 and Interstate 43, Menomonee Falls' business climate is positioned to prosper. In addition, the Village provides appealing community amenities, including rural character, natural areas and quality educational opportunities that attract skilled workforce needed by existing and new businesses.

Job creation, tax rate stabilization and tax base expansion are important factors in meeting the increasing demand for local services. New businesses and resulting jobs can generate additional tax base for Menomonee Falls to help pay for services, but a healthy and diverse economic environment can have more far reaching implications than just fiscal benefits. Business expansion can lead to more diverse opportunities for the Village's residents. Employment options within the Village may result in shorter commutes and fewer vehicle trips, which have both social and environmental benefits for Village residents. When integrated with transportation, land use and utility elements of a comprehensive plan, economic development policies can promote an efficient pattern of growth that supports the "sense of place" in Menomonee Falls.

ECONOMIC INDICATORS

Recent indicators suggest that both the local and regional economies are gaining strength. Household income data for Menomonee Falls and comparison communities is displayed in **Table 26**. Growth in household income has been relatively robust between 2000 and 2014. With 27.6 percent growth during the period, the growth rate for median household income in Menomonee Falls was the second highest among all comparison communities. This data suggests that, compared to residents in other local municipalities, Menomonee Falls residents have weathered the recent period of national recession and economic stagnation well. As a result, many Village residents are well-positioned to purchase local goods and services, make improvements to local properties and invest in the future development of Village businesses.

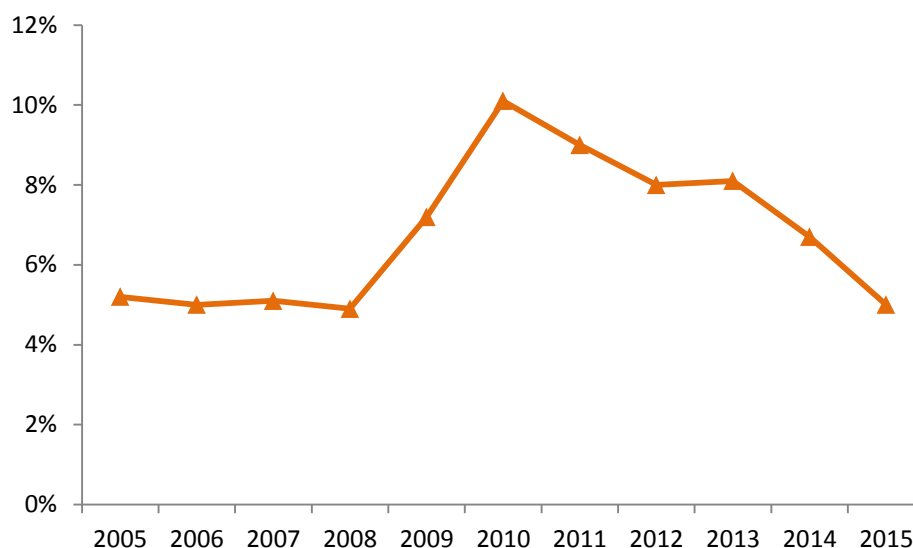
TABLE 26
Median Household Income for Menomonee Falls and Area Communities: 2000-2014

	2000	2010	2014	Percent Change 2000-2014
Village of Menomonee Falls	\$57,952	\$68,677	\$73,936	27.6
City of Brookfield	\$76,225	\$86,791	\$91,485	20.0
City of Franklin	\$64,315	\$78,349	\$73,122	13.7
Village of Germantown	\$60,742	\$70,987	\$74,865	23.3
City of Mequon	\$90,733	\$107,429	\$106,813	17.7
City of Muskego	\$64,247	\$82,466	\$83,033	29.2
City of New Berlin	\$67,576	\$75,695	\$74,203	9.8
City of Oak Creek	\$53,779	\$66,336	\$64,570	20.1
Village of Sussex	\$60,283	\$74,363	\$73,958	22.7
City of Milwaukee	\$32,216	\$35,921	\$35,489	10.2

Source: 2000 Census, American Community Survey 2006-2010 and 2010-2014 five-year estimates, United States Census Bureau

In the last few years, regional employment levels have also rebounded, indicating an improving economic climate across the greater Milwaukee area. **Figure 10** displays the regional unemployment rate between 2005 and 2015. According to the Bureau of Labor Statistics, the unemployment rate for the Milwaukee metropolitan area peaked in 2010 above 10 percent and has slowly declined since then. At 5 percent, regional unemployment levels in early 2015 have almost returned to pre-recession levels. **Table 27** shows the annual growth rate for the five sectors that employ the largest proportion of Menomonee Falls' resident workforce. The data show significant job declines across the region from 2008 to 2010 and a rebound in job growth in the most recent years. Job growth in the Education and Health Services sector (the largest employment sector for the Menomonee Falls workforce) has been the strongest. Growth in the manufacturing sector, which is the second largest employer for the local workforce, was negative through 2010, but has stabilized in recent years. Job growth trends in other sectors have been mixed.

FIGURE 10

Average Annual Unemployment Rate in the Milwaukee-Waukesha-West Allis MSA: 2005-2015

Source(s): Bureau of Labor and Statistics, Local Area Unemployment Statistics

TABLE 27

Percent Annual Job Growth in Select Industry Sectors in the Milwaukee-Waukesha-West Allis MSA: 2004-2015

	Education and Health Services	Manufacturing	Retail Trade	Professional, Scientific & Management Services	Finance, Insurance & Real-Estate	Total Nonfarm Employment
2004	2.2	-1.8	4.3	1.3	-0.5	0.2
2005	1.6	-.04	-.02	3.2	-1.1	1.0
2006	3.0	-.02	-.05	2.7	0.7	1.2
2007	1.8	0	1.2	3.0	0.7	0.8
2008	1.9	-1.8	1.7	-0.1	0	-.05
2009	2.1	-13.1	0	-10.6	-2.2	-5.0
2010	1.1	-2.6	4.2	3.6	-3.0	-.09
2011	-1.4	3.7	-2.5	4.9	-2.2	0.7
2012	1.9	2.2	-2.6	3.7	-1.5	0.9
2013	3.1	0.2	0.5	3.3	0	1.5
2014	3.1	0.4	1.2	0.8	0	1.2
2015	3.2	-2.3	-0.3	6.0	1.5	1.2

Source: Bureau of Labor Statistics, Midwest Information Office, Milwaukee-Waukesha-West Allis, WI Economy at a Glance

STRENGTHS FOR ATTRACTING AND RETAINING BUSINESS

Menomonee Falls seeks to attract new businesses as well as to retain and expand its existing industrial base. The Village has many resources and advantages it can offer as a business location. The future economic vitality of the Village depends on the continued reinforcement of these strengths.

Relationship to Regional Transportation Infrastructure

Menomonee Falls' accessibility to transportation and its central location within the Milwaukee region are important advantages for the local business community. The Village is located in the northwestern Milwaukee metropolitan area, with easy access to Interstates 94 and 43, via Interstate 41/ US 45 and State Highway 100. The freeways provide direct access to downtown Milwaukee and the remainder of the region, as well as to other population centers including Chicago, Madison, Minneapolis and Green Bay. Local businesses surveyed in preparation for the 2008 *Comprehensive Plan*, also placed importance on interstate proximity as a location strength. In addition, Menomonee Falls is approximately 25 miles from General Mitchell International Airport, making commercial and cargo travel relatively convenient. To a lesser extent, the Port of Milwaukee offers local industries worldwide shipping opportunities.



photo courtesy of Nancy Greifenhagen

Local Labor Supply

Menomonee Falls benefits from its location in a region that is once again experiencing population and housing growth, representing a continuing source of labor. Convenient commuting patterns and proximity to a diverse mix of housing options also support this strength.

Low Property Taxes

Property taxes in Menomonee Falls are lower than equalized rates for many other communities within the surrounding counties. Table 28 identifies gross property tax rates for area communities in 2015. Property taxes do not typically play a significant role in business location decisions, except in cases where a significant differential exists.

TABLE 28
Gross Equalized Property Tax Rates in Menomonee Falls and Area Communities: 2015

	*Average Equal Rate per \$1,000
Village of Menomonee Falls	\$19.04
City of Brookfield	\$18.50
City of Franklin	\$25.77
Village of Germantown	\$20.80
City of Mequon	\$16.82
City of Muskego	\$18.00
City of New Berlin	\$19.17
City of Oak Creek	\$24.08
Village of Sussex	\$17.42
City of Milwaukee	\$30.59

* Note: Several comparison communities, including Menomonee Falls, have multiple property tax rates because they are split between multiple school districts.

Source: Public Policy Forum, Southeastern Wisconsin Property Taxes - 2015

Natural Resources

The number of natural resource amenities that contribute to the quality of life in Menomonee Falls are also a strength for economic development. Facilities such as the Tamarack Preserve, Menomonee Park and the Bugline Trail bolster the community's active lifestyle. As Menomonee Falls recruits and retains businesses, natural amenities should be emphasized, as the scenic setting, agricultural character and passive recreational opportunities of the landscape represent a drawing card for workforce relocation and retention.

Local Infrastructure

The Village has a well-developed water infrastructure with no capacity issues. Unlike some areas of Waukesha County, there are no issues with radium in the municipal water supply. Currently, the entire eastern half, and the southern quarter of the western half of the Village of Menomonee Falls has sanitary sewer service. The remaining portions are either undeveloped or operating on private septic systems. The Village has negotiated agreements with other governmental entities to send its sewage to wastewater treatment facilities located in other communities. The eastern and northern portions of the Village fall within the Milwaukee Metropolitan Sewerage District. The western portion of the Village falls within the Village of Sussex Sewer Service Area.



Educational Resources

Menomonee Falls' high educational attainment represents a skilled workforce capable of supporting highly technical fields. The Village is located within two school districts. The Hamilton School District is located in the southern portion of the Village and the Menomonee Falls School District is generally located in the north. Both districts have standardized test scores above state and national averages in all subjects and all grade levels. In addition to public school districts, Menomonee Falls is home to several private schools. The Village benefits from its proximity to Waukesha County Technical College, Milwaukee Area Technical College, the University of Wisconsin Milwaukee, Marquette University and Milwaukee School of Engineering. Access to these institutions aids Menomonee Falls' efforts to attract its skilled work force.

Purchasing Power

Menomonee Falls benefits from a residential base that is growing in both size and wealth. Theoretically, strong purchasing power is a result of these high income levels and increased discretionary purchasing power. Strong purchasing power can be attractive to potential retail and service businesses as it indicates that there is an immediate pool of consumers.

Public Support for Economic Development

The Village maintains an active Community Development Authority (CDA) to promote economic development Village-wide. The CDA and Village Board have taken steps to support local business expansion, along with redevelopment and enhancement projects in the community. Menomonee Falls also created a business improvement district (BID) in 1993 to promote the Village Centre. The BID is involved in marketing and development projects within the BID boundary.



WEAKNESSES FOR ATTRACTING AND RETAINING BUSINESS

The following is a discussion of some of the weaknesses of Menomonee Falls as a business location identified for the 2008 *Comprehensive Plan*. The Village will benefit from identifying long-term economic development strategies that take these issues into account.

Infrastructure Limitations and Transportation Challenges

While most of the Village is covered by existing water and sewer infrastructure, portions of the western half of the Village do not have immediate access to sewer service. Little commercial or industrial development can occur on these sites without access to sewers. Industrial sites requiring airport access are readily available in other communities located closer to Mitchell International Airport. Limited public transportation (passenger rail or bus service) is offered to the Village. Heavy truck traffic is considered detrimental to redevelopment of the Village Centre.

Aging Population

A large proportion of Menomonee Falls' labor force population is nearing retirement. As Menomonee Falls' population ages, it is anticipated that there may be less disposable income from this portion of the population. Household spending typically declines at retirement, with reductions resulting mainly from lower work-related expenses and from the substitution of home production for consumption spending (for example, home-cooked meals instead of restaurant meals). Households may also experience an unexpected decline in consumption at retirement because they failed to anticipate their retirement needs. This may impact future spending potential for retail goods and services.

Availability of Prime Land Sites

There is a limited supply of large undeveloped sites in business parks near Interstate 41/ US 45.

Small Base of Office Uses

While the image of Menomonee Falls as an office location is improving, Menomonee Falls does not yet have a critical mass of space users and support services to be recognized as the preferred office location in the region.

Competitor Presence

There are three strong regional retail agglomerations (Brookfield Square Mall, Mayfair Mall, and Bayshore Town Center) all within twelve miles of the Village. These competitors make it difficult to attract regional retail centers or tenants to Menomonee Falls.

Changing Shopping Patterns and Preferences

Some properties on the Main Street and Appleton Avenue corridors have not regularly modernized to remain attractive as retail or office business locations. Physical development constraints, and under-utilized or disconnected uses, limit the appeal of this location as a shopping destination. The downward shift in the relative appeal of the Main Street Corridor is indicated by high vacancies, low rents, and lower investment in maintenance and physical enhancements.



LOCAL AND REGIONAL ECONOMIC DEVELOPMENT PROGRAMS

There are several local agencies and programs that could potentially help Menomonee Falls achieve economic development goals and objectives.

- **Menomonee Falls Community Development Authority (CDA)** provides economic and community development services to the Village. Community development programs and activities are offered through this body to assist with the expansion of existing businesses and new start-ups, including Tax Incremental Financing, Local Revenue Bonds, the Economic Development Master Fund (available in the Village Centre) and a Revolving Loan Fund (available Village-wide).
- **Menomonee Falls Chamber of Commerce** provides programs and services to assist members within the Village. The Chamber offers many benefits to support the progress and development of the community, ranging from marketing assistance and business counseling to relocation and community profile information. Additional information regarding the Menomonee Falls Chamber of Commerce can be found at fallschamber.com.
- **Milwaukee 7** was formed to create a regional, cooperative economic development platform for the seven southeast Wisconsin counties: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Waukesha and Washington. Their goal is to attract, retain and grow diverse businesses and talent. Additional information regarding the Milwaukee 7 Economic Development Campaign can be found at mke7.com.





- **Forward Wisconsin** is a joint public/private organization focused on marketing the State of Wisconsin and recruiting new businesses to foster economic activity throughout the state. The organization markets Wisconsin's positive business climate in an effort to entice new industry and a talented workforce, and to increase the economic base of the state. Forward Wisconsin offers confidential business consulting services on a no-cost basis to ensure continued positive health and growth of the state's economy. Additional information regarding Forward Wisconsin can be found at www.forwardwi.com.
- **Wisconsin Economic Development Corporation (WEDC)** is a public-private entity formed in 2011 to drive business development in Wisconsin. The WEDC works collaboratively with economic development partner organizations, educational institutions and other government agencies to help businesses and communities in Wisconsin take advantage of new opportunities for growth and job creation through innovative, market-driven programs. Additional information regarding the Wisconsin Economic Development Corporation can be found at inwisconsin.com.
- **Wisconsin Economic Development Association (WEDA)** is a statewide non-profit organization focused on Wisconsin's economic growth. WEDA works with both public and private sectors to promote economic development initiatives and has developed a strong membership base by serving as a legislative liaison and offering professional development services to its members. Additional information regarding WEDA can be found at www.weda.org.
- **Wisconsin Women's Business Initiative Corporation (WWBIC)** is an economic development corporation that offers financial, technical and educational assistance to entrepreneurs. WWBIC's mostly focuses on minorities and individuals with limited economic means for their entrepreneurial support. The WWBIC serves as a mentor to these business owners and offers continuous consulting and educational development services to promote their success. Additional information regarding the WWBIC can be found at www.wwbic.com.



UTILITIES & COMMUNITY FACILITIES

This section of the Comprehensive Plan reviews current and future issues related to water treatment and supply, sanitary treatment, emergency services, schools and other utilities or community facilities.

SANITARY SEWER

Eastern and northern portions of the Village of Menomonee Falls are served by the Milwaukee Metropolitan Sewerage District (MMSD). Some of the southwestern portion of the Village is covered by the Village of Sussex sewer service area and a small area along the southern border is covered by the City of Brookfield sewer service area. Services have not been extended to much of the western half of the Village, where most existing development is on private well and septic systems.

The Village's current sewer capacity is 20.8 million gallons per day (MGD) with a current average flow of 2.7 MGD. The capacity of those areas served by MMSD is 19.51 MGD. Current flow in those areas is 2.28 MGD.

Current projects in the sanitary sewer system include construction of a lift station in Section 31. Future projects will include rehabilitation of sanitary sewers to prevent clear water from entering the system. These projects will be conducted to comply with the MMSD Capacity, Management, Operation and Maintenance (CMOM) Program and with stipulations from the Wisconsin Department of Justice based on a recent State lawsuit.

WATER SUPPLY

The Village of Menomonee Falls is split almost evenly by the sub-continental divide. Water falling west of the divide goes into the Fox River Watershed and eventually into the Gulf of Mexico via the Mississippi River. Water falling on the east side goes into the Menomonee River watershed and flows into the Great Lakes. Current regulations restrict use of Lake Michigan's water to areas east of the divide that are within the Lake's watershed. Areas west of the divide must rely on wells, and in many areas the groundwater supplies are becoming depleted. Under current regulations the communities straddling the divide can request a water diversion from Lake Michigan, but would have to prove they have "no reasonable water supply alternative" including conservation. The community would also need to return an equal amount of treated wastewater to the lake using expensive pumping systems. Lack of access to Lake Michigan water could be a significant limitation on development in areas west of the divide.

The Village's current water supply capacity is 12.7 MGD. Current average water demand for the Village is 3.3 MGD, with a peak demand of 5.7 MGD. The capacity for those areas supplied by surface water is 8.94 MGD, with an average demand of 2.92 MGD, and a peak demand of 4.97 MGD. The capacity for those areas supplied by groundwater sources is 3.75 MGD, with an average demand of 0.42 MGD, and a peak demand of 0.74 MGD.

Recent projects in the water system include construction of a new well to increase pressure for a significant part of the Taylor's Woods subdivision. The Village is focusing on expanding its water distribution system in the groundwater area in order to build redundancy through looping of water mains, construction of additional wells and construction of a new water tower.



STORM WATER

The Village is continuously planning and budgeting for storm water projects to address poor drainage and flooding issues. These projects typically include the removal and replacement of defective curb and gutter and driveway approaches, the installation of appropriately sized storm sewers to eliminate poor drainage and detention to control run off.

Village storm water ordinances have been put in place to assure that new development does not cause additional flooding problems.



SOLID WASTE DISPOSAL & RECYCLING

Residential garbage removal and recycling services in the Village are performed by Waste Management, a private company. Waste Management operates three sites in the Village, along with others in the Milwaukee metro area.

POWER GENERATING PLANTS & TRANSMISSION LINES

Menomonee Falls is served by the American Transmission Company (ATC) and We Energies. Due to Homeland Security concerns, details regarding the electric grid are not made available to the general public.

SCHOOLS

The School District of Menomonee Falls serves most of the eastern and northern parts of the Village. It has four elementary schools (Benjamin Franklin, Shady Lane, Valley View, and Riverside), a middle school and a high school. The Hamilton School District serves the southwestern portion of Menomonee Falls, along with the Villages of Lannon, Sussex, Butler and the Town of Lisbon. One elementary school and the District's optional half-day 4-year-old kindergarten program are located in Menomonee Falls. In addition to the public school systems in Menomonee Falls, there are eight private and parochial schools that serve the Village.

During the 2014-2015 school year the Menomonee Falls School District had an enrollment of 1,859 elementary school students, 869 middle school students, and 1,376 high school students. In the same period, the Hamilton School District had an enrollment of 2,242 elementary school students, 1,047 middle school students, and 1,412 high school students.



Menomonee Falls High School



Hamilton High School



FIRE & RESCUE

The Village of Lannon Fire Department consolidated with the Village of Menomonee Falls Fire Department in 2014. All administrative, fire, and medical emergencies are now handled by the Menomonee Falls Fire Department. As a result of the consolidation, the Lannon Fire Station has been decommissioned. The fire fighters and equipment from the Lannon station have been distributed within the Menomonee Falls fire stations. The Village constructed two new fire stations in the northwest and southwest portions of the Village in 2015. The station constructed in the northwest portion of the Village replaces a fire station operating out of a building constructed in 1930, which could not accommodate the modern needs of the Fire Department. The Fire Station constructed in the southwest portion of the Village was built to accommodate recent and projected growth in this area. The Fire Department is staffed by 16 full-time employees, 54 part-time employees and 51 volunteers.



POLICE

The Menomonee Falls Police Department is composed of 58 full-time sworn police officers, 7 civilian support personnel and 10 part-time police aides. The Police Department is located in the Municipal Building on Pilgrim Road.



CEMETERIES

Cemeteries within the Village of Menomonee Falls include Union Cemetery, St. Paul Cemetery, Emmanuel Community Church Cemetery, St. Mary's Cemetery, St. Anthony's Cemetery and St. James Cemetery.

PLACES OF WORSHIP

Menomonee Falls is home to a diverse faith base that opens its doors to residents and visitors. There are traditional services available to those seeking that environment, however, a number of special ministries and programs are also available that are tailored to the youth and elderly demographics. There are over 20 places of worship for residents and visitors to select from.



LIBRARIES

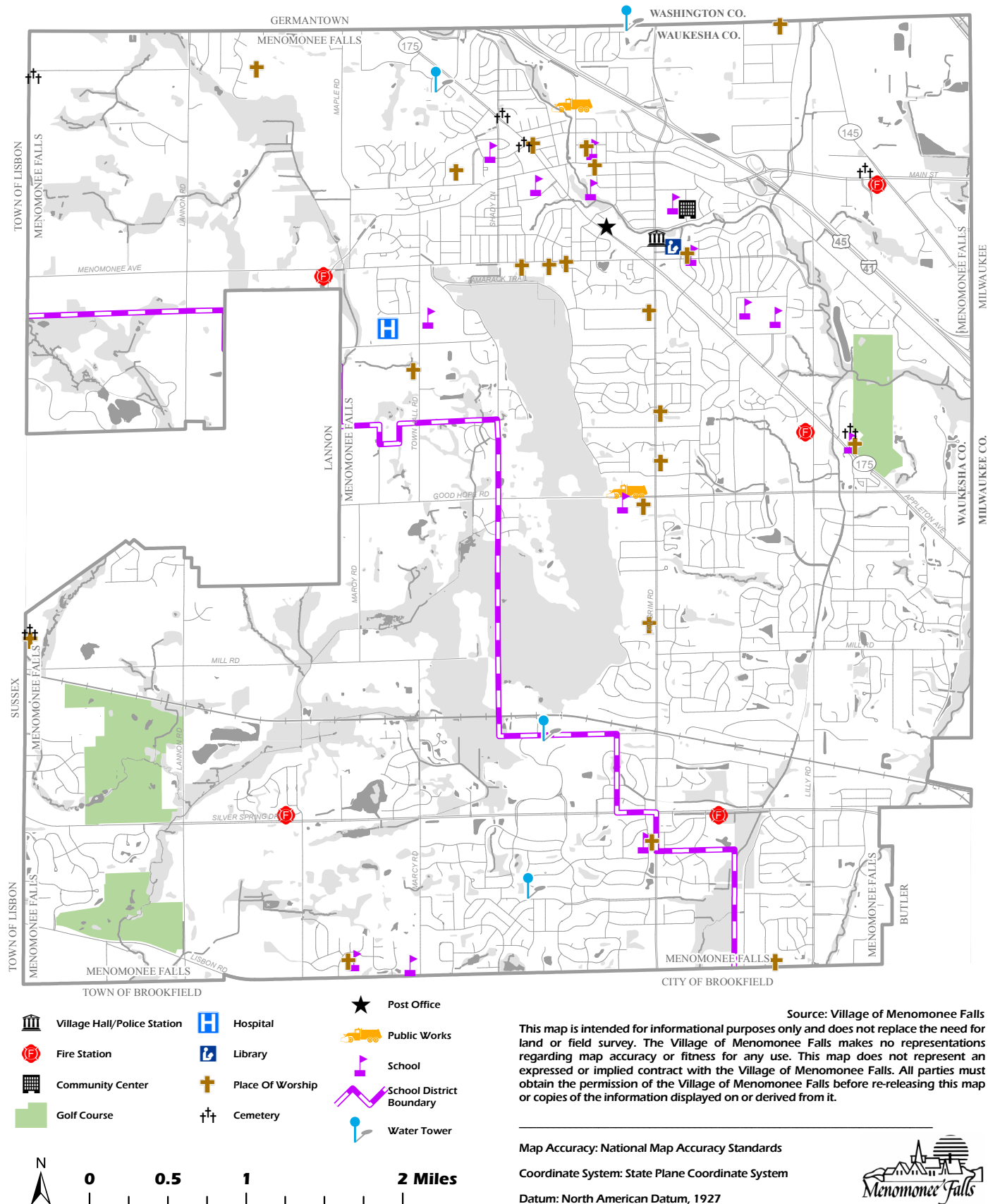
The Menomonee Falls Public Library is located adjacent to the Municipal Building on Pilgrim Road. The 50,000 square foot library's collection contains approximately 105,000 volumes.



OTHER COMMUNITY FACILITIES

The Menomonee Falls Community Education and Recreation Department operates a community center on Margaret Road. The Village operates the Municipal Building on Pilgrim Road (including Village offices, the police department, and library), several utility buildings and two Public Works facilities for Village vehicles.

MAP 12
Community Facilities in Menomonee Falls





At over 33 square miles, the Village of Menomonee Falls encompasses a diverse patchwork of natural, rural and built landscapes. This section includes a discussion of environmental features and constraints, agricultural uses, historic properties and the cultural resources in the community

NATURAL RESOURCES INVENTORY & ANALYSIS

The Village contains approximately 3,480 acres of primary environmental corridors. These corridors generally lie along stream valleys and lakes, containing almost all of the best remaining wetlands, woodlands and wildlife habitat areas, as well as most of the streams and associated flood lands. Secondary environmental corridors are located along small perennial and intermittent streams. An estimated 271 acres of secondary environmental corridors are found in Menomonee Falls. These corridors contain a variety of resource elements, often being remnants of primary environmental corridors that have been partially converted to intensive urban or agricultural use. Secondary environmental corridors facilitate surface water drainage and maintain pockets of natural resource features.

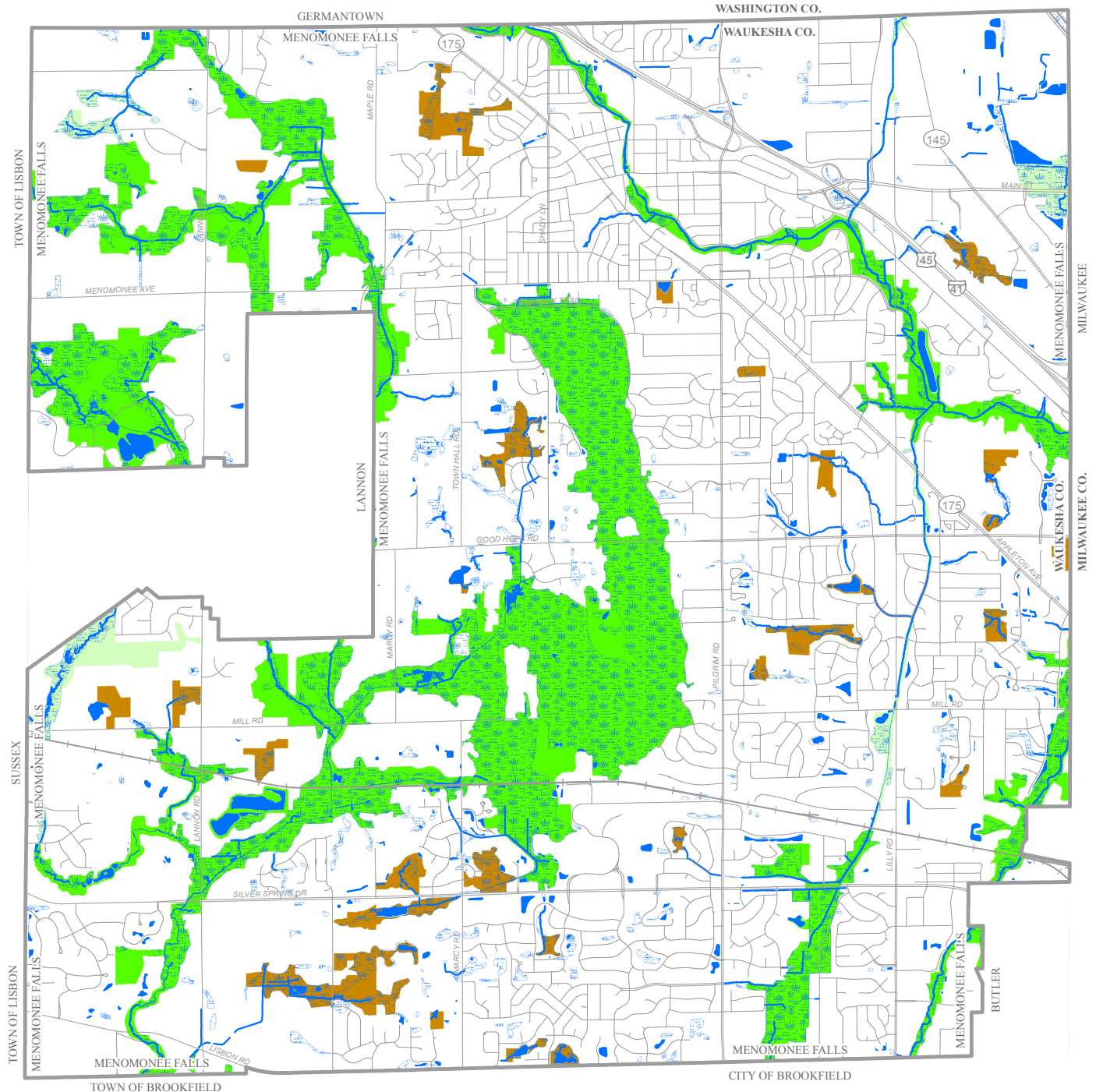
Approximately 506 acres of isolated natural resource areas are found in Menomonee Falls. These areas include wildlife habitat, provide locations for local parks and lend unique aesthetic character and natural diversity to the area. These uses should be protected and preserved to the extent practicable.

Natural resource areas in the Village of Menomonee Falls are shown in Map 13.

Geese resting on the ice at Mill Pond Park



MAP 13 Natural Resource Areas in Menomonee Falls



- Primary Environmental Corridor
- Secondary Environmental Corridor
- Isolated Natural Resource Area
- Wetlands
- Water



0 0.5 1 2 Miles

Source: SEW/RPC, DNR

This map is intended for informational purposes only and does not replace the need for land or field survey. The Village of Menomonee Falls makes no representations regarding map accuracy or fitness for any use. This map does not represent an expressed or implied contract with the Village of Menomonee Falls. All parties must obtain the permission of the Village of Menomonee Falls before re-releasing this map or copies of the information displayed on or derived from it.

Map Accuracy: National Map Accuracy Standards

Coordinate System: State Plane Coordinate System

Datum: North American Datum, 1927



SURFACE WATER

According to SEWRPC, the Village of Menomonee Falls contains 204 acres of surface water.

Approximately 80 acres of that surface water is located in primary environmental corridors, secondary environmental corridors or isolated natural resource areas. The major waterways in the Village are the Menomonee River in the northeast section of the Village and the Fox River in the west. Trout Lake, located in Menomonee County Park, is the largest stationary body of water by surface area in the Village.



Trout Lake, Menomonee County Park

FLOOD LANDS

The *Waukesha County Development Plan*, adopted in 1997 and amended in 2006, states that “the flood lands of a stream are the wide, gently sloping areas contiguous with and usually lying on both sides of a stream channel.” Streams occupy their channels most of the time. However, during even minor floods, stream discharges increase beyond the capacity of the channel to contain the entire flow, especially where development increases runoff or alters the stream channel. As a result, the stream spreads laterally over the flood lands. Periodic flow of a river onto its flood lands is a recurring phenomenon and, in the absence of costly flood control measures, will occur regardless of the extent of development in flood lands.



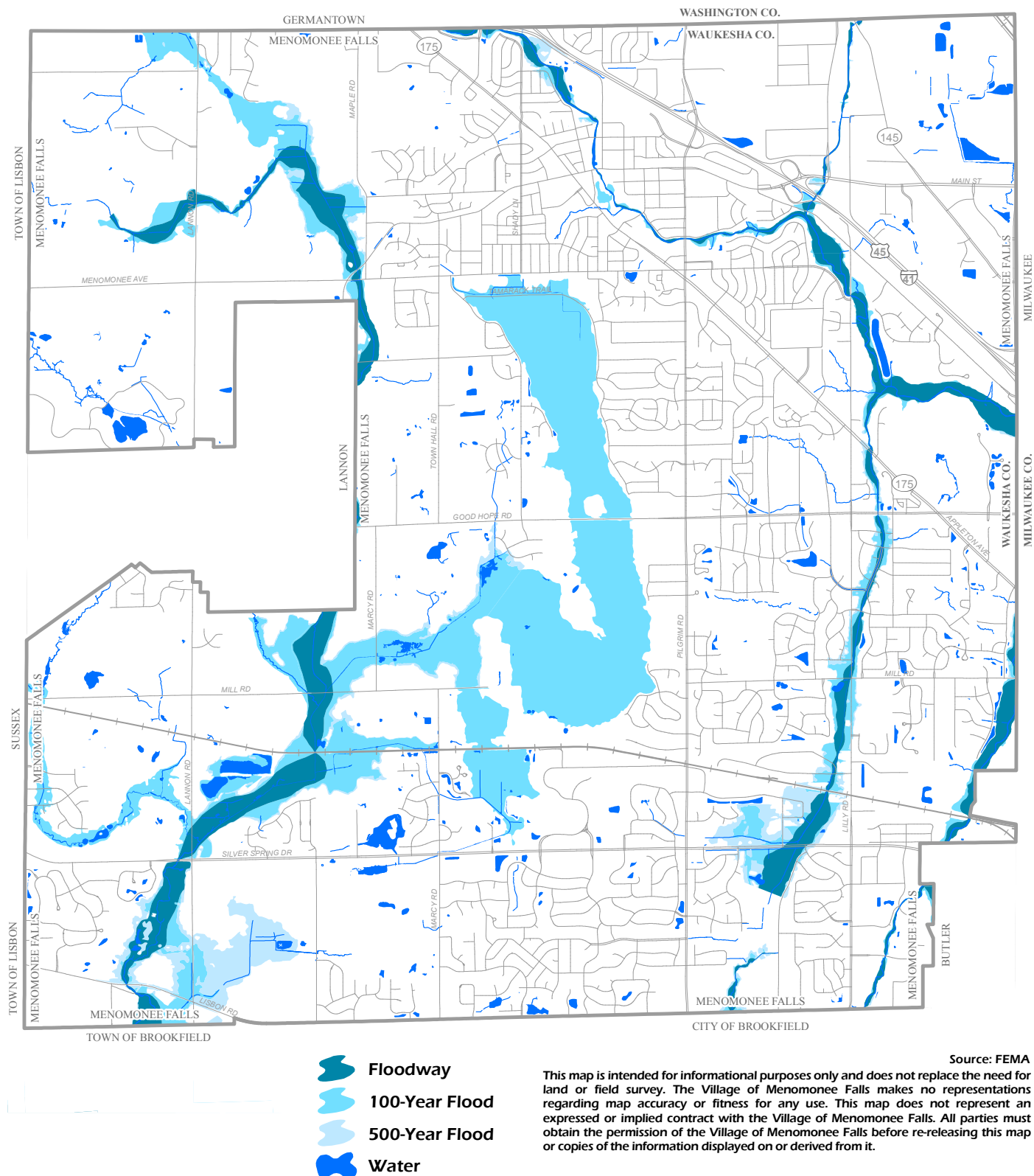
Flood lands are normally defined as the areas, excluding the channel, subject to inundation by the 100-year recurrence interval flood event. This can be defined as an event having a one percent probability of occurring in a given year. In Menomonee Falls, such a storm event would deposit a minimum of 7.1 inches of rain in a 24-hour period. Flood lands are not suited to urban development because of flood hazards, high water tables and inadequate soils. These areas are, however, generally suitable locations for parks and open space. Flood lands also provide storage for floodwaters and thereby decrease downstream flood discharges.

Map 14 indicates the general locations of flood prone areas in Menomonee Falls. Recommendations regarding development proximate to flood prone areas are found later in this plan.



Menomonee River, Rotary Park

MAP 14
Flood Prone Areas in Menomonee Falls



Source: FEMA

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Map Accuracy: National Map Accuracy Standards

Coordinate System: State Plane Coordinate System

Datum: North American Datum, 1927



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GROUNDWATER

With the conversion of the eastern portion of the Village of Menomonee Falls to Lake Michigan water, the Village has reduced its reliance on the groundwater aquifers. However, as stated in the Waukesha County Development Plan, some areas of Menomonee Falls are:

“dependent on groundwater for their potable water supply and for many industrial water supplies. This is especially true in those areas west of the sub-continental divide. Groundwater resources thus constitute an extremely valuable element of the natural resource base. The continued growth of population and industry within the County, and within all of Southeastern Wisconsin, necessitates the wise development and management of groundwater resources. Because groundwater is recharged from the surface, certain land uses can result in pollution of groundwater, requiring costly or environmentally difficult cleanups. Protection of public water supplies is therefore largely dependent upon the appropriate use of land.

The source of groundwater recharge in the Village is precipitation and snowmelt. Each year, between one and two inches of precipitation and snowmelt infiltrate and recharge the groundwater reservoir. The amount that infiltrates at any locality depends mainly on the permeability of the surface soils and rock materials, including the extent of urban development and its attendant impervious surfaces. Most of the recharge water circulates only within the shallowest aquifer system before it is discharged as seepage to the surface waters or evaporates. Only a small part of the recharge reaches the deeper parts of the groundwater system.

Groundwater quality conditions can be impacted by such sources of pollution on the surface as landfills, agricultural fertilizer, pesticides, manure storage and application sites, chemical spills, leaking surface or underground storage tanks, and onsite sewage disposal systems.” Areas with the highest potential for groundwater contamination can be found in the western 1/3 of the Village.



In 2003, the Wisconsin Legislature passed the Groundwater Protection Act (Act 310) which sets new standards and conditions for approval of high capacity wells by the Department of Natural Resources (DNR) and other requirements for the management of the use of groundwater. Under Act 310, groundwater management areas were established in Southeastern and Northeastern Wisconsin, most notably Waukesha and Brown Counties, respectively. Those areas were designated as such because declining groundwater levels have become a chronic concern.”

In June 2002, the Southeastern Wisconsin Regional Planning Commission issued Technical report 37, *Groundwater Resources of Southeastern Wisconsin*. This report focuses on shallow aquifers and their contamination potential. Deep aquifers were not studied in detail as a part of this report. In February 2010, SEWRPC issued Technical Report 46, *Ground Water Budget Indices and their Use in Assessing Water Supply Plans for Southeastern Wisconsin*. This report identified the highest deep aquifer demand to supply ratio (DSR) for Waukesha County as compared to other counties in the greater Milwaukee area. Waukesha County was drawing from confined deep aquifers at six times the rate of replenishment in 2005.

WETLANDS

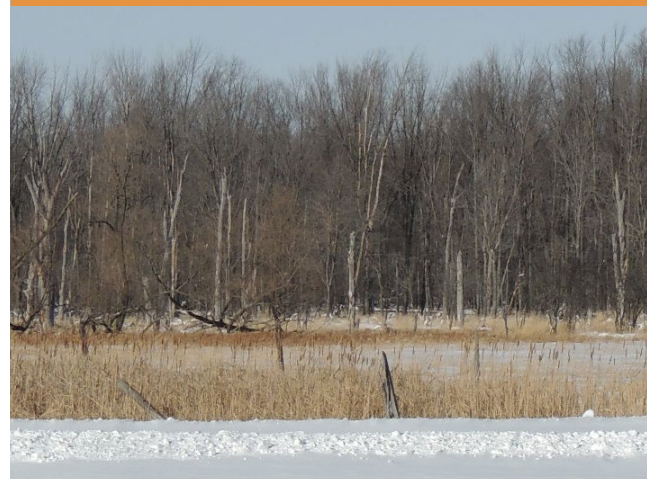
Wetlands are defined by the Southeastern Wisconsin Regional Planning Commission as “areas that are inundated or saturated by surface water or groundwater at a frequency, and with a duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions.”

Wetlands perform an important set of natural functions that make them particularly valuable resources for overall environmental health and diversity. Some wetlands provide seasonal groundwater recharge or discharge. Those wetlands that provide groundwater discharge often provide base flow to surface waters. Wetlands contribute to the maintenance of good water quality, except during unusual periods of high runoff following prolonged drought, by serving as traps, which retain nutrients and sediments, thereby preventing them from reaching streams and lakes. They act to retain water during dry periods and hold it during flooding events, thus keeping the water table high and relatively stable. They provide essential breeding, nesting, resting and feeding grounds and predator escape cover for many forms of fish and wildlife. These attributes have the net effect of improving general environmental health; providing recreational, research and educational opportunities; maintaining opportunities for hunting and fishing; and adding to the aesthetics of an area.

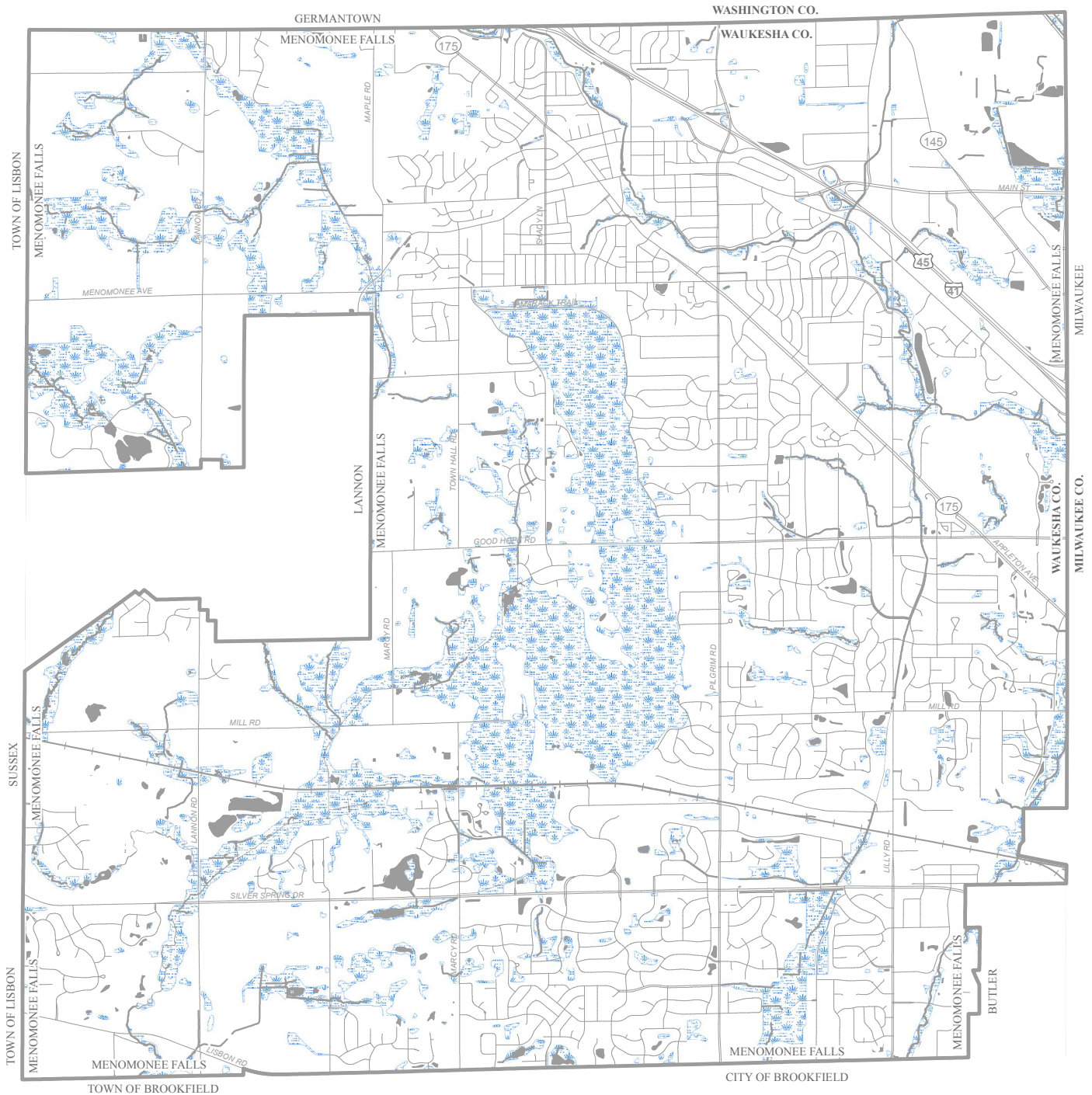
Wetlands pose severe limitations for urban development. In general, these limitations are related to the high water table, and the high compressibility and instability, low bearing capacity and high shrink-swell potential of wetland soils. These limitations may result in flooding, wet basements, unstable foundations, failing pavements and failing sewer and water lines. Moreover, there are significant and costly on-site preparation and maintenance costs associated with the development of wetland soils, particularly in connection with roads, foundations and public utilities. Map 15 identifies the wetland areas in the Village of Menomonee Falls.



Tamarack Nature Preserve



MAP 15 Wetlands in Menomonee Falls



Source: DNR

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Wetlands



0 0.5 1 2 Miles

Map Accuracy: National Map Accuracy Standards

Coordinate System: State Plane Coordinate System

Datum: North American Datum, 1927

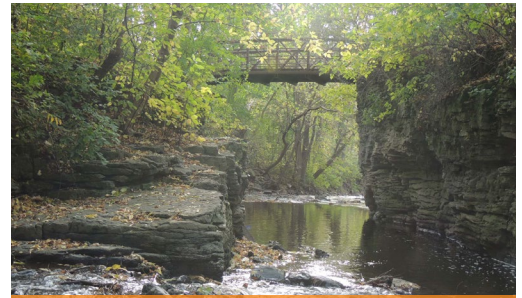


AGRICULTURE

Agriculture remains an important, but diminishing, land use within the Village, particularly in the western study areas of this plan. This plan anticipates the build-out stage of the community and does not anticipate that agriculture will remain a viable long-term industry in Menomonee Falls. **Map 16** depicts the Class-I, Class-II, and Class-III agricultural soils.

GEOLOGICAL SITES

According to the Draft Update to the *Waukesha County Development Plan*, a survey of scientifically and historically important bedrock geological sites in Southeastern Wisconsin was conducted by Dr. Joanne Klussendorf of the University of Illinois Champaign-Urbana and Dr. Donald G. Mikulic of the Illinois State Geological Survey. Based on published literature, archives, letters and unpublished reports, field notes and maps of earlier geologists and new field examinations, a list of significant geological sites known to have existed, was compiled. The report identifies several important geological sites in the Village. These sites are listed by order of significance in **Table 29**.



Menomonee River, Lime Kiln Park

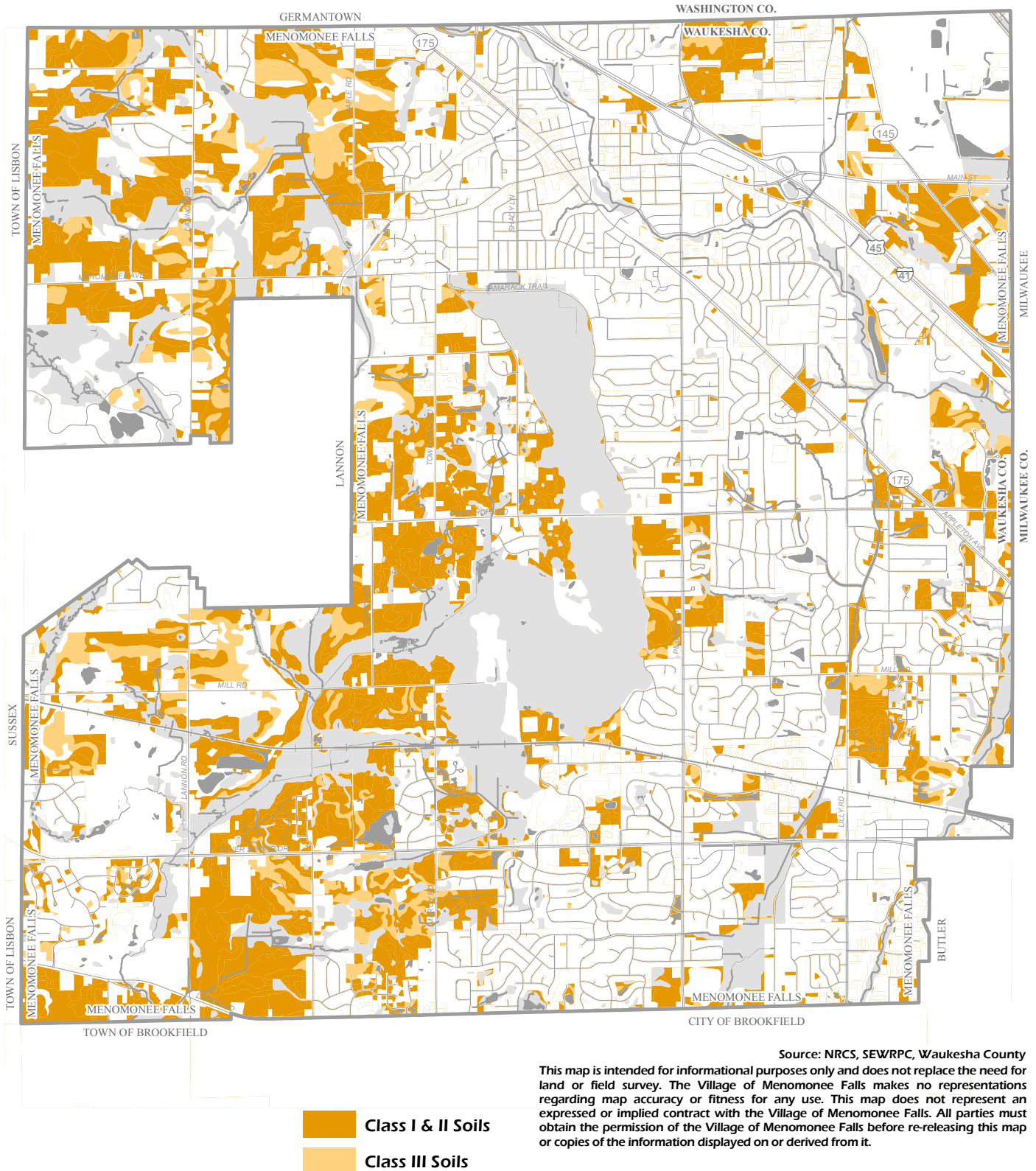
TABLE 29
Important Geological Sites in Menomonee Falls

Site Name	Classification	Location	Description
Menomonee Falls Reef	GA-1	T8N, R20E Section 10	Series of natural outcrops which form a river gorge, as well as old quarry exposures and lime kilns, situated along the Menomonee River. Falls form from exposure-resistant reef rock. One of the earliest bedrock sites described in Southeastern Wisconsin, having been noted by Increase Lapham in the 1840s.
Menomonee Park Quarry and Domes	GA-2	T8N, R20E Sections 7, 8	Natural and human-made exposures of Racine Dolomite. Contains some of the least-disturbed rock controlled geomorphology in Waukesha County
Menomonee River Outcrop	GA-2	T8N, R20E Section 36	Low outcrops of Racine Dolomite interreef strata along Menomonee River
Little Menomonee River Reef District	GA-2	T8N, R20E Section 2	Silurian Racine Dolomite reef rock exposures. Has considerable importance in scientific research. Contains a wide variety of reef features
Derrick Quarry	GA-3	T8N, R20E Section 8	Small abandoned Lannon stone quarry, noted for containing only surviving 19th-century-style wooden stone-hoisting derrick

Notes: GA-1 identifies Geological Area sites of statewide or greater significance. GA-2 identifies Geological Area sites of countywide or regional significance GA-3 identifies Geological Area sites of local significance.

Source: Wisconsin Department of Natural Resources, Wisconsin Geological and Natural History Survey, SEWRPC.

MAP 16 Agricultural Lands in Menomonee Falls



Map Accuracy: National Map Accuracy Standards

Coordinate System: State Plane Coordinate System

Datum: North American Datum, 1927



NON-METALLIC MINING RESOURCES

The current non-metallic mining operations in the area consist of limestone quarries in the Village of Lannon. The *Waukesha County Development Plan* shows that future expansions of these quarries may include lands in the Village of Menomonee Falls. These lands are located just south of the Village of Lannon, along Good Hope Road, between Lannon Road and Marcy Road.

PARKS, OPEN SPACE & RECREATIONAL RESOURCES

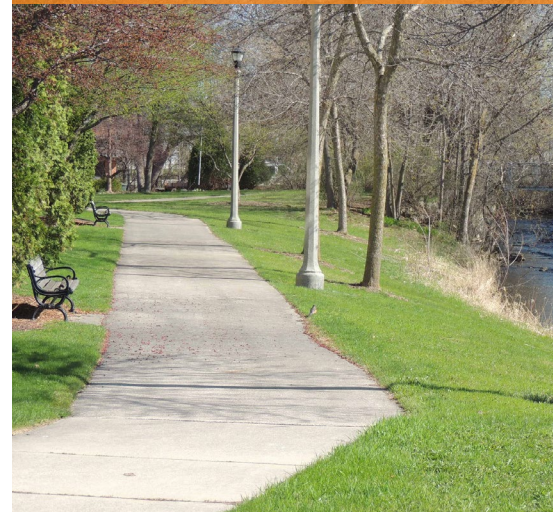
In 2010, the Village of Menomonee Falls had eleven developed parks and one parkway within 1,470 acres of combined recreational and open space. The Village also contained about 72 acres of recreational land owned by school districts. Waukesha County operates Menomonee Park, a large natural resource oriented park that is located in the Village. The County also operates Wanaki public golf course and the Bugline Recreation Trail. Two other golf courses are located in the Village. Silver Spring Country Club is a private course that is open to the public and North Hills Country Club is a members-only course. The Village also owns approximately 125 acres of outlots, floodplain, and rights-of-way that may be suitable for public parks or natural areas.

Map 17 identifies the park and open space areas in the Village of Menomonee Falls.

The Village of Menomonee Falls Comprehensive Outdoor Recreation (COR) Plan was adopted in April 2006 and updated in January 2011. The COR Plan makes several recommendations for acquiring open space and parks including:

- **Environmental Corridor Acquisitions** – The lands included in SEWRPC environmental corridors around Tamarack Preserve, especially those areas that are “holes” in the Preserve, should be acquired by the Village when possible. Additionally, lands within the environmental corridors along the Fox River north of Menomonee Avenue should be acquired if they become available. Acquisition efforts in this area should focus on connecting Menomonee Park to the proposed County Greenway system, and any new Village parks created in the southwestern and northwestern corner of the Village. Environmental areas not acquired should be protected through zoning regulations.

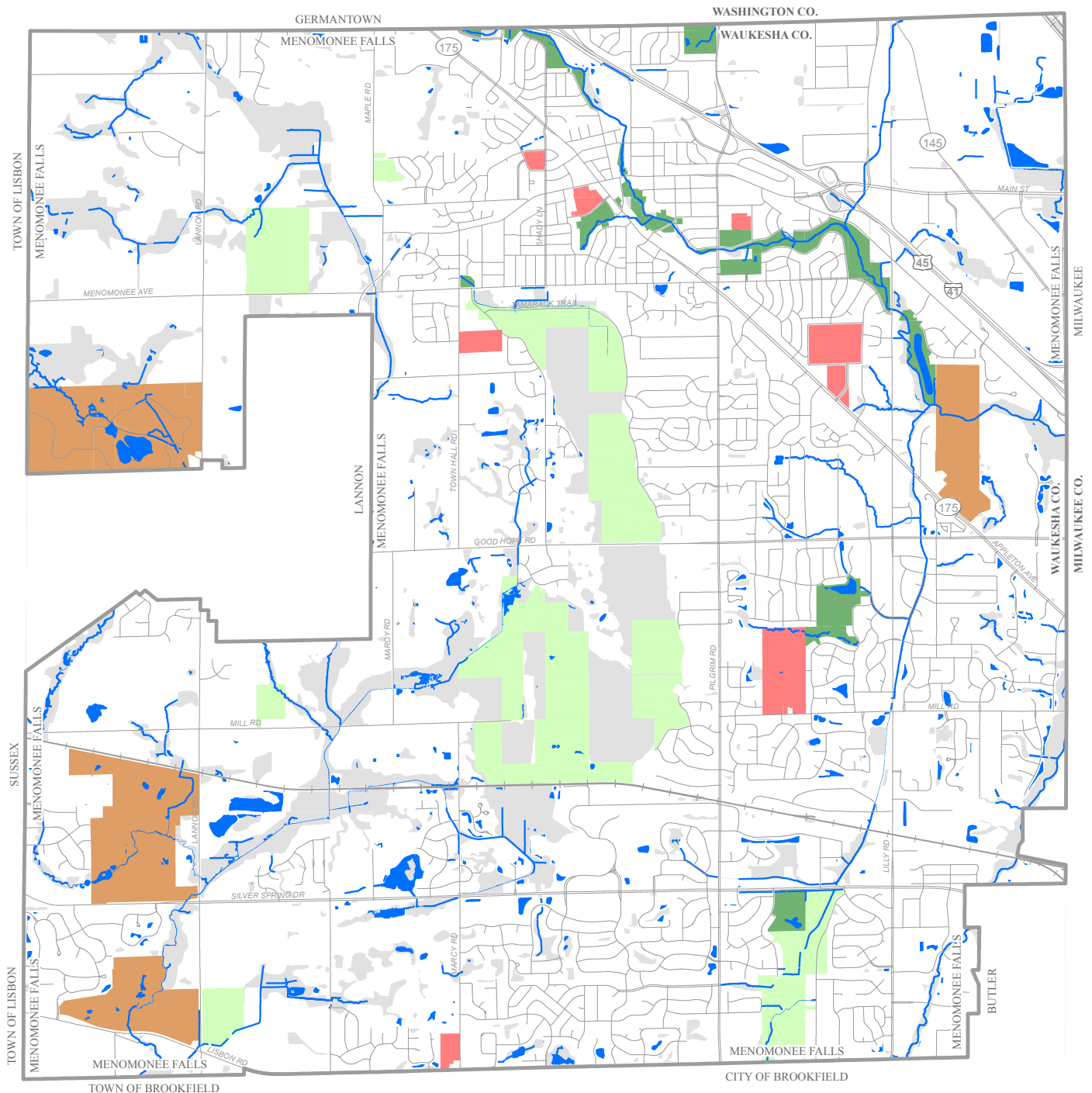
Menomonee River



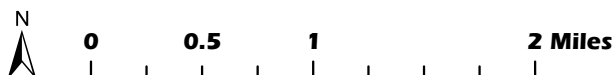
Trenary Field, Riverside Park



MAP 17 Park & Open Space Areas in Menomonee Falls



- Village Park
- Village Property
- School District Property
- Other Recreation Area
- Water



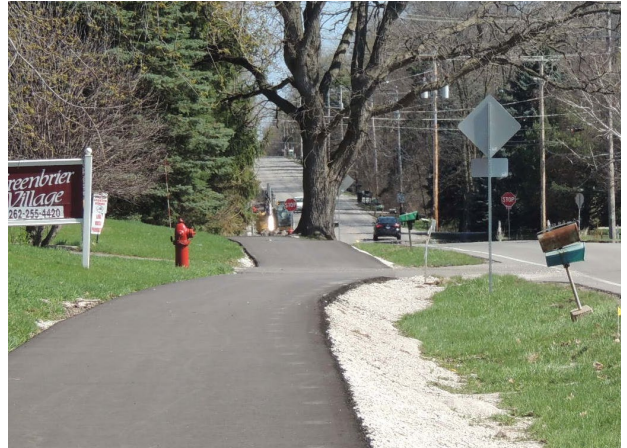
Source: Village of Menomonee Falls
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- **Trail Connection Acquisitions** – The Village should consider acquiring key stretches of land that are missing links to making a continuous trail system. A priority location for trail acquisitions appear to be in the northern area of the Village where existing trails and paths in the Menomonee River Parkway and the Waukesha County Bugline Trail areas could be connected through a few strategic acquisitions for trail extensions. Also, as discussed as far back as 1980, the Village should look to link Rivers Edge Park to Rotary Park with a trail along the Menomonee River.
- **Parkland Acquisitions** – The Village recently took the necessary actions to meet the long term park and recreational facility needs for the community by acquiring approximately 62 acres in the southwest and 117 acres in the northwest areas of the Village. The foresight in acquiring these properties prior to escalating development pressure helps ensure adequate parks and open space in these areas of the Village that are expected to experience a high volume of future growth. These two parks should be developed as warranted by the continued growth in their respective areas. When these parks are developed, they should be designed with passive and active uses that will meet the Village's deficiencies in baseball, softball, soccer and ice skating facilities.

Additional park lands should be considered as residential growth continues, creating a demand for supplementary outdoor recreation areas. One possible location is the Village-owned, former municipal landfill on Mill Road. The Village could seek to acquire additional lands adjacent to the municipal owned property and link it to the proposed County Greenway trail system. However, the Village will need to work closely with the Department of Natural Resource to develop facilities and structures on this former landfill. A strategic approach that best utilizes this Village asset should be devised and implemented.



Menomonee County Park



Rotary Park

HISTORIC RESOURCES

Many historic properties and structures contribute to the character of Menomonee Falls, with some historic buildings in the Village dating to the middle of the 19th century. In total, 23 locations are listed on the National Register of Historic Places in Menomonee Falls. Designation on the National Register comes with certain benefits to private properties, including the availability of federal and state investment tax credits for historic preservation projects. Table 30 lists the addresses and construction dates for these properties, with the exception of two sites which have been omitted because their historic structures are known to have been demolished. The locations of the registered historic sites are shown in Map 18. Several other structures have been identified for their historic significance, and 324 properties in the Village were included on the Wisconsin Historical Society's Architecture and History Inventory. Most of the properties on the Architecture and History Inventory are historic homes while the others include historic businesses, bridges, and places of worship.

Many neighborhoods in Menomonee Falls add to the historic character of the community. The area near Menomonee Falls' Village Centre includes the historic Mill Pond and is laid out in a traditional street grid. Homes and businesses in the Village Centre range in age from the mid-19th century up to the early 20th century. Hiawatha Heights neighborhood and Village Park were constructed during the 1930s. The homes in the Hiawatha Heights area were constructed in a number of styles common to the period including the Cape Cod and Craftsman styles. Menomonee Falls' 1950s and 1960s housing boom produced a significant inventory of mid-century homes in the ranch and split-level styles. Many of these homes are now over half a century old and were constructed with period specific elements that add to their historic appeal.

The Menomonee Falls Historical Society was organized in 1965. Its stated mission is to preserve, advance and disseminate knowledge of the history of Menomonee Falls so that future generations may experience life as it once was. The Historical Society operates Old Falls Village, a living history museum and park on the corner of Pilgrim Road and County Line Road. Old Falls Village contains a variety of historic homes and buildings, dating from the 1800s and early 1900s, including a log home, school house, barn, railroad depot and dairy. The Menomonee Falls Historical Society holds several annual events at the site including Old Falls Village Days and a Civil War Encampment.

Third Street Bridge at the Mill Pond



Old Falls Village



TABLE 30
Sites in the Village of Menomonee Falls Listed
on the National Register of Historic Places¹

Map Number	Historic Site Name	Address	Construction Date
1.	Baer, Albert R. House	W166 N8990 Grand Ave.	1893
2.	Barnes, Andrew, House	N89 W16840 Appleton Ave.	1858
3.	Camp, Thomas, Farmhouse	W204 N8151 Lannon Rd.	late 1850s-early 1860s
4.	Davis, Cyrus, Farmstead	W204 N7776 Lannon Rd.	1855
5.	Davis, Cyrus/Davis Brothers Farmhouse	W204 N7818 Lannon Rd.	1868
6.	Henze, LeRoy A., House	N89 W15781 Main St.	1924
7.	Hoeltz, Herbert House	N 87 W 15714 Kenwood Blvd.	1932
8.	Hoos, Elizabeth House	W164 N9010-2 Water St.	1894
9.	Hoos-Rowell House	W164 N8953 Water St.	1856-59
10.	Koehler, Frank, House and Office	N88 W16623 Appleton Ave.	1893
11.	Mace, Garwin A., House	N89 W16626 Grant Ave. ²	1890-91
12.	Mace, Garwin, Lime Kilns	Lime Kiln Park	1890
13.	Main Street Historic District	Intersection of Main and Appleton	Varied
14.	Menomonee Falls City Hall	N 88 W 16631 Appleton Ave.	1929-30
15.	Menomonee Golf Club	N 73 W 13430 Appleton Ave.	1930
16.	Miller-Davidson House	N 96 W 15791 County Line Rd.	1858
17.	Pratt, John A., House	N 88 W 15634 Park Blvd.	1903
18.	Third St Bridge	Roosevelt Dr. (over the Menomonee River)	1899
19.	Village Park Bandstand	Village Park On Garfield Dr.	1938
20.	Wick, Michael Farmhouse And Barn	N72 W13449 Good Hope Rd.	1879
21.	Johann Zimmer Farmhouse	W 156 N 9390 Pilgrim Rd.	1865

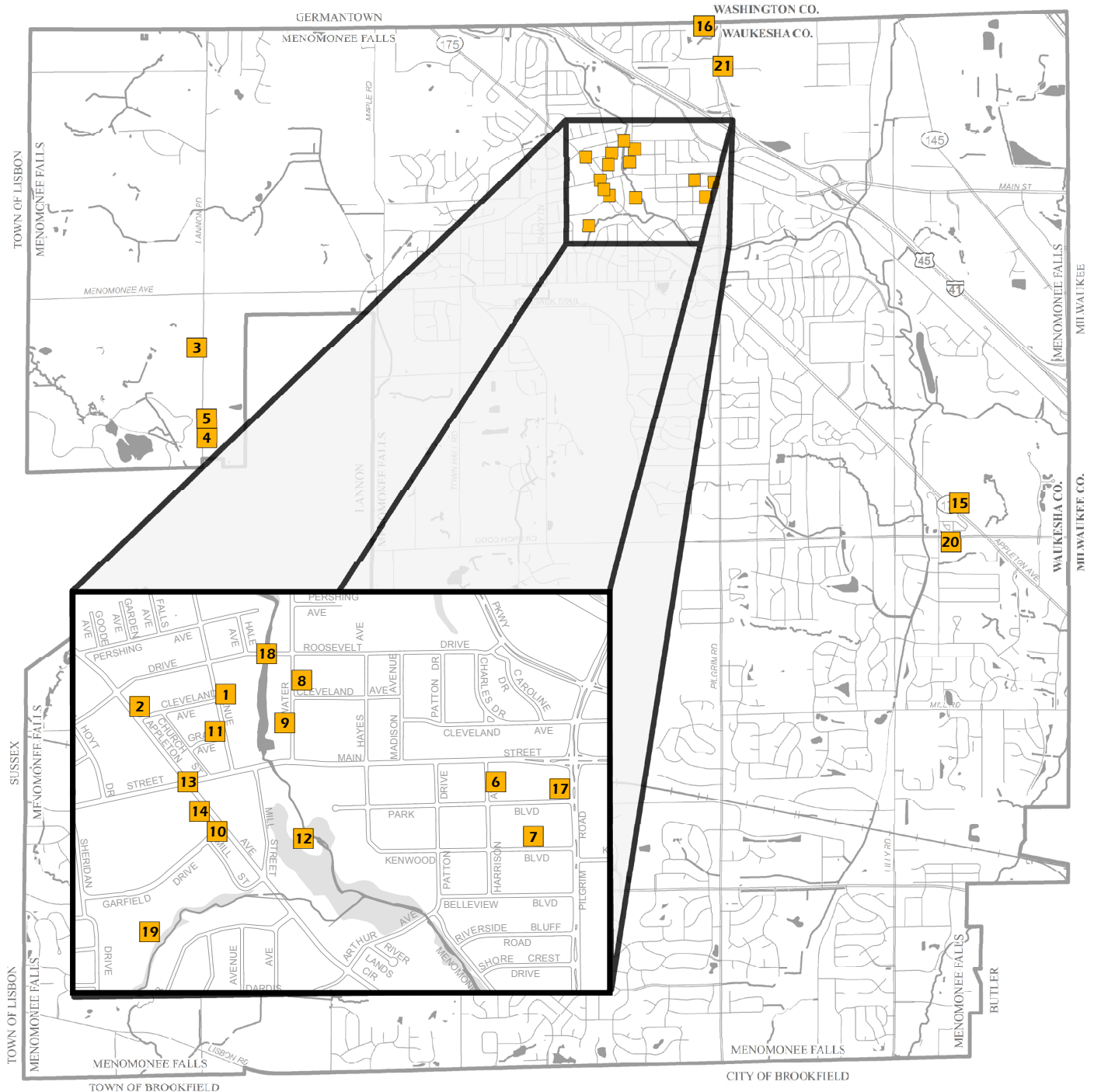
¹Two properties listed on the National Historic Register have been excluded from this list because the historic structures at these sites have been demolished.

²The address listed on the National Historic Register has been changed. W166 N8941 Grand Avenue was the original address.

Source: Wisconsin Historical Society, National Register of Historic Places Program

MAP 18

Sites on the National Register of Historic Places in Menomonee Falls



See corresponding numbers in Table 29 for the addresses of sites in the Village of Menomonee Falls listed on the National or State Register of Historic Places in 2015.

Source: Wisconsin Historical Society, National Register of Historic Places
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0 0.5 1 2 Miles

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CULTURAL RESOURCES

The residents of Menomonee Falls have access to numerous local and regional cultural offerings. These offerings enrich quality of life in the Village and connect residents to the Milwaukee metropolitan area. Within the Village, cultural resources include entertainment venues, parades, events, performance groups and civic organizations.

Businesses and public spaces (parks, schools, Village facilities, etc.) provide venues to bring residents and visitors together for music, sports, dining and the arts. Community events organized by the Village Centre Business Improvement District include the Village Farmer's Market, a summer concert series and several other events that promote art, music and shopping in Menomonee Falls' downtown. Other local events include Falls Fest, Cheery Cherry Fall Fair, Falls Harvest Fair, Jingle Bells Craft Fair, Pet Fair and the annual Independence Day Celebration. Civic organizations like the Menomonee Falls Chamber of Commerce, Kiwanis Club, Optimist Club and Rotary Club also host events and support causes that contribute to community prosperity. Theatre performances by the Falls Patio Players and concerts by the Menomonee Falls symphony highlight local fine arts talent.

Menomonee Falls residents also benefit from a rich variety of cultural resources offered throughout the Metropolitan area. Performances by the Milwaukee Symphony Orchestra, the Florentine Opera Company, the Milwaukee Repertory Theatre and the Milwaukee Ballet Company are just a half hour away. Milwaukee also offers the Milwaukee Public Museum, the Milwaukee Art Museum, the Milwaukee County Zoo and the Mitchell Park Conservatory among other destinations. The Milwaukee Brewers (Major League Baseball), Milwaukee Bucks (National Basketball Association) and several minor league/semi-professional sports teams offer additional entertainment opportunities for residents. Other regional destinations like Holy Hill, Lake Michigan and Waukesha County's "Lake Country" are also just a short trip away.





HEALTH & PUBLIC SAFETY

Built environments have been found to be a significant determinant of community health. In addition to personal choices and socioeconomic factors (like income and education), buildings, transportation networks, public facilities and constructed landscapes of Menomonee Falls either help or hinder health outcomes. Levels of physical activity, quality of diet and even mental health status are impacted by local environments.

Communities with quality housing, healthcare access, transportation and recreation choices, access to natural spaces, healthy food options, safe neighborhoods, and clean water, air and soil have been shown to promote health. The following section provides a snapshot of local public health indicators and factors contributing to health outcomes in Menomonee Falls' built environment.

SELECTED LOCAL HEALTH OUTCOMES & COSTS

Diseases associated with the quality of physical environments currently account for a significant proportion of deaths in Waukesha County and across the nation. According to the Waukesha County Public Health Profile prepared by the Wisconsin Department of Health Services, heart disease, stroke and diabetes accounted for roughly 24 percent of all deaths across the county in 2012. The Centers for Disease Control and Prevention (CDC) reported that these causes accounted for nearly 27 percent of deaths nationwide in 2011. Prevalence of these causes of death has been closely linked to measures of weight and physical activity among populations. Walkable neighborhoods, trails and parks have been shown to increase rates of physical activity world-wide. Higher rates of physical activity have been shown to combat obesity, promote healthy blood pressure and increase quality of life.

In 2012, all types of cancer accounted for approximately 25 percent of Waukesha County deaths and 23 percent of deaths across the United States. Studies have shown that the incidence of and survival rates for many types of cancer (including breast and colon cancer) are impacted by levels of weight and physical activity, with healthy weight and regular physical activity being associated with improved health outcomes.

In addition to the increased mortality and reduced quality of life associated with these maladies, the high incidence of these diseases has a significant economic cost. In 2012, there were over 1,500 Coronary heart disease hospitalizations in Waukesha County. The average stay for heart disease patients was 3.5 days and the average cost of care was over \$65,000. The annual per capita cost of heart disease for Waukesha County residents exceeded \$253. The CDC estimated in 2014 that heart disease cost the United States approximately \$109,000,000 total medical costs and lost productivity. Over 400 people in Waukesha County were hospitalized for diabetes in 2012, averaging a stay of 4.7 days and a cost of around \$27,000. Nationwide, the CDC estimated the total medical costs and lost work wages for people diagnosed with diabetes to be \$245,000,000 in 2014.

SELECTED LOCAL HEALTH RISK FACTORS

Every three years the Waukesha County Public Health Department conducts a survey to gather information on the health practices and health-related behavioral risks of residents. Selected results of the 2006-2015 surveys have been included in **Table 3I**. Most of the included health risk factors are associated with heart disease, stroke, diabetes and the common cancers discussed above. The percentage of Waukesha County residents reported in most of the health risk categories remained fairly steady between 2006 and 2015. The percentage of overweight Waukesha County residents was, however, reported to increase during the same period and is consistent with both state-wide and national findings for overweight adults. The obesity rate of adults in Waukesha County followed a similar trend, increasing from 26 to 30 percent from 2009 to 2012. Childhood obesity increased from 13 to 14 percent between 2009 and 2012 as well. Obesity and lack of physical activity contribute to a number of poor long term health outcomes including hypertension, heart disease, stroke, sleep apnea and asthma.



Mill Pond Park in Winter

TABLE 31
Percentage of Waukesha County Adults with Selected Health Risks

Risk Factor	2006	2009	2012	2015
High Blood Pressure	26%	22%	26%	33%
High Blood Cholesterol	26%	24%	25%	26%
Recommended Moderate to Vigorous Physical Activity	48%	53%	47%	46%
Overweight (includes obese)	59%	63%	65%	70%
Obese ¹	N/A	26%	30%	N/A
Recommended Fruit Intake	68%	68%	65%	65%
Recommended Vegetable Intake	28%	30%	29%	25%
Felt Sad/Blue/Depressed (past 30 days)	3%	5%	5%	4%
Current Smokers (past 30 days)	16%	17%	17%	13%
Binge Drinking (past 30 days)	16%	27%	22%	29%

Source(s): 2006, 2009, 2012, 2015 Waukesha County Community Health Survey,

¹ USDA Food Environment Atlas

MOTOR VEHICLE CRASHES

Motor vehicle crashes pose a significant risk to the health and safety of Menomonee Falls residents. The number of injuries and fatalities caused by motor vehicle crashes in the Village of Menomonee Falls, Waukesha County, and the State of Wisconsin are summarized in Table 32.

The Village of Menomonee Falls Police Department recorded an average of 205 injuries per year from motor vehicle crashes between 2008 and 2012. The Village's crash injury rate was lower in comparison to both Waukesha County and the State of Wisconsin in the period. Menomonee Falls recorded an average of 1.2 fatalities from motor vehicle crashes per year between 2008 and 2012. This figure is also comparatively lower than county and state-wide fatality rates during the period. County-wide, crashes accounted for an average of 22 deaths per year while an average of 571 deaths could be attributed to motor vehicle accidents across Wisconsin. Motor vehicle accidents continue to pose a health risk across all age groups. In Wisconsin and nation-wide in 2010, all forms of accidents (including motor vehicle crashes) represented the leading cause of death for children and adults under age 40.



photo courtesy of Nancy Greifenhagen

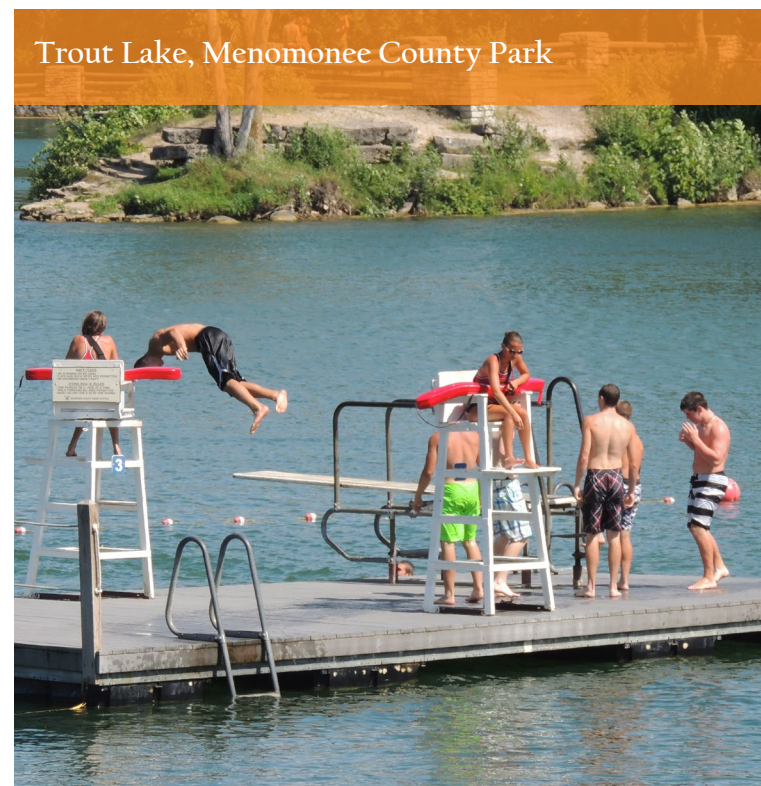
TABLE 32
Injuries and Fatalities from Motor Vehicle Crashes in the
Village of Menomonee Falls, Waukesha County, and Wisconsin: 2008-2012

<i>Menomonee Falls</i>	2008	2009	2010	2011	2012	Total	Average
Injuries	236	177	201	218	194	1,026	205.2
Injury Rate (per 1,000)	6.8	5.1	5.6	6.1	5.4	NA	5.8
Deaths	3	1	0	1	1	6	1.2
Death Rate (per 1,000)	0.09	0.03	0	0.03	0.03	NA	0.04
<i>Waukesha County</i>							
Injuries	2,847	2,506	2,395	2,449	2,380	12,577	2,515
Injury Rate (per 1,000)	7.4	6.5	6.2	6.3	6.1	NA	6.5
Deaths	27	24	15	17	28	111	22
Death Rate (per 1,000)	0.07	0.06	0.04	0.04	0.07	NA	0.06
<i>Wisconsin</i>							
Injuries	46,637	41,589	40,889	40,144	39,370	208,629	41,726
Injury Rate (per 1,000)	8.2	7.3	7.2	7.0	6.9	NA	7.3
Deaths	587	542	562	565	601	2,857	571
Death Rate (per 1,000)	0.10	0.10	0.10	0.10	0.11	NA	0.10

Source(s): Public Health Profiles Wisconsin: Waukesha County, rates based on Wisconsin Department of Administration annual population estimates, Village of Menomonee Falls Police Department records.

ACTIVE LIVING

In 2015, a twelve year study of 300,000 people by the University of Cambridge concluded that physical inactivity poses an even greater long-term health risk than obesity. The CDC recommends that adults be physically active at least 2.5 hours per week and children to be active 1 hour per day. Parks, trails, playgrounds, fitness centers and shopping destinations within walking distance have been shown to promote physical activity. Menomonee Falls is served by a well-developed system of parks and playgrounds that encourage people to walk, play and socialize. Menomonee Falls Community Education and Recreation also provides a wide variety of recreational opportunities in partnership with schools and local organizations. Both Menomonee Falls and Waukesha County maintain recreational trails that are used for walking, bicycling, running, skating and skiing (as weather allows). These trails, along with existing sidewalk infrastructure in the north end of the Village serve dual purposes in providing transportation and recreation options for residents.

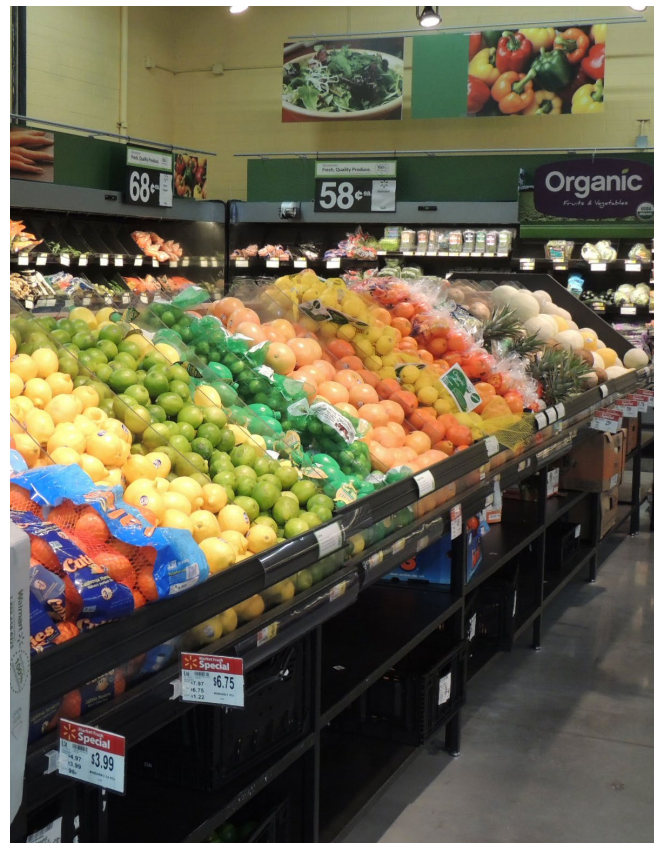
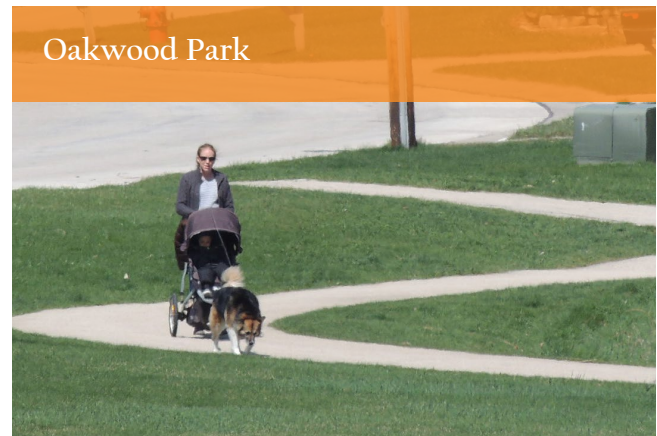


According to the 2011-2015 *Comprehensive Outdoor Recreation (COR) Plan*, most Menomonee Falls residents live within 0.5 miles of existing Village parks or other public recreational areas like school facilities or Menomonee County Park. The COR Plan recommended, however, that recreational networks and connections be strengthened Village-wide. It identified locations for needed connections between existing trail segments in the northern end of the Village and proposed additional sidewalks, bike ways and multi-use trails along arterial and collector streets throughout the community. Investment in these recommended public facilities improvements will promote active living choices and enhance quality of life for current and future residents. The Village's 2014 capital budget reveals Menomonee Falls' continued commitment to outdoor recreation. Funding was provided for pedestrian bridge rehabilitation at River Road and master planning for Village Park and the future park in the southwest portion of Menomonee Falls.

HEALTHY FOOD ACCESS

Access to nutritious foods is a crucial determinant of population health. In 2015, Menomonee Falls residents are served by several full-service grocery stores including two Pick n' Save locations, a Woodman's and a Piggly Wiggly. Groceries are also available at Karl's Country Market and Target, in the Village, and Aldi and Wal-Mart stores along County Line Road in Germantown. These stores provide affordable and healthy food options to the community. Complementing the grocery stores at the neighborhood level are additional smaller scale food retailers that also sell local, affordable and healthy food products.

The Village Centre Farmer's Market supplements access to fresh and local foods. The market is organized by the Village Centre Business Improvement District and operates on Wednesdays from May through November and on Sundays from August through October. The Village Center Market is one of 12 farmer's markets in Waukesha County according to USDA Economic Research Service data. The importance of these markets is amplified by the USDA finding that Waukesha County is also home to an



estimated 252 fast food restaurants. Food and recreational access for Waukesha and comparison counties is summarized in **Table 33**. The measures included in the table indicate that Waukesha County residents' access to healthy food, fast food and recreational facilities is similar to comparison counties.

Most residents and families in Menomonee Falls are in a position to regularly access healthy food options,

TABLE 33
Food and Recreational Access for Select Wisconsin Counties

County	Grocery Stores Per 1,000 Residents (2011)	Farmer's Markets Per 1,000 Residents (2013)	Fast Food Restaurants Per 1,000 Residents (2011)	Recreation and Fitness Facilities Per 1,000 Residents (2011)
Brown	0.12	0.02	0.64	0.13
Dane	0.16	0.07	0.80	0.18
Milwaukee	0.21	0.02	0.62	0.09
Ozaukee	0.16	0.03	0.88	0.17
Washington	0.14	0.04	0.55	0.16
Waukesha	0.16	0.03	0.64	0.15

Source: USDA Economic Research Service

but some residents lack the mobility and financial resources needed for healthy food access. According to USDA data, 11.2% of households in Waukesha County between 2010 and 2012 were defined as food insecure. The USDA defines food insecurity as “limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways”. At a local level, the Menomonee Falls Food Pantry provided groceries for over 1,800 people in 2014. The Menomonee Falls Food Pantry provides many non-perishable foods to residents in need and also offers fresh produce and local foods as they are available.

Community gardens in the Village improve access to fresh produce and local foods for many residents. A garden at the Tri-County YMCA has provided the Menomonee Falls Food Pantry with produce since 2013. The garden at Community Memorial Hospital grows produce for local food pantries and for feeding patients at the Community Outreach Health Clinic, a clinic that provides medical care to the uninsured and under-insured. Several local faith-based organizations also support low-income and immobile residents with weekly hot meals and produce from local gardens.



Froedtert & the Medical College of Wisconsin North Hills Center

**HEALTHCARE SERVICES**

Access to high quality and affordable healthcare is another important determinant for health. Almost 97 percent of Menomonee Falls residents had medical insurance in 2014 according to the United States Census American Community Survey estimates. In comparison, the Census Bureau reported that 86 percent of all Americans had health insurance coverage in 2014. Given the rising cost of health care in recent decades, the high rate of coverage in the community positions most residents well to afford the quality health care they need. Froedtert's Community Outreach Health Clinic also provides affordable non-emergency medical treatment, dental treatment and pharmaceutical assistance to low and moderate income residents that lack health insurance coverage.

Menomonee Falls is served by many high quality medical facilities. The Village is home to Community Memorial Hospital, located on Town Hall Road. Community Memorial Hospital is a 202-bed acute care facility that provides comprehensive inpatient and outpatient services in more than 50 medical specialties. Since 2010, it has been a member of Froedtert & the Medical College of Wisconsin Health Network. Froedtert also operates the Menomonee Falls Behavioral Health Clinic on Appleton Avenue, the North Hills Center (formerly Community Memorial Medical Commons) on Northfield Drive, the Orthopedic, Sports and Spine Center on Falls Parkway and the Town Hall Health Center across the road from Community Memorial Hospital. Aurora Health Care operates an outpatient clinic on Menomonee Avenue, and Extendicare operates a 78 bed skilled nursing and rehabilitation center on Menomonee Avenue. Several pharmacies and small outpatient medical and dental offices are also located in the Village. Some pharmacies offer walk in health clinics in addition to pharmaceutical services.



HEALTHY AGING

Like many communities, Menomonee Falls is expecting its population of senior citizens to increase dramatically in the coming decades. The U.S. Census Bureau estimated that starting in 2011, at least 10,000 “Baby Boomers” per day will turn 65 years of age across the United States. As a result, it is increasingly important to establish a comprehensive approach to helping older adults live longer, high-quality, productive and independent lives.

Local senior housing, care facilities, transportation providers, social programs, and public amenities will play a role in enhancing quality of life among this growing population cohort. Waukesha County Aging and Disability Resources Center provides information for older adults and adults with disabilities regarding local services, long-term care options and eligibility for public programs and benefits. The Centers for Disease Control and Prevention’s Healthy Aging Program is a valuable resource for identifying best practices related to aging populations. The program aims to prevent injury and improve quality of life by offering communities effective approaches and strategies to promote and protect the health of older adults.



ENVIRONMENTAL QUALITY

The long-term health of the Menomonee Falls community is linked closely to the quality of water, air and soils that residents are exposed to on a daily basis. The wide variety of land uses both in and around the Village create externalities that threaten the integrity of the local environment. The following section identifies existing environmental threats and the strategies that are being used to neutralize them.

Trout Lake, Menomonee County Park



Water –In Menomonee Falls, water is both an essential resource and the namesake of the community. Land uses and surface water quality concerns in the Village are largely of a rural nature in the west and are of a more urban nature in the eastern part of the Village. Degradation concerns for local streams include stream bank erosion, nutrient overloads and urban non-point source pollution from roadways, parking lots and other impervious surfaces. Increased sediment load, contamination and habitat loss due to stream channelization have contributed to a declining proportion of native fish in the Menomonee River. In 2010, the Wisconsin DNR reported that 40 percent of catches in the Menomonee River were invasive carp species. Since many local streams are tributaries in the Lake Michigan watershed, stream water quality in the Village also impacts the water quality of the public water source for most Village residents.

The Village of Menomonee Falls Division of Stormwater Management is tasked with improving the quality of runoff to protect water bodies like the Menomonee River and the Fox River. The Division of Stormwater Management repairs and maintains a Village-wide system to effectively handle rain and snow-melt events and also promotes a number of programs with the aim of protecting water quality. These programs include:

- Menomonee Falls River Clean-Up Day – 297 volunteers came out to clean up local rivers and parks in 2014.
- Student Stormwater Expo – An educational event for middle school students with booths, demonstrations, and hands on activities related to storm water and water quality.
- Pet Waste Pick-up – This program created (and maintains) 14 pet waste disposal systems in Village Parks.
- Pollution Concern Hot-line – A complaint hot-line where citizens can conveniently report concerns about pollution or illicit discharges.
- Rain barrel and rain garden resources – Information regarding local organizations that provide materials and subsidize water capture and green infrastructure.
- Stream bank stabilization – Grant-funded projects to reduce erosion and repair damaged riparian zones along Village streams.

The quality of tap water is an important public health issue for Menomonee Falls. The Village's Water Utility Division provides a safe and continuous supply of water for residents and businesses throughout the community. 88 percent of the Village's water use occurs east of the subcontinental divide and is provided by the Milwaukee Water Works. Milwaukee Water Works drinking water is monitored to meet all State and Federal health standards for drinking water. 12 percent of water is drawn from underground aquifers west of the subcontinental divide. This water is monitored by the Water Utility Division to meet the State and Federal standards.

Menomonee Falls has been recognized for its strong commitment to clean local streams and water supplies. In 2010, the Village of Menomonee Falls was awarded the Bronze Water Star Status from Water Star Wisconsin for efforts in improving water quality.



Menomonee River and riparian zone

Air – The air we breath is an essential contributor to both current and future population health in Menomonee Falls. Health risks linked to poor air quality are both short and long-term, and they have been associated with emissions from high traffic corridors and industrial zones. The physical health and quality of life of Menomonee Falls residents depends on responsible monitoring and mitigating of pollutants, odors, and noises associated with these uses.

The Wisconsin DNR monitors and reports air quality indicators for counties across the state. Waukesha County was one of three counties in the state that were designated “non-attainment” by the US EPA for fine particulate matter in 2009. Health studies have shown an association between exposure to fine particles and premature death from heart or lung disease. In 2012, diesel emissions were identified by Wisconsin Department of Health Services as the top carcinogenic (cancer rate contributing) air pollution risk for Waukesha County residents. In addition to increasing risk from cancers, diesel particulate matter has acute short-term respiratory impacts with a disproportionate effect on the elderly, children, people with illnesses and others who are sensitive to air pollutants. Despite the health risks associated with high transportation emissions and particulate matter counts, the rate of hospitalizations related to asthma is lower in Waukesha County when compared to Wisconsin as a whole.

The Wisconsin DNR maintains the Air Reporting System (ARS) to monitor the emissions rates of permitted industries throughout the state. As of 2013, 56 businesses in Menomonee Falls had air permits and emissions details included in the ARS. This system serves as a resource for the Village when considering the environmental impacts of current and future development to adjacent uses.

Trees in Menomonee Falls are an important resource for improving air quality. Trees capture air pollution, reduce carbon dioxide and increase oxygen. The tree canopy also intercepts rainfall in storm events, slowing the pace of runoff and increasing the rate of aquifer recharge. Street trees also provide shade, act as wind breaks and enhance the economic value of Village neighborhoods. The Menomonee Falls Parks and Forestry Department maintains thousands of trees along streets and in Village parks. Menomonee Falls has been recognized as a Tree City USA community by the Arbor Day Foundation since 2001.



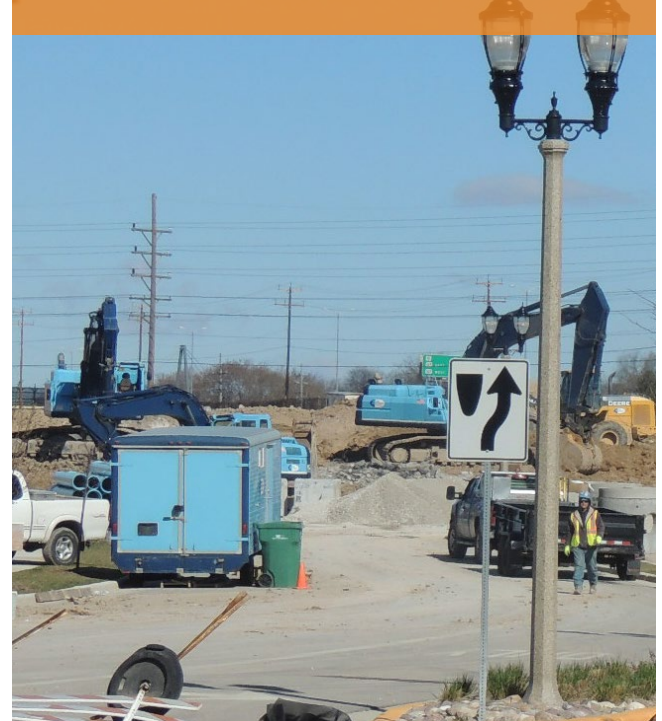
Menomonee River Trail, Rotary Park

Brownfields – Menomonee Falls has been a regional hub of industry and commerce for several decades. Over the years, some local businesses have phased out or relocated, leaving behind properties with polluted soils and structural vestiges of previous uses. The Wisconsin DNR maintains an inventory and mapping application to identify polluted sites and track remediation processes. According to the DNR Remediation and Redevelopment Sites map, 25 brownfield sites were either open or conditionally closed in the Village of Menomonee Falls as of 2015. The Wisconsin DNR's tracking system also identifies dozens of brownfields sites that have been remediated in the Village.

Brownfield properties represent both environmental threats and redevelopment opportunities for the Village. Sites in close proximity to surface waters and residential areas present significant health concerns, especially during rain events. Remediated sites reduce contamination risk for residents and create opportunities to return parcels to economically viable uses.

When a potential brownfield site is identified, the Village may apply for funding through the Wisconsin Brownfield Site Assessment Grant (SAG) Program as a first step toward remediation and reuse. SAG funds are used to investigate historic site pollution concerns, assess potential soil and groundwater contamination and for the demolition of structures and buildings that contribute to site contamination. Once SAG (Phase I and Phase II) Environmental Reports have been completed, a site may be eligible for both Federal and State grants that are used for site cleanup and property redevelopment.

Construction at TID 8 Redevelopment Area



An available former brownfield parcel on Appleton Avenue



The Village of Menomonee Falls has partnered in remediation and redevelopment projects at several former brownfield sites in recent years including:

- **White Stone Station** – A 65 acre mixed residential and commercial redevelopment project along Interstate 41/ US 45 is being built on the site of the former Stolper Steel/Western Industries Factory and lighter obsolete industrial and commercial uses.
- **Pilgrim Village** – A redevelopment of the commercial corridor on the south side of Main Street east of Pilgrim Road included the replacement of a shuttered grocery store and cinema as well as the demolition and site remediation of a former gas station.
- **Appleton Avenue CVS** – A pharmacy was built on the lot of the former Griffin Dodge Oldsmobile, which required remediation of gasoline contamination. In 2015, the site includes another parcel which is available for additional commercial development.
- **Quad Graphics (Shawn Circle)** – A distribution center was built on part of a site that was formerly used as a waste dump for Druml Concrete. Properties on the site, which had been largely unused for 20 years, are now valued at over \$15 million.



SUSTAINABLE DEVELOPMENT

A healthy community promotes wise use of resources, demonstrating a focus on sustainability and stewardship. Sustainable practices are those that meet the needs of the existing population without compromising the needs of the future population. Sustainable development increases the efficiency with which buildings and community systems use resources and reduces impacts on human health and the environment through better siting, design, construction, operation and maintenance.

Sustainable buildings include energy efficient operations, passive heating and cooling systems, construction with recycled materials and landscaping that reduces storm water runoff. The U.S. Green Building Council has adopted national standards for sustainable buildings. LEED, or Leadership in Energy & Environmental Design, is the certification program that recognizes best-in-class building strategies and practices. To receive LEED certification, building projects satisfy prerequisites and earn points to achieve different levels of certification. Buildings in Menomonee Falls that have applied for LEED Certification include the following:

- Bradley Corporation, W142 N9101 Fountain Blvd – Listed, but certification data unavailable
- Eaton Corporation MOTC, W126N7250 Flint Drive – LEED Silver certification
- Kohl's Innovation Center, W165 N5830 Ridgewood Drive – Certification in progress
- Kohl's Menomonee Falls, N95 W18000 Appleton Avenue – LEED certified
- WE Energies Service Center, Lilly Road – LEED certified



At the community level, provision of services in an efficient and sustainable manner generates cost savings and environmental benefits for residents and businesses. Menomonee Falls could take advantage of the following opportunities to enhance organizational efficiency and promote long-term community health.

- Energy audits and efficiency upgrades for Village facilities
- Evaluation of the Village Waste Stream to identify opportunities for reuse and recycling
- Conversion of traffic lights and street lights to LED fixtures
- Replacement of aging Village vehicles with fuel efficient models
- Promotion of active transportation through expansion of existing facilities and participation in national Bike to Work Week
- Consideration of incentives for LEED certified buildings in Tax Increment Districts



Menomonee Falls Public Library



Menomonee falls

INTERGOVERNMENTAL COOPERATION

The intergovernmental cooperation element of the Comprehensive Plan is intended to identify existing relationships between the Village of Menomonee Falls and other governmental entities, and to explore potential opportunities for collaboration or conflict resolution. Many of the functions of government are impacted by, or themselves impact other governmental functions. By identifying these concerns, Menomonee Falls may promote a regional approach to dealing with issues beyond its borders, improve service delivery or cost effectiveness, promote a cooperative environment between local governments and provide a higher level of predictability in planning for land use or public services.

EXISTING CONDITIONS

Menomonee Falls is surrounded by several local municipalities. The Village also falls within a hierarchy of county, state and federal governments. Finally, it falls wholly or partially within the territory of several public or quasi-governmental regional districts or commissions that may provide service to the Village or its residents. Table 34 lists some of the entities that may be considered as partners in intergovernmental cooperation.

TABLE 34
Bordering or Overlapping Governmental Entities

United States of America	City of Milwaukee	Menomonee Falls School District
State of Wisconsin	City of Brookfield	Hamilton School District
Waukesha County	City of Mequon	Southeastern Wisconsin Regional
Milwaukee County	City of Pewaukee	Planning Commission (SEWRPC)
Washington County	Village of Germantown	Milwaukee County Transit System
Ozaukee County	Village of Butler	Milwaukee Metropolitan Sewage District
Town of Brookfield	Village of Lannon	Milwaukee Seven
Town of Lisbon	Village of Richfield	Fox River Sewage District
	Village of Sussex	

Menomonee Falls participates in several joint initiatives with other governmental entities. A partial list of these includes:

- Mutual aid agreements for fire protection with most communities in Waukesha, Washington, Ozaukee, and Milwaukee counties
- Consolidated fire service with the Village of Lannon
- Automatic aid agreements for fire protection with the Village of Butler
- Hazardous materials response agreements with service provided by the City of Waukesha
- Property tax collection services provided by Waukesha county
- Mutual aid agreements for police protection with most surrounding communities
- Police participation in regional activities such as the Metro Drug Task Force and regional dispatch systems
- Snow and ice removal services provided by Menomonee Falls by contract to the Village of Lannon
- Provision of water service to portions of the City of Mequon
- Wastewater treatment provided by a shared plant in the Village of Sussex

Several of the Village's existing Comprehensive Plan objectives require negotiation and cooperation with other governmental entities. These include objectives related to transportation and development of enhanced transit, provision of sewer and water services, regional cooperation on economic development, and development as it may be impacted by state administrative rules, annexation or extraterritorial plat review and other influences.

ANNEXATION AND FUTURE MUNICIPAL BOUNDARIES

Much of the Village boundary is already defined where it abuts neighboring incorporated municipalities. The Village does have the potential to allow annexation of unincorporated land located within the Towns of Brookfield and Lisbon, where it is contiguous to Village boundaries. Annexations, however, can frequently be a source of conflict between communities. This may be the case with towns that “lose” property, or when neighboring cities and villages get into annexation wars to “grab” property for their future growth.

State statutes seek to minimize conflict by establishing certain criteria that must be met for an annexation to occur. In most cases, annexation must be initiated by the owner of the property to be annexed. Furthermore, the territory to be annexed must be contiguous to the boundary of the municipality. These help to ensure that land is annexed to a city or village only when the prospect for development is near.

Many communities have entered into intermunicipal agreements that further seek to eliminate conflict over annexation. Agreements between two (or more) cities or villages commonly establish a future common municipal boundary, with each community agreeing not to annex territory on the opposite side of the boundary line. Agreements between a town and a city or village typically provide for phased annexation of town territory. The typical agreement identifies a portion of the town in which the town will not oppose annexation petitions. In return, the city or village usually agrees to not allow annexation of land outside of the designated area. These agreements usually have a date for termination. They may also address other concerns, such as the city or village agreeing to provide water and sewer service to portions of the town, or property tax revenue sharing on newly annexed and developed land.



The 2008 *Comprehensive Plan* recommended that Menomonee Falls consider negotiating with the City of Brookfield and the Town of Brookfield concerning annexation and a future municipal boundary on land within the Town of Brookfield, adjacent to the Southwest Study Area. The *Comprehensive Plan* indicated that due to topography, a portion of the Town of Brookfield, south of Lisbon Road and north of an extensive wetland area, would be most efficiently served by sanitary sewer services from the Village of Menomonee Falls. Topics for discussion might include sewer service provision, phasing of development and potential annexation to the Village of Menomonee Falls. The 2008 *Comprehensive Plan* recommended similar discussions to be held with the Villages of Lannon, Richfield, and Sussex and the Town of Lisbon.

ADDITIONAL OPPORTUNITIES FOR INTERGOVERNMENTAL COOPERATION

Beyond boundary and annexation issues, local municipal governments may find other opportunities for cooperation. This may often be driven by a desire to create operational efficiencies, resulting in lower costs and a minimized tax burden on residents. Issues that may be explored cooperatively include:

Parks, Trails, and Recreation

Decisions regarding park and open space dedication have impacts for several government entities. School facilities often serve as additional park resources for nearby residents. The Village may consider discussions with the two school districts to formalize use of these facilities. The extension and completion of a regional trail network also requires cooperation between the Village and other municipal and county governments.

Stormwater Management and Water Quality

Drainage basins, groundwater, stream courses and floodways seldom respect municipal boundaries. Menomonee Falls and its neighbors share common concerns related to stormwater management and water quality. These issues will be effectively addressed on a regional level, through coordinated planning and action.

Public Transportation

The Milwaukee County Transit System operates largely within Milwaukee County, but has extended four of its routes into Menomonee Falls (see Map 10). The Village does not receive any transit service through Waukesha County. Local businesses with regional workforces, inconsistent fuel prices and an aging population may increase demand for transit service in the years to come. The Village will need to be prepared to discuss options for maintaining (or extending) services provided by these regional entities. Preliminary discussions may focus on service priorities, data collection needs and potential funding opportunities through state or federal resources.





Transportation

Menomonee Falls should work with the Wisconsin Department of Transportation, Waukesha County and other regional agencies to ensure that transportation planning and improvements are consistent with the Comprehensive Plan.

Schools

Public and private schools are essential to community vitality, yet create a demand for public services that may not be immediately apparent. This can encompass features such as sidewalks and paths connecting schools to neighborhoods, traffic controls and crossing guards, emergency services and outreach programs. Schools, and particularly high schools, may create adverse effects on

surrounding neighborhoods due to traffic, noise, lighting or other issues. Menomonee Falls and the two school districts providing service in the Village should continue to meet through the Intergovernmental Communications Committee (IGCC) to discuss issues of mutual concern. These discussions may also address budgeting and cost sharing possibilities.



Wastewater Treatment

As discussed in other chapters of the Comprehensive Plan, Menomonee Falls sends its sewage to either the Milwaukee Metropolitan Sewerage District or to the wastewater treatment plant in the Village of Sussex. During the planning process in 2008, some concern was expressed related to available treatment capacity and the ability of the wastewater collection system to handle larger flows. Current design of the system is a factor in limiting the allowable density of development in parts of the community. The Village will need to continue to work with Sussex (and to a lesser extent, MMSD) to ensure that adequate capacity is reserved to allow for growth planned within Menomonee Falls.

POTENTIAL CONFLICTS

Village staff reviewed adopted plans for surrounding municipalities, as well as counties, to identify potential conflicts with Menomonee Falls' Comprehensive Plan. The City of Brookfield, Village of Germantown, City of Milwaukee, Village of Sussex and Waukesha County have adopted Smart Growth compliant plans. Some local municipalities (Town of Lisbon, Town of Brookfield, Village of Butler and the Village of Lannon) have not drafted unique plans, but rather defer to the *Waukesha County Comprehensive Development Plan* as a guide for future development. The following is a summary of the findings regarding potential plan conflicts.

Village of Germantown

Germantown adopted its Comprehensive Plan in 2004. The 2010-2020 land use map addresses areas within the existing Village of Germantown, which abuts the North Study Area in Menomonee Falls. Germantown indicates future commercial and industrial land use in this area, whereas Menomonee Falls has planned for low density residential and agricultural holding areas on its side of the border. While this does not necessarily pose a conflict, Menomonee Falls should work with Germantown to ensure that the uses allowed and the quality of urban design on these commercial land use areas do not detract from the residential uses to the south. Germantown is updating its Comprehensive Plan in 2015.

Village of Sussex

The Village of Sussex adopted its Comprehensive Plan in 2003. The Village's 2020 Land Use Map was most recently amended in 2014. The future land use recommendations of these documents are generally compatible with those across Town Line Road in Menomonee Falls.

Waukesha County (Village of Lannon, Town of Lisbon, Town of Brookfield, Village of Butler)

Waukesha County adopted its *Comprehensive Development Plan* to meet the requirements of the Smart Growth Legislation in 2009. Several local jurisdictions within the County updated their plans through this process. The Waukesha County future land use map is generally consistent with Menomonee Falls' 2008 *Comprehensive Plan*, except within the Southwest Study Area. Waukesha County shows portions of this area to be low density residential, while Menomonee Falls identified plans for a mixed-use center and medium density residential along Silver Spring Drive between Lannon Road and 1 Mile Road. Waukesha County's future land use map also proposes maintenance of some rural density/agricultural land in the Southwest Study Area, while the Menomonee Falls *Comprehensive Plan* proposes low density residential.



Menomonee Falls has extraterritorial jurisdiction to plan for future development in 1,140 acres of the unincorporated Town of Lisbon to the west of Town Line Road. Menomonee Falls adopted the recommendations of Lisbon's existing land use plan when the 2008 *Comprehensive Plan* was being drafted. Since that time, however, Lisbon has amended their land use map to call for uses that do not coincide with the Village plan. In their 2013 land use map, the Town of Lisbon planned for additional commercial development along Town Line Road and additional commercial and institutional development near Lisbon Road. These uses are not consistent with extraterritorial land uses identified in Menomonee Falls' Southwest Area Plan. Menomonee Falls should work with the Town of Lisbon to articulate discrepancies and (if possible) to reach consensus regarding recommendations for future development.

City of Brookfield

Brookfield adopted its Comprehensive Plan in 2009. The future land use recommendations of the plan are generally compatible with those across Lisbon Road in Menomonee Falls. As Menomonee Falls has some recommended areas of higher intensity uses along Lisbon Road, it will be important to ensure the quality of urban design for these use areas does not detract from the mostly single family residential uses to the south.

City of Milwaukee

Milwaukee adopted the *Northwest Area Plan* in 2008. The recommendations of the plan are generally compatible with those across 124th Street and the Menomonee River in Menomonee Falls. The plan proposes continued infill development of a combination of single family homes, offices, industry, and commercial uses in northwest Milwaukee. The plan also emphasizes the need for improved recreational access and bicycle/pedestrian connectivity as the area develops.





Chapter 5

Area Plans

In 2008, the Village divided the community into six study areas (**Map 3**) and developed a detailed plan for each area. Existing conditions were reviewed, public input was collected and planning priorities were identified for a variety of elements including community resources, housing, transportation, community facilities and land use. Specific recommendations were made for projects, programs and policies intended to support the identified priorities for each area. The Village also established a recommended Land Use Plan for each of the areas. New project and program recommendations were not established for the 2015 *Comprehensive Plan Update*, but recommended Land Use Plans were revised for each of the study areas. The following area plans retain the 2008 narrative and recommendations while incorporating the new Land Use Plans and all adopted Comprehensive Plan text amendments since 2008.



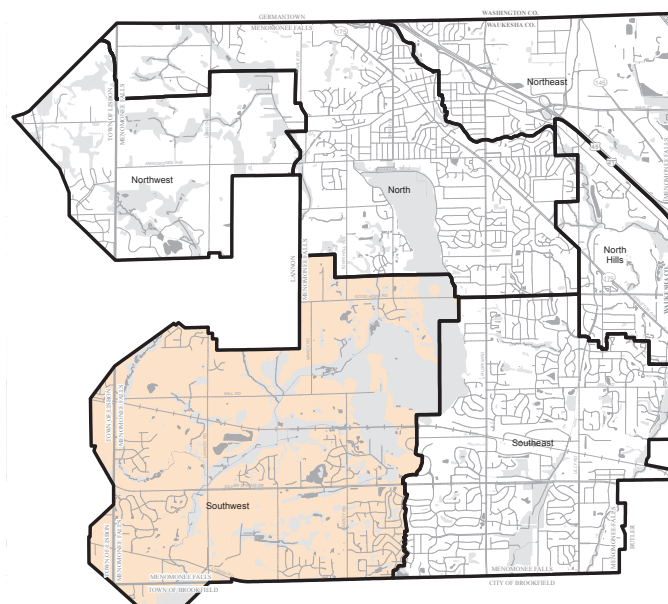
SOUTHWEST STUDY AREA

ASSESSMENT OF THE STUDY AREA

Feedback regarding the needs and concerns of this area was received through public participation efforts including an open house, three community surveys and ongoing opportunities for public input during the planning process. The following assessment summarizes comments received and issues raised regarding the Southwest Study Area. A detailed summary of the open house comments and survey results can be found in the appendix of the 2008 *Comprehensive Plan*.

Agricultural, Natural and Cultural Resources

The Southwest Study Area will likely face build-out over this *Comprehensive Plan*'s duration, reducing or possibly eliminating the number of viable farms in the area. A few farms currently exist, but the majority of agricultural land is rented to farmers living elsewhere. Most of the agricultural activities in the area involve crop farming.



Natural resource comments from the open house were overwhelmingly in support of the following:

- preserving open space and wildlife habitat;
- improving flood control;
- providing trails and pedestrian connectivity; and
- controlling the extension of Village services, especially sanitary sewer, to manage growth.

Housing

The predominant form of housing in the study area is single-family detached homes at average densities of two units per acre or less. Based on open house feedback, single-family detached housing is the preferred housing type within the study area. Many comments expressed concern about houses seen as too large for their lots, with the Taylor Woods Subdivision cited as an example. Support for condominium development and senior housing at modest densities was limited. Conversely, a number of developers identified market demand for medium density (2-6 units/acre) and high density (6-13 units/acre) residential development at locations within the study area.

Transportation

Southwest Study Area residents want to ensure that development size and density is matched to transportation system capacity. Traffic congestion has become a prevalent concern. New development should not overburden existing infrastructure. Significant discussion during the open house centered on the need for pedestrian accommodation on arterial and collector streets as increased traffic has made them unsafe. The *Comprehensive Outdoor Recreation Plan* calls for an integrated network of trails along major arterials and in the Fox River Greenway.

Land Use

The Southwest Study Area has significant development constraints due to environmental conditions such as wetlands or hydric soils, flood areas or threatened wildlife habitats. Open house participants repeatedly commented on their desire for preservation of open spaces, natural settings and wildlife habitats.

Commercial development is limited to small nodes, primarily at intersections of collector and arterial streets. Open house participants repeatedly called for neighborhood service-oriented commercial development at these nodes, but avoiding “strip” commercial development. Overall response to industrial development was negative. Most participants also reacted negatively to the quarry operations in the adjacent communities.

TABLE 35
Summary of Existing Land Uses
Southwest Study Area: 2010

Land Use Category	Acres	Percent
Agricultural	2,521	38.0%
Environmental	1,770	26.7%
Residential	1,130	17.0%
Transportation & Utilities	462	7.0%
Recreation	414	6.2%
Institutional	90	1.4%
Commercial	106	1.6%
Industrial	48	0.7%
Surface Water	76	1.1%
Extractive	16	0.2%
Total	6,634	100%

Utilities and Community Facilities

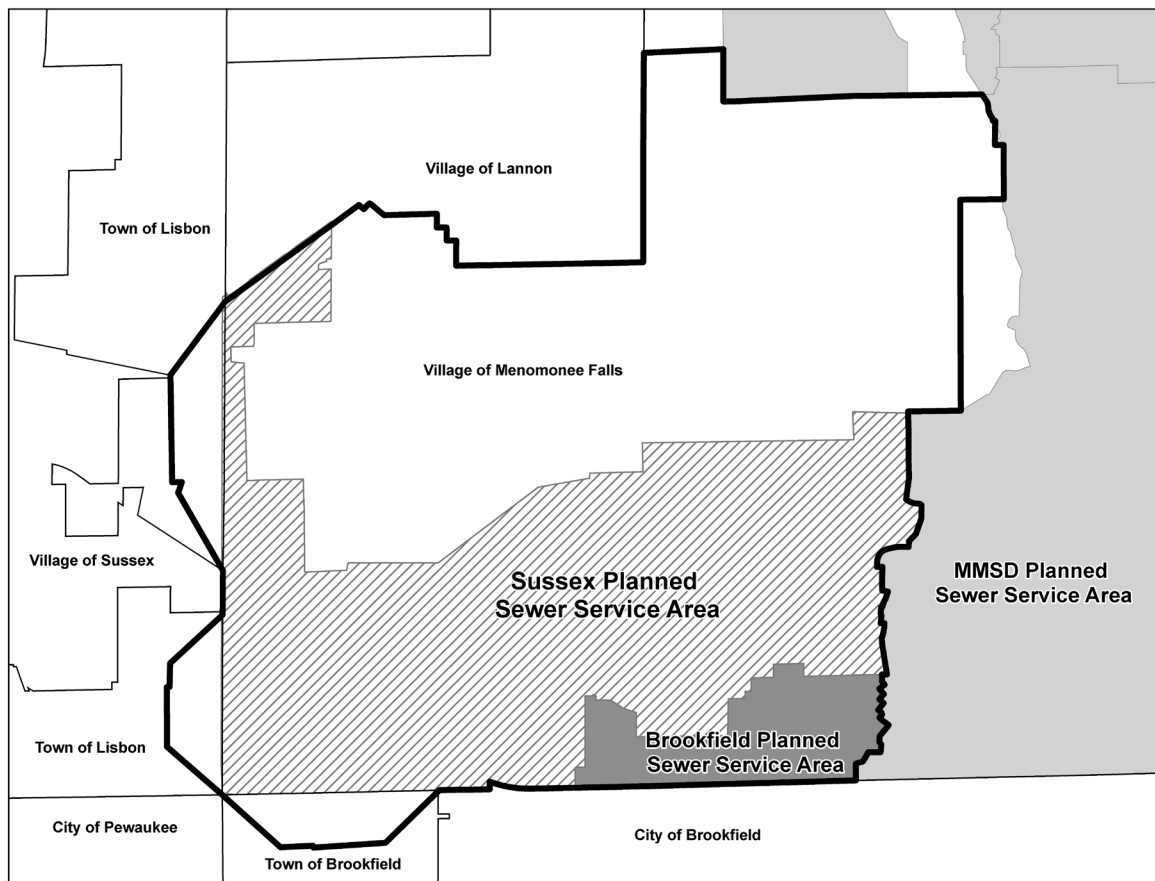
As shown in Map 19, the majority of the southern half of the Southwest Study Area is within the sewer service area of the Village of Sussex Water Pollution Control Facility. Approximately 373 acres in the southeast corner of the study area is tributary to the City of Brookfield Sewer Service Area / Fox River Water Pollution Control Center.

The northern half of the Southwest Study Area is currently not within any sewer service area. Land within this area is either undeveloped or serviced by privately-owned wastewater treatment facilities. Open house participants largely indicated that new development should occur on municipal sewer and water, however, reactions to retrofitting existing neighborhoods with sewer and water services were mixed.

The southwest area was identified as an area for future school and fire station facilities.

There were significant concerns related to existing flooding problems in the area, especially in the vicinity of Lisbon Road and Lannon Road, extending to the northeast and southwest and along Willow Springs Creek in the Silver Spring Meadows Subdivision.

MAP 19
Planned Sewer Service Areas in the Southwest Study Area: 2007



SOUTHWEST STUDY AREA PLAN

The 2008 Comprehensive Plan Steering Committee evaluated three build-out concepts for the Southwest Study Area. Upon review, the concepts were synthesized into a fourth and fifth concept and a final sixth version. The following describes the plans for the Southwest Study Area.

Agriculture, Natural and Cultural Resources

Environmental corridors and floodplains identified by the Southeastern Wisconsin Regional Planning Commission should be preserved. Additionally, future development near these areas should provide a 25- to 75-foot buffer between structures or pavement and any environmental corridors. Development may occur in areas designated as flood fringes provided that all local, state, and federal regulations are satisfied. Environmental corridor, wetland and flood data mapped in this Comprehensive Plan has a degree of inaccuracy due to the manner in which it has been collected. This data must be refined through environmental and topographic surveys as part of the site development review process.

Waukesha County has prepared a detailed plan for greenways along environmental corridors. The intent of that plan is to provide connectivity between these features, which may require preservation of land outside of environmental corridors to establish contiguity. Corridors may be preserved through public ownership or land use regulation. Within the Southwest Study Area, areas identified for preservation in the County plan include land in or adjacent to the Tamarack Preserve that is designated for future Village ownership, environmental corridors mostly intended for County ownership and isolated resource areas that will be preserved through land use regulation. Existing Village policies and this *Comprehensive Plan* support the County's recommendations.

Housing

A majority of the neighborhood's present housing consists of detached single-family homes. While this use will continue in parts of the neighborhood that are expected to develop in the next twenty years, this use may develop in the form of cluster subdivisions. Additionally, the plan anticipates some higher-density uses that may include senior-oriented multi-family buildings in the vicinity of Silver Spring Drive.

Transportation

Transportation planning for the Southwest Study Area concurs with the Southeastern Wisconsin Regional Planning Commission's 2035 *Regional Transportation System Plan*. Projects identified for the Southwest Study Area include:

- widening Lisbon Road to four lanes (with a median) between Lannon Road and Hampton Road;
- widening Silver Spring Drive to four lanes (with a median) between Lannon Road and Pilgrim Road,
- acquiring additional right-of-way along Silver Spring Drive to accommodate a four lane width from CTH V to Lannon Road.

As Silver Spring Drive and Lannon Road are Waukesha County roads, the Village will need to negotiate with the County to plan improvements.

Several local street connections are identified to improve traffic flow and connectivity within neighborhoods in the Southwest Study Area. These connections are depicted on **Map 20**. As new local roads are constructed to serve development, turning lanes and other intersection improvements may be necessary at several locations on arterial and collector streets. These needs should be assessed as development occurs, and improvements may be

required as part of the development review process. The Village may also consider imposing impact fees on new development to pay for the proportionate cost of improvements necessary as a result of increasing demands for public services.

This plan recommends realigning Marcy Road to remove the offset at Mill Road and extending the street to create a continuous north-south route. One Mile Road is a Village road and will require major improvements to handle additional traffic volume.

The Village's *Comprehensive Outdoor Recreation Plan* recommends multi-purpose paths running parallel to Town Line Road, Lisbon Road, Mill Road and Marcy Road. Additionally, the plan identifies a dedicated bike lane on Silver Spring Drive east of Lannon Road, transitioning to an off-street multi-purpose path west of Lannon Road. In place of the dedicated bike lanes, this *Comprehensive Plan* recommends that a ten foot wide sidewalk/multi-use path be provided along both sides of Silver Spring Drive and Lannon Road.

The Southwest Study Area Plan supports construction of multi-use paths through County-designated greenway corridors. Proposed Village paths will connect to these greenways.

Continued use of the railroad corridor may create problems with road connectivity. A limited number of railroad crossings may be permitted due to concerns about conflicts between trains and vehicles on road-ways.

Land Use

The Southwest Study Area Plan assumes full build-out of the study area. In other words, all agricultural and unused lands which do not have environmental constraints will be developed in accordance with this plan. The majority of the planned uses study area will consist of low density residential areas with up to two units per acre, both in typical suburban patterns and conservation subdivisions. The plan also identifies an area of medium density residential uses south of Silver Spring Drive, between Lannon Road and One Mile Road.

The proposed distribution of future land uses in the Southwest Study Area is summarized in Table 36 and depicted on Map 20.

A significant portion of the Southwest Study Area is designated for future residential use at a planned density of up to two units per acre. In addition to this low density use, the plan designates certain areas as medium density residential, with between two and six units per acre. Both low and medium density areas can include attached as well as detached homes.

A conservation subdivision pattern of development is strongly encouraged within the Southwest Study Area. Conservation subdivisions have the same net density as low density residential, but may have smaller individual lots to reduce the extent of infrastructure needed and to preserve greater areas common open space, which may contain environmental features such as mature trees or wildlife habitat. As conservation subdivisions are a preferred development pattern instead of typical suburban subdivisions, the Village of Menomonee Falls should consider establishing a zoning district that allows conservation subdivision as a use by right, and allowing typical suburban patterns only through a waiver process.

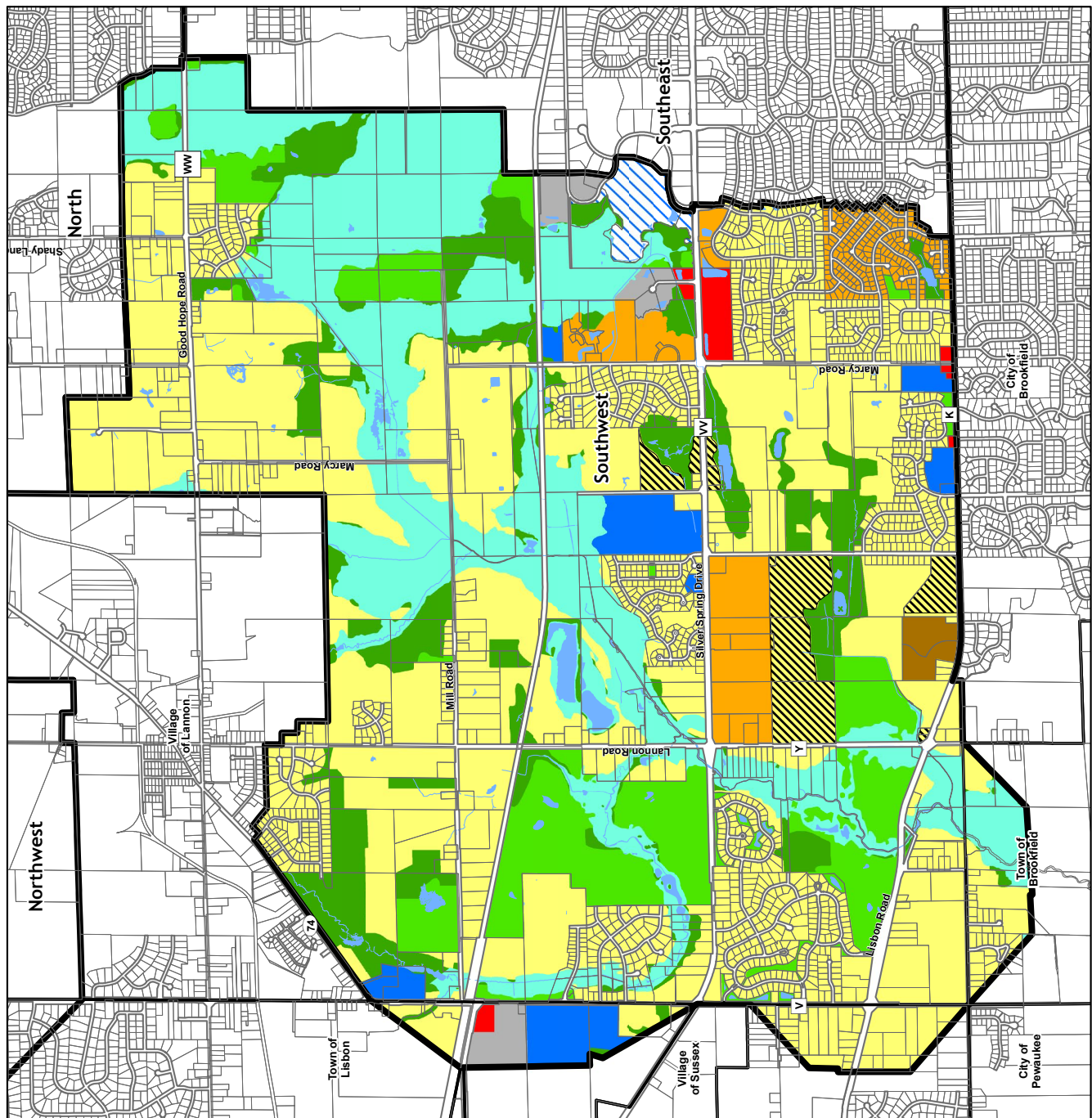
TABLE 36
Recommended Land Use
Southwest Study Area

Land Use Category	Acres	Percent
Low Density Residential	2,995	45.2%
Medium Density Residential	259	3.9%
High Density Residential	30	0.5%
Office	54	0.8%
Commercial	42	0.6%
Industrial	69	1.0%
Institutional	161	2.4%
Park and Open Space	546	8.2%
Environmental Corridor and Floodway	2,009	30.3%
Right-of-way	469	7.1%
Total	6,634	100%

The decision to plan for low density residential development on most of the land area between Silver Spring Drive, One Mile Road, Lisbon Road and Lannon Road was based on available sanitary sewer capacity. The Village recognizes that higher density residential development may be suitable for some part of this area. To accommodate this potential, this Comprehensive Plan recommends establishing a bonus density overlay zone. In this zone, additional density (to a maximum of six units per acre) may be approved if the development can demonstrate that the development proposed will not generate more sewerage volume than a typical development at a density of two units per acre. It is anticipated that this requirement will typically be met through the adoption of alternative treatment technologies.

Conditions for approval of a density bonus should include requirements that the developer: 1) demonstrate that the on-site practices and techniques being proposed are technically feasible; 2) provide documentation of the amount of offset or reduction in sewerage flow volume; and 3) include language in a developer's agreement to determine responsibility for construction, maintenance, and operation of the proposed facilities. Increases in density must not increase sewerage flow beyond the capacity allotted for low density residential districts. Additionally, density can not exceed 6 housing units per acre.

MAP 20 Southwest Study Area Land Use Plan



A limited number of commercial sites are identified in the future land use plan. These primarily consist of sites that are already zoned, or are in use as commercial properties.

Land uses depicted in **Map 20** are described below. Density is based on net developable acreage, which is calculated by subtracting wetlands, floodplains, steep slopes and other non-buildable areas from the gross acreage of the parcel.

- *Low Density Residential.* A residential land use classification with densities ranging from 1 dwelling unit per 3 acres to 2 dwelling units per acre, generally containing single family homes.
- *Medium Density Residential.* This is a residential land use with densities ranging from two to six dwelling units per acre. In addition to detached homes, two-unit and small multi-family buildings are appropriate in this category.
- *High Density Residential.* Densities may exceed six dwelling units per acre in this category, which will generally contain multi-family buildings, row houses and duplexes. Although no part of the Southwest Study Area is designated specifically for this use, residential densities of six units per acre or greater may be sited in the mixed use town center areas identified in the plan.
- *Office.* This use is intended for offices related to research and development, high technology products, corporate and divisional headquarters, and administrative, business and professional offices.
- *Commercial.* This is a land use intended for small commercial developments serving neighborhood or community shopping and service needs, as well as larger retail developments focused on highways and local interchanges.
- *Industrial.* Operations involving manufacturing, assembly, and processing of products, and research and development activities, including corporate and divisional headquarters, administrative and business offices, professional offices, banks, data processing centers and research laboratories, are included in this category.
- *Institutional.* This land use is intended for general governmental functions and organizations such as churches, schools, libraries, post offices and similar uses.
- *Transportation.* Right-of-way for public roads and railroad corridors are included in this land use category.



- *Park and Open Space*. This use includes public and private outdoor recreational and open space, or preservation of the natural environment for the physical, psychological and spiritual benefit of the community.
- *Floodway District*. This category consists of lands delineated by the Federal Emergency Management Agency (FEMA). The floodway district protects people and property from flood damage by prohibiting erection of structures that impede the flow of water during periodic flooding.
- *Environmental Corridor*. These are significant environmental areas designated by the Southeastern Wisconsin Regional Planning Commission. This category is a combination of primary environmental corridors, secondary environmental corridors and isolated natural resource areas.



The land use plan shown in **Map 20** reflects the desire in this earlier land use concept of allowing higher residential densities through creation of the bonus density overlay.

Potential land uses are identified in the event that the Southwest Study Area's two golf courses transition to non-recreational uses. Conversion of the courses would result in the loss of 248 acres of park and open space and the addition of 19 acres of medium density residential and 229 acres of low density residential. These conversions were not calculated in the sewer capacity analysis. Additional sewer capacity would need to be created to allow re-development of the golf courses.

The Southwest Study Area Plan does not support any extractive land uses within the study area, although the Waukesha County Development Plan identifies locations as potential sites for non-metallic mining and quarries.

Utilities and Community Facilities

Marcy Elementary School and Willow Springs Elementary School are located within the Southwest Study Area. Zion Lutheran School and Hamilton High School are located in the Village's extraterritorial jurisdiction. A new school site is identified in the Southwest Study Area on property owned by the Hamilton School District on Silver Spring Drive.

A regional stormwater facility is planned to mitigate flooding problems throughout the neighborhood. This facility will be located between Lannon Road and One Mile Road.

The Southwest Study Area currently contains one park. Tower Hill Park is located on Mill Road. The area also contains Wanaki Golf Course, a public course owned by Waukesha County, and Silver Spring Country Club, a privately owned course open to the public. The Village plans to develop an additional park in the Southwest Study Area within the next five years, on property owned by the Village on Mill Road west of Lannon Road.

The Southwest Study Area was analyzed to determine the build-out scenario's impact on capacity of the sanitary sewer that conveys the flow from this area to the Village of Sussex Water Pollution Control Facility. For the purposes of this study, it was assumed that the northern half of the Southwest Area will eventually be included in Sussex's sewer service area. Accordingly, flows were developed for the entire Southwest Study Area based on the land uses described in the Southwest Study Area Plan. Flows were not computed for areas of park and open space or floodway district since these areas will not be developed.

Development in the Southwest Study Area faces constraints in the form of limited sewer capacity. Without significant and expensive upgrades to sewer infrastructure, development in the study area is limited to the build-out scenario depicted in the land use plan. In fact, the build-out shown in the plan would exceed existing capacity by a small amount. However, given the conservative nature of the sewer analysis and the likelihood that development will occur at less than the maximum density, sewer capacity should be adequate. Sewer capacity should be analyzed during each five year review to determine how closely actual demand is matching projected demand.

The Village will need to construct a lift station near the intersection of Lannon Road and River Road to accommodate future sanitary sewer service. Land must be acquired for this facility.

The Village anticipates that a new water well will have to be constructed in the Southwest Study Area to meet the needs of the growing population. Under Wisconsin's Wellhead Protection Program, the Village is required to develop a wellhead protection plan for this new well.

In order to preserve the unique aesthetic qualities of this area all new or relocated utilities must be installed underground. In instances where remote access buildings, communications towers or booster stations need to be above ground the architecture or enclosure of these structures shall be designed to blend with and compliment the surrounding structures, landscape and any future development. These structures should be designed to be unobtrusive.

Fox River Environmental Corridor





NORTHWEST STUDY AREA

ASSESSMENT OF THE STUDY AREA

Public participation efforts conducted during the planning process for this chapter of the Comprehensive Plan included a Northwest Study Area open house, three community surveys and an ongoing opportunity for public input. The feedback received regarding the needs and concerns of this area of the Village was incorporated into this analysis. The following assessment summarizes comments received and issues raised regarding the Northwest Study Area. A detailed summary of the open house comments and survey results can be found in the appendix of the 2008 *Comprehensive Plan*.

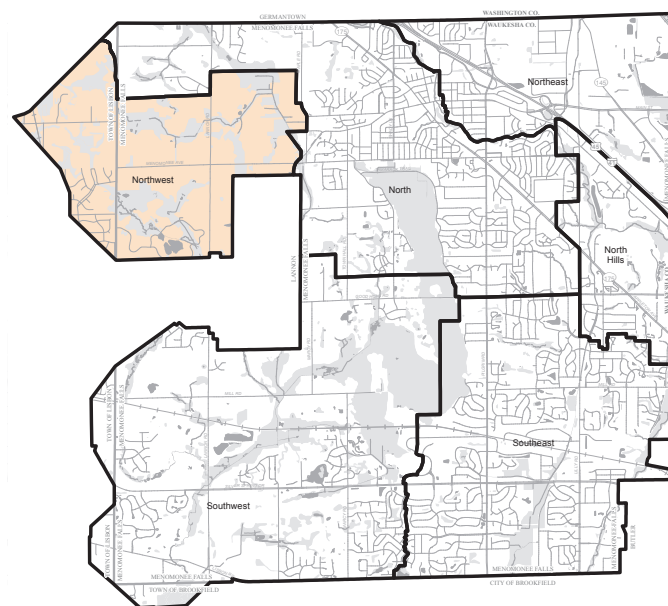
Agricultural, Natural and Cultural Resources

While agriculture within the Village limits is declining as a viable economic activity, it maintains a stronger hold in the Northwest Study Area, mostly due to limited development pressure. Most of the current agricultural activities in the study area involve crop farming.

Natural resource comments from the open house generally supported acquisition or protection of wetland areas. Support was strong for preserving Menomonee Park and creating additional parks in the area, however, some comments indicated that Menomonee Park served the area adequately and expressed concern about the presumed increased taxes involved with new parks.

Housing

Single family detached homes are the predominant form of housing in the Northwest Study Area. Many of the homes are connected to farms and are located on lots of 35 acres or larger. Other homes have a rural residential character and are located on lots larger than two acres. Additionally, some of the extraterritorial area in the Town of Lisbon has been subdivided into lots between 0.5 and 1.5 acres. Comments at the open house indicated that residents of the Northwest Study Area are satisfied with current densities, though a handful of residents expressed interest in ten-acre hobby farms.



Transportation

Traffic speed and the volume of traffic, especially commercial trucks on local and county roads, were the primary transportation-related concerns of area residents. Most of the open house feedback indicated that widening roads would be unpopular. Other comments called for reduced speed limits and prohibiting or limiting trucks on local roads.

Land Use

A large part of the Northwest Study Area is covered by environmental corridors, wetlands and floodplain. Several open house comments related concerns about development destroying wetlands. In general, open house participants expressed a desire that the Northwest Study Area remain in its current state, without additional development. Only a small number of residents stated that they had any plans to sell their property in the next 20 years.

Residential land uses in this area are largely single family. Most open house comments pointed to residents' satisfaction with current rural densities and discouraged additional development. Commercial and industrial land uses in the Northwest Study Area are extremely limited. Most uses occupy isolated parcels, and there are no concentrations of industrial or retail use.

The break-down of land uses in the Northwest Study Area is indicated below.

TABLE 37
Summary of Existing Land Uses
Northwest Study Area: 2010

Land Use Category	Acres	Percent
Agricultural	1,244	44.0%
Environmental	901	31.8%
Residential	371	13.1%
Transportation & Utilities	110	3.9%
Recreation	161	5.7%
Institutional	7	0.3%
Commercial	8	0.3%
Industrial	1	0.02%
Surface Water	27	1.0%
Total	2,830	100%

Utilities and Community Facilities

Currently, all of the properties in the Northwest Study Area within the Village of Menomonee Falls are served by private water and wastewater systems. There are no Village-owned parks in the Northwest Study Area,

however, the study area does contain 320 acres of the nearly 400 acre Menomonee Park owned by Waukesha County. Menomonee Park features a small lake, swimming beach, fishing, concessions, camping, archery, sledding, cross-country skiing and horseback riding.

The study area now contains a fire station which is located at the intersection of Menomonee Avenue and Main Street. Athletic fields for Calvary Baptist School are also located in the study area, although the school itself is outside of the area. The Ranch, a large, privately owned facility that provides recreation and therapeutic services to children and adults with disabilities, is located in the study area.

NORTHWEST STUDY AREA PLAN

Plans for the Northwest Study Area result from the attitudes and preferences of Village residents and the development objectives of the Village of Menomonee Falls. It is expected that this part of the Village will change little during the next twenty years, as municipal water and sanitary sewer services are not immediately available to a significant portion of the study area; however the Village may, on a case by case basis, amend this plan to classify parcels larger than 35 acres to the Rural Density Residential Land Use Classification, allowing conservation developments.

Extraterritorial Jurisdiction Area in the Town of Lisbon

This Comprehensive Plan adopts recommendations for future land uses contained in the 2004 Comprehensive Plan prepared by the Town of Lisbon.

Agricultural, Natural and Cultural Resources

Environmental corridors and floodplains identified by the Southeastern Wisconsin Regional Planning Commission should be preserved. Additionally, future development near these areas should provide a 25- to 75-foot buffer between structures or pavement and any environmental corridors. Development may occur in areas designated as flood fringes provided that all local, state and federal regulations are satisfied. Environmental corridor, wetland and flood data mapped in this *Comprehensive Plan* has a degree of inaccuracy due to the manner in which it has been collected. This data must be refined through environmental and topographic surveys as part of the site development review process.

Waukesha County has prepared a detailed plan for greenways along environmental corridors. The intent of that plan is to provide connectivity between these features, which may require preservation of land outside of environmental corridors to establish contiguity. Corridors may be preserved through public ownership or land use regulation. There is only one significant corridor identified through a floodway and environmental corridor in the Northwest Study Area. This is intended to be preserved through land use regulation. Existing Village policies and this *Comprehensive Plan* support the County's recommendations.

Housing

Due to the fact that sanitary sewer service cannot be provided to this area in the near term, the opportunities for new housing development will mainly be limited to existing parcels that may be developed with single-family homes or conservation developments with densities no greater than 1 dwelling unit per 3 acres.

Transportation

Neither the plan for the Northwest Study Area nor the Southeastern Wisconsin Regional Planning Commission's 2035 *Regional Transportation System Plan* recommend any additional road construction or widening projects within the study area. Based on open house comments, the Village should review speed limits on

Village roads and work with Waukesha County to review speed limits on County roads. The Northwest Study Area Plan concurs with the Village's 2006-2010 *Comprehensive Outdoor Recreation Plan* recommendation for multi-purpose trails adjacent to Town Line Road, Lannon Road, and Menomonee Avenue.

Land Use

The Northwest Study Area Plan assumes continued low development pressure in the study area. Lack of municipal water and sanitary sewer services and the existing residents' disinterest in selling or subdividing their land should limit development pressures that are being felt in other parts of the Village. The general intent of the plan is to have the Northwest Study Area retain its rural character while permitting limited residential development on large lots or in a conservation development.

Table 38 indicates the distribution of recommended land uses in the Northwest Study Area. No commercial or industrial uses are proposed in the Northwest Study Area. Within the Village, most of the land within the Northwest Study Area that is not included in environmental corridors, floodway districts or Menomonee Park is designated as agricultural holding area. The only exceptions are an existing private school and the former Sunnyside School property. Both are classified as Institutional and located in the southeastern corner of the study area. The Northwest Study Area Plan recognizes that some existing residential parcels do not meet the 35-acre lot size. Existing uses shall be permitted to remain. The Village may consider small subdivisions to create large lot residential or conservation development patterns. Criteria for considering these subdivisions may include preservation of rural character, impact to environmental features, suitability for privately-owned wells and wastewater systems and future availability of municipal infrastructure.

The extraterritorial area within the Town of Lisbon reflects the Land Use Plan that the Town adopted in 2004. This area includes planned residential categories with densities more in line with traditional subdivisions. The area also includes some retail along the railroad corridor.

TABLE 38
Recommended Land Use
Northwest Study Area

Land Use Category	Acres	Percent
Agricultural Holding Area	829	29.3%
Rural Density Residential	440	15.5%
Low Density Residential	260	9.2%
Institutional	12	0.4%
Park and Open Space	237	8.4%
Environmental Corridor and Floodway	943	33.3%
Right-of-way	109	3.9%
Total	2,830	100%

The land uses shown in **Map 21** are described below. Density is based on net developable acreage, which is calculated by subtracting wetlands, floodplains, steep slopes and other non-buildable areas from the gross acreage of the parcel.

- *Agricultural Holding Area*. This land use is intended for active agricultural uses, and supports residential development with densities of typically no more than one unit per 35 acres. Existing residences on smaller lots will remain. Within the Northwest Study Area, the Village may consider some residential development at densities of more than one unit for every 35 acres. Any such higher density development should be supported by an analysis of the water table and soil conditions to support private wells and wastewater systems, and maintain the rural character of the area.
- *Rural Density Residential*. This is a residential land use with densities ranging from 3 acres to 35 acres per dwelling unit. The Village anticipates this land use category will be utilized in areas where conservation developments are desired.
- *Low Density Residential*. A residential land use classification with densities ranging from 1 dwelling unit per 3 acres to 2 dwelling units per acre, generally containing single family homes.
- *Commercial*. This is a land use intended for small commercial developments serving neighborhood or community shopping and service needs, as well as larger retail developments focused on highways and local interchanges.
- *Institutional*. This land use is intended for general governmental functions and organizations such as churches, schools, libraries, post offices and similar uses.
- *Transportation*. Right-of-way for public roads and railroad corridors are included in this land use category.
- *Park and Open Space*. This use includes public and private outdoor recreational and open space, or preservation of the natural environment for the physical, psychological and spiritual benefit of the community.
- *Floodway District*. This category consists of lands delineated by the Federal Emergency Management Agency (FEMA). The floodway district protects people and property from flood damage by prohibiting erection of structures that impede the flow of water during periodic flooding.
- *Environmental Corridor*. These are significant environmental areas designated by the Southeastern Wisconsin Regional Planning Commission. This category is a combination of primary environmental corridors, secondary environmental corridors and isolated natural resource areas.

Utilities and Community Facilities

Extension of municipal water and sewer into the Northwest Study Area would require a large investment in infrastructure. The Village of Menomonee Falls has no plans to extend services into the Northwest Study Area during the next twenty years. However, analysis of the sewer capacity for the Southwest Study Area Plan determined that the Village's trunk line and interceptor sewers tributary to the Village of Sussex Water Pollution Control Facility (WPCF) should have adequate capacity to convey peak hourly flows with the full build-out shown for the Southwest Study Area and a more developed Northwest Study Area. The areas

currently planned for agricultural holding area could be developed at a density of less than two units per acre and still be under the system's capacity limits. Development at densities higher than two units per acre could require construction of a parallel sewer system and the purchase of additional sewage treatment capacity to service the area

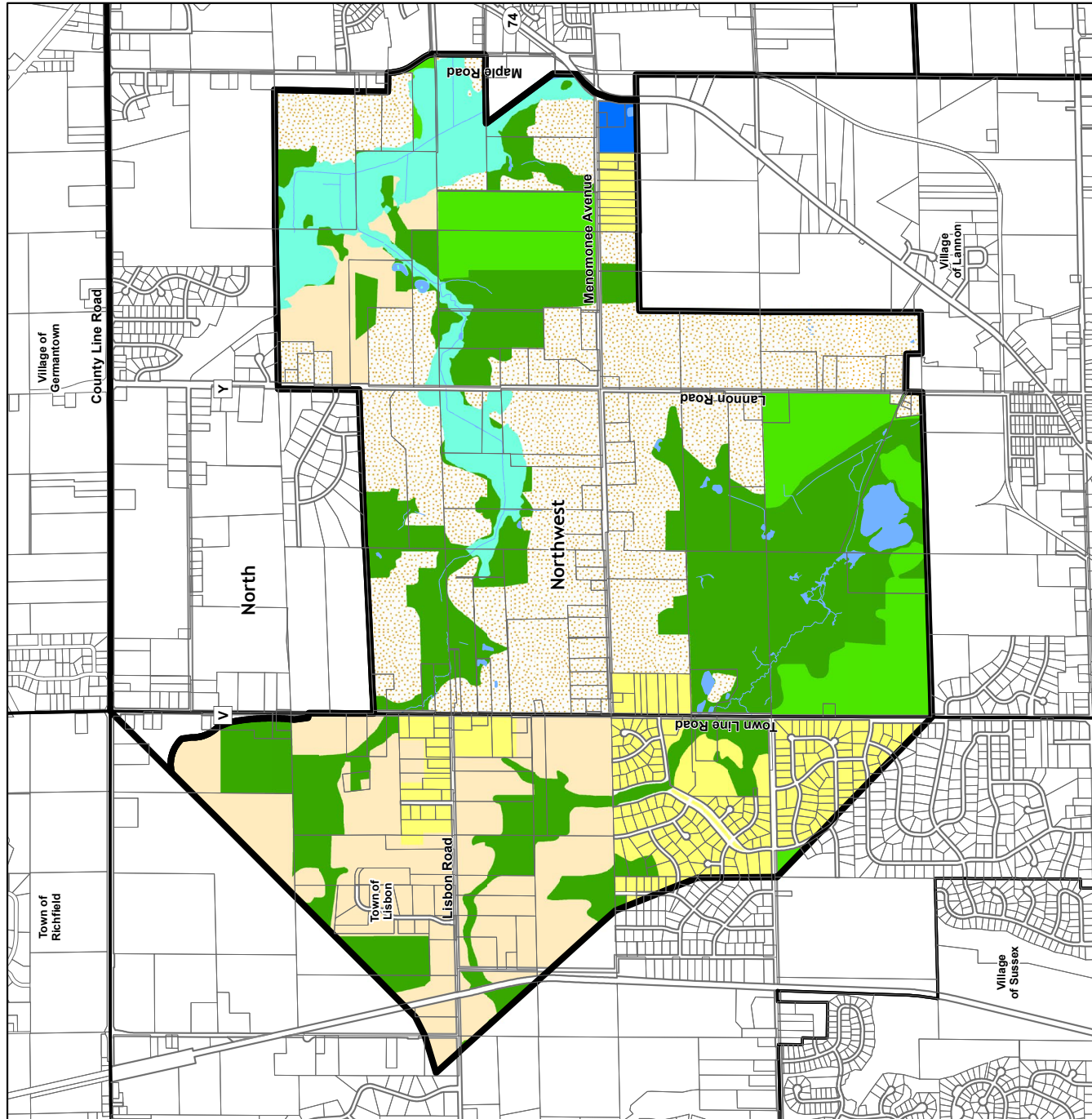
The Village's *Comprehensive Outdoor Recreation Plan* calls for land acquisition in the Northwest Study Area or the North Study Area to create a new active use park north of Menomonee Avenue. It also recommends acquisition of passive open space adjacent to environmentally sensitive areas, especially along the Fox River. When development in the Northwest Study Area occurs, that development should reflect the intent of the *Comprehensive Outdoor Recreation Plan*.

In order to preserve the unique aesthetic qualities of this area all new or relocated utilities must be installed underground. In instances where remote access buildings, communications towers or booster stations need to be above ground the architecture or enclosure of these structures shall be designed to blend with and compliment the surrounding structures, landscape and any future development. These structures should be designed to be unobtrusive.

Menomonee County Park



MAP 21 Northwest Study Area Land Use Plan



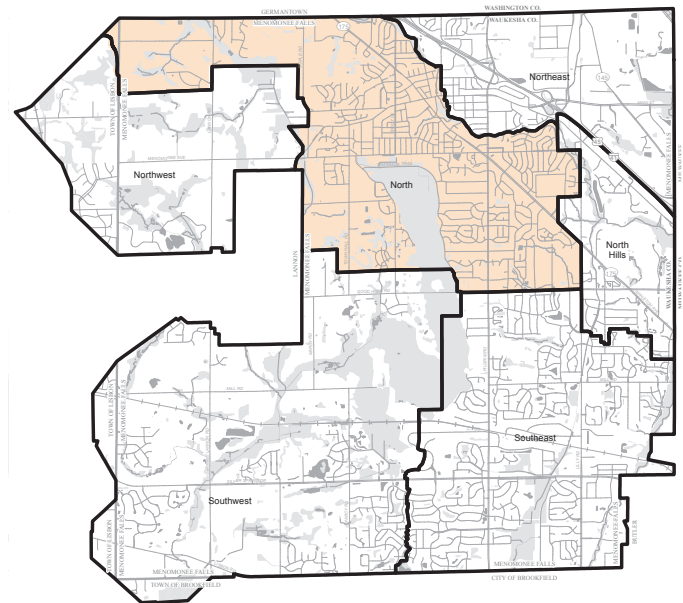


ASSESSMENT OF THE STUDY AREA

In order to address the needs and concerns of this Village area, numerous public participation opportunities were offered to gain public insight of the North Study Area. An open house together with community surveys and an ongoing opportunity for public input have resulted in invaluable feedback from residents. The following assessment summarizes the comments received and issues raised regarding the North Study Area.

Agricultural, Natural and Cultural Resources

A concern of balancing growth and development with preserving rural and historic character is common amongst residents. Residents voiced interest in promoting a stronger historical theme in the Village Centre, with an emphasis on restoration and preservation. Residents strongly support promoting family-oriented activities such as concerts at Mill Pond, the Farmer's Market and parades to foster "small town" character and draw people to the downtown. Residents would like to see a quality restaurant and specialty services offered in the Village Centre.



North Study Area residents indicated the need for a stronger focus on the Menomonee River. As the Menomonee River flows through the Village Centre, improved use of river frontage could be a draw for people to visit the downtown area. In addition to the Menomonee River, residents support natural resource protection for the entire Tamarack Preserve, and protecting wetland areas from encroaching development.

Housing

The predominant form of housing in the North Study Area is single family homes, generally at densities of two to six units per acre. However, the area also contains a majority of the Village's multifamily residential buildings. Comments from the open house focused mainly on concerns about property maintenance and enforcement of building and maintenance codes by the Village.

Transportation

Transportation concerns in the North Study Area focused on the Village Centre. Issues included a lack of

parking and excessive truck traffic. Many residents questioned the possibility of rerouting truck traffic from state highways to avoid the Village Centre. Roadways such as Appleton Avenue and Pilgrim Road were identified as overly congested with a lack of speed limit enforcement. Other comments called for improved bicycle and pedestrian paths with better connections to existing trails.

Land Use

As the Village Centre is at the heart of the North Study Area, many comments regarding land use were also focused on the Village Centre and its needs. Residents expressed a desire for more diverse restaurant and retail

TABLE 39
Summary of Existing Land Uses
North Study Area 2010

Land Use Category	Acres	Percent
Agricultural	918	18.5%
Environmental	767	15.5%
Residential	2,026	40.9%
Transportation & Utilities	661	13.3%
Recreation	74	1.5%
Institutional	236	4.8%
Commercial	246	5.0%
Industrial	10	0.2%
Surface Water	20	0.4%
Total	4,957	100%

offerings within the Village Centre, with a preference for more local businesses and fewer chain establishments. Building and property maintenance and streetscaping or landscaping were cited as areas for improvement.

There was support for bicycle and pedestrian improvements to enhance walkability. County Line Road/CTH Q was identified as an area of potential commercial growth, however, there are concerns about increased traffic.

Utilities and Community Facilities

As municipal sewer and water is not provided to the entire North Study Area, opinions about these services were mixed. Concerns were voiced about the costs of sewer and water services, with some residents hoping to remain on private systems, while others hope that municipal services would soon be available. Residents offered concerns about street and tree maintenance as well as the maintenance of Village properties. There was expressed interest for tree planting programs and establishing neighborhood watch groups.

NORTH STUDY AREA

The plan for the North Study Area evolved from the attitudes and preferences of Village residents, and the development objectives of the Village of Menomonee Falls. The Comprehensive Plan Steering Committee evaluated several proposed build-out concepts for the North Study Area. The final concept is included herein. The following describes the plans for the North Study Area.

Agriculture, Natural, and Cultural Resources

Environmental corridors and floodplains identified by the Southeastern Wisconsin Regional Planning Commission should be preserved. Additionally, future development near these areas should provide a 25- to 75-foot buffer between structures or pavement and any environmental corridors. Development may occur in areas designated as flood fringes provided that all local, state and federal regulations are satisfied. Environmental corridor, wetland and flood data mapped in this Comprehensive Plan has a degree of inaccuracy due to the manner in which it has been collected. This data must be refined through environmental and topographic surveys as part of the site development review process.

Waukesha County has prepared a detailed plan for greenways along environmental corridors. The intent of that plan is to provide connectivity between these features, which may require preservation of land outside of environmental corridors to establish contiguity. Corridors may be preserved through public ownership or land use regulation. Two significant natural or environmental resources are found within the North Study Area. These are the Menomonee River and portions of the Tamarack Preserve. The Village should identify and act on opportunities to improve the shoreline and to create additional access to Menomonee River, particularly within the Village Centre area. While much of the Tamarack Preserve is already in public ownership, the Village should acquire additional property within the preserve as it becomes available.

While the entire North Study Area is included within the sanitary service area, sewers are not expected to be extended to a portion of the area in the lifetime of this plan. For that reason, this part of the study area will be designated as an agricultural holding area.

Housing

Demographic shifts and changing housing preferences are creating an opportunity to redevelop properties in the North Study Area, and particularly in or near the Village Centre. This aim is consistent with planning that has addressed revitalization of the Village Centre, seeking to locate housing in a mixed use environment with an exciting and vital set of retail shops (including such stores as upscale grocery stores, bookstores, espresso shops and kitchenware stores), eating and drinking places and recreational and cultural activities. Additional planning and actions will be required of the Village to capture this future demand. This may include promoting appropriate redevelopment sites, supporting activities that add to the cultural or entertainment offerings of the district or taking an active role in promoting retail and restaurant attraction. The North Study Area, and the Village Centre in particular, could become a desirable housing location if retail and other amenities and services can be developed alongside a variety of housing choices.

Transportation

Recommendations for the North Study Area concur with the 2035 *Regional Transportation System Plan*, including expansion of County Line Road (County Highway Q) to four lanes between Lannon Road and Colgate Road.

The North Study Area Plan also concurs with the Village's *Comprehensive Outdoor Recreation Plan* recommendation for a multi-purpose path running along Menomonee Avenue, Lannon Road, Maple Road, Good Hope Road and along the perimeter of the Tamarack Preserve.

This plan recognizes the desire of downtown business owners to reduce the heavy truck traffic on state roads through the Village Centre. This will require coordination with the Wisconsin Department of Transportation to identify alternative routes.

Land Use

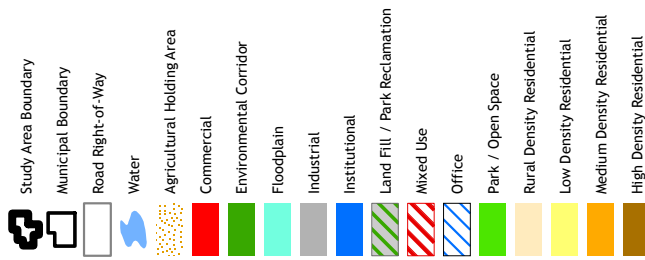
The majority of land in the North Study Area is already developed and the Comprehensive Plan generally reflects existing uses. However, the Plan also proposes that agricultural land in the northwest portion of the study area be classified as agricultural holding area to maintain those areas in their current state. Additionally, an area near the intersection of CTH Q and Maple Road has been designated as commercial to allow the existing residential areas to transition to commercial uses such as those found on the east side of Maple Road. In the southern portion of the study area, additional land along Marcy Road has been classified as institutional to provide Community Memorial Hospital the flexibility to expand and to allow the clustering of related medical uses.

Centennial Plaza



MAP 22 North Study Area Land Use Plan

Legend



Data Source: Waukesha County
Land Information, and Village of Menomonee Falls

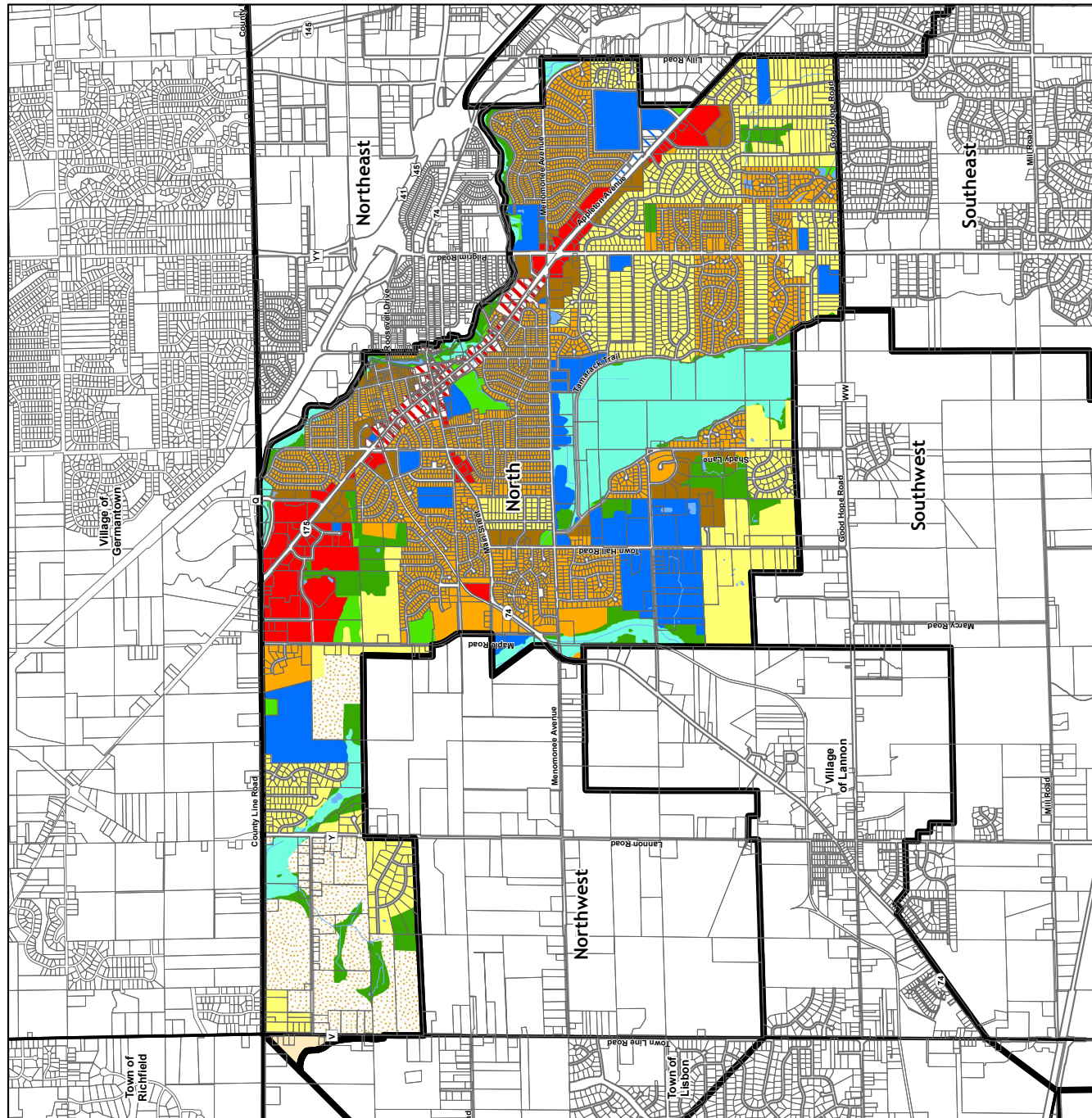
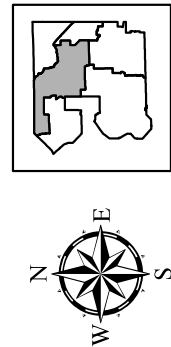
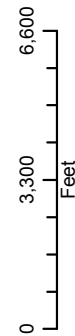


TABLE 40
Recommended Land Use
North Study Area

Land Use Category	Acres	Percent
Agricultural Holding Area	382	7.7%
Rural Density Residential	18	0.3%
Low Density Residential	1,056	21.3%
Medium Density Residential	1,082	21.8%
High Density Residential	163	3.3%
Office	3	0.1%
Commercial	243	4.9%
Mixed Use	74	1.5%
Institutional	435	8.8%
Park and Open Space	68	1.4%
Environmental Corridor and Floodway	770	15.5%
Right-of-way	664	13.4%
Total	4,957	100%

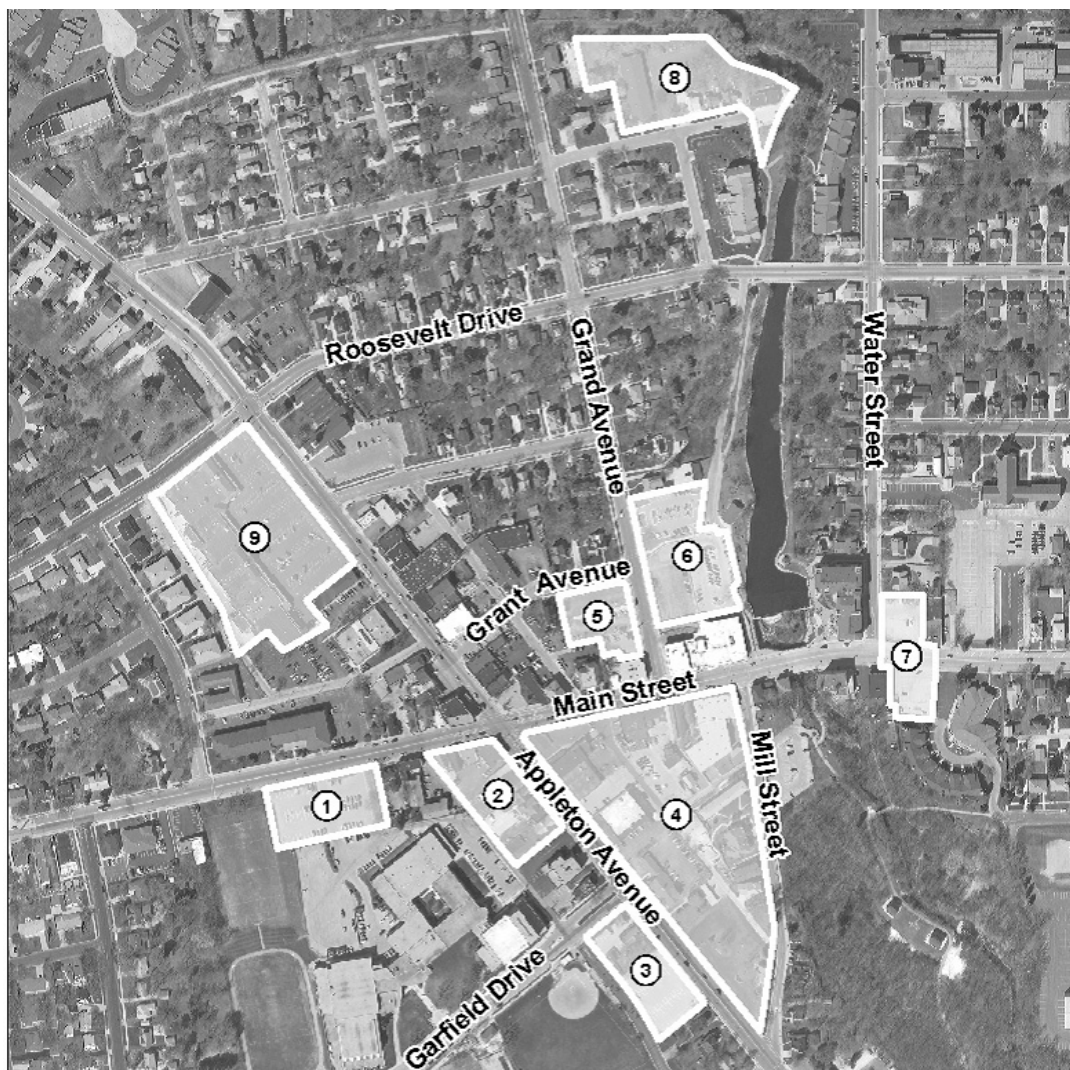
In the central portion of the study area the mixed use land use category is envisioned to help promote a vibrant and successful Village Centre. This land use category will promote high density residential development (20 units or more per acre) to create a critical mass of residents living in the Village Centre. A focus on the pedestrian environment and creation of retail, services, amenities and housing opportunities is integral to creating and maintaining a thriving Village Centre.

Figure 6 identifies potential redevelopment sites in the Village Centre area. These are described below.

- 1) This parking lot is the current site of the farmer's market. The opportunity exists to formalize the market by creating permanent or semi-permanent facilities. These facilities may allow vendors to extend their operating times. Additionally, there is an opportunity to introduce sidewalk vendors at this site, at Centennial Plaza and throughout the Village Centre area.
- 2) This block could be redeveloped into a mixed use center utilizing some of the existing buildings.
- 3) This parking lot presents an opportunity for redevelopment into residential or mixed use. Existing parking could be transferred to a right-of-way lot on Garfield Drive.
- 4) This entire block could be transformed into a mixed use center by incorporating the existing memorial into a public gathering court and redeveloping the internal parking lots.

- 5) This rear parking lot could be redeveloped into residential or mixed use.
- 6) This rear parking lot adjacent to Mill Pond Park could be redeveloped into residential or mixed use that focuses on the Menomonee River.
- 7) These parking lots on either side of Main Street could be redeveloped as mixed use with a focus on creating a gateway to the Village Centre.
- 8) This site could redevelop as residential with a focus on the Menomonee River. The existing Standard Oil building could become a destination point. The site also allows for strong connections between the Bug-line Trail and the Menomonee River Parkway.
- 9) This large shopping center and parking lot could be redeveloped into a mixed use that integrates with the Village Centre.

Figure 11
Opportunity Sites in the Village Centre



Land uses depicted in **Map 22** are described below. Density is based on net developable acreage, which is calculated by subtracting wetlands, floodplains, steep slopes and other non-buildable areas from the gross acreage of the parcel.

- *Agricultural Holding Area*. This land use is intended for active agricultural uses, and supports residential development with densities of no more than one unit per 35 acres. This area may eventually be converted to non-agricultural use beyond this Comprehensive Plan's 20-year horizon. Existing residences on smaller lots will remain.
- *Rural Density Residential*. This is a residential land use with densities ranging from 3 acres to 35 acres per dwelling unit. The Village anticipates this land use category will be utilized in areas where conservation developments are desired.
- *Low Density Residential*. A residential land use classification with densities ranging from 1 dwelling unit per 3 acres to 2 dwelling units per acre, generally containing single family homes.
- *Medium Density Residential*. This is a residential land use with densities ranging from two to six dwelling units per acre. In addition to detached homes, two-unit and small multi-family buildings are appropriate in this category.
- *High Density Residential*. Densities may exceed six dwelling units per acre in this category, which will generally contain multi-family buildings, row houses and duplexes.
- *Mixed Use*. These are areas intended to be developed with integrated and complementary office, retail, and residential uses, often within the same building. This category may contain a mixture of low density residential, medium density residential, high density residential, office, retail and park and open space land uses.
- *Commercial*. This is a land use intended for small commercial developments serving neighborhood or community shopping and service needs, as well as larger retail developments focused on highways and local interchanges.
- *Institutional*. This land use is intended for general governmental functions and organizations such as churches, schools, libraries, post offices and similar uses.
- *Transportation*. Right-of-way for public roads and railroad corridors are included in this land use category.
- *Park and Open Space*. This use includes public and private outdoor recreational and open space, or preservation of the natural environment for the physical, psychological and spiritual benefit of the community.
- *Floodway District*. This category consists of lands delineated by the Federal Emergency Management Agency (FEMA). The floodway district protects people and property from flood damage by prohibiting erection of structures that impede the flow of water during periodic flooding.
- *Environmental Corridor*. These are significant environmental areas designated by the Southeastern Wisconsin Regional Planning Commission. This category is a combination of primary environmental corridors, secondary environmental corridors and isolated natural resource areas.

Utilities and Community Facilities

Two elementary schools, a middle school and Menomonee Falls High School fall within the boundaries of this study area. Other governmental uses include the Village Hall, police department, two fire stations and the library. Community Memorial Hospital and several clinics are also in the study area.

The North Study Area falls within the service territory of the Milwaukee Metropolitan Sewerage District. The Village has no current plans to extend sewer to those areas without utilities during the time frame of this *Comprehensive Plan*.

In order to preserve the unique aesthetic qualities of this area all new or relocated utilities must be installed underground. In instances where remote access buildings, communications towers or booster stations need to be above ground the architecture or enclosure of these structures shall be designed to blend with and compliment the surrounding structures, landscape and any future development. These structures should be designed to be unobtrusive.

The study area contains two community parks. Village Park is approximately 18 acres, and Rotary Park is approximately 19 acres. The Bugline Trail trailhead is located in this area.

The Village's *Comprehensive Outdoor Recreation Plan* recommends acquisition of lands in the Northwest Study Area or the North Study Area to create a new active use park in the area north of Menomonee Avenue prior to 2012. The *Comprehensive Outdoor Recreation Plan* recommends acquisition of passive open space along environmentally sensitive areas and acquisition of remaining privately-owned land in the Tamarack Preserve. Additionally, efforts should be made to provide improved connections to the Menomonee River Parkway and the Bugline Trail to promote greater access to these facilities.





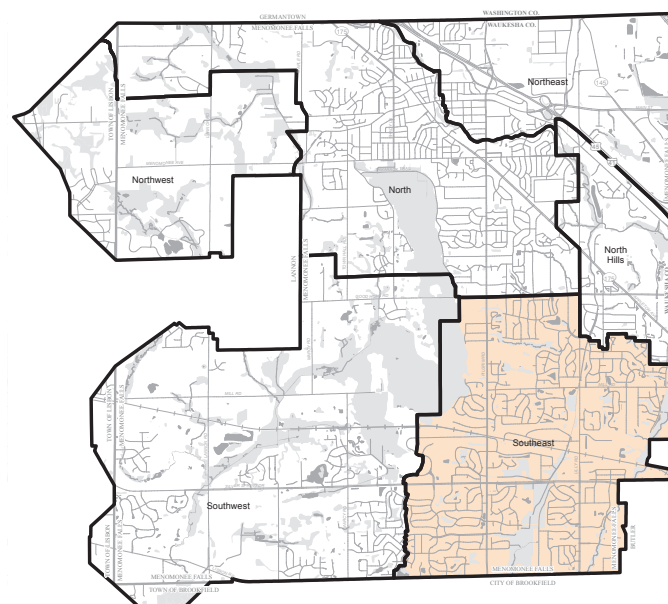
SOUTHEAST STUDY AREA

ASSESSMENT OF THE STUDY AREA

Through public participation efforts, including an open house, three community surveys and an ongoing opportunity for public input, valuable feedback was received regarding the needs and concerns of the Southeast Study Area. The following assessment summarizes the comments received and issues raised regarding the Southeast Study Area. A detailed summary of the comments and survey results can be found in the appendix of the 2008 *Comprehensive Plan*.

Agricultural, Natural and Cultural Resources

The Southeast Study Area contains significant environmental areas along the Lilly Creek and Menomonee River corridors. Additionally, the northwestern portion of the study area abuts the Tamarack Preserve.



Housing

Most housing in the study area takes the form of single family homes, and is evenly distributed between areas with a density of two to six units per acre and areas with a density of less than two units per acre. A significant strip of industrial uses along the railroad separates the study area into two roughly equal zones of residential uses.

Transportation

The Southeast Study Area features two important transportation corridors. These are Pilgrim Road, a north-south arterial, and Silver Spring Drive, which runs east-west. Pilgrim Road connects the center of the Village to communities to the south, and Silver Spring Drive connects the Village to the City of Milwaukee. The Union Pacific Railroad runs west-northwest through the study area. The study area also contains multi-purpose trails along Pilgrim Road and Good Hope Road. Additionally, a partial bike lane runs along Lilly Road between Good Hope Road and Silver Spring Drive, transitioning into a multi-purpose trail between Silver Spring Drive and Hampton Road.

Land Use

Residential uses dominate the Southeast Study Area, however, a large portion of the Village's industrial uses are also located in this area. Limited commercial uses are found on Silver Spring Drive and Lisbon Road.

Utilities and Community Facilities

The Southeast Study Area is served by Fire Station No. 2 on Silver Spring Drive.

The Southeast Study Area contains Oakwood Park, Willowood Park and Community Forest Preserve, along with a portion of the Tamarack Preserve. The Menomonee Falls School District owns land that it leases to a Little League complex on Mill Road.

The Southeast Study Area is fully served by the Milwaukee Metropolitan Sewerage District and by Village water. The capacity of those areas served by the Milwaukee Metropolitan Sewerage District (MMSD) is 19.51 million gallons per day (MGD). Current demand in those areas is 3.40 MGD, with a peak demand of 5.617 MGD.

Table 41 provides a summary of existing land uses in the study area.

TABLE 41
Summary of Existing Land Uses
Southeast Study Area: 2010

Land Use Category	Acres	Percent
Agricultural/Open Land	640	14.4%
Environmental	587	13.2%
Residential	1,743	39.2%
Transportation & Utilities	667	15.0%
Recreation	102	2.3%
Institutional	18	0.4%
Commercial	164	3.7%
Industrial	485	10.9%
Surface Water	41	0.9%
Total	4,448	100%

SOUTHEAST STUDY AREA PLAN

The plan for the Southeast Study Area evolved from the attitudes and preferences of Village residents, and the development objectives of the Village of Menomonee Falls. The Comprehensive Plan Steering Committee evaluated the proposed build-out concept for the Southeast Study Area. The final concept is included herein. The following describes the plans for the Southeast Study Area.

Agriculture, Natural, and Cultural Resources

Environmental corridors and floodplains identified by the Southeastern Wisconsin Regional Planning Commission should be preserved. Additionally, future development near these areas should provide a 25- to 75-foot buffer between structures or pavement and any environmental corridors. Development may occur in areas designated as flood fringes provided that all local, state and federal regulations are satisfied. Environmental corridor, wetland, and flood data mapped in this *Comprehensive Plan* has a degree of inaccuracy due to the manner in which it has been collected. This data must be refined through environmental and topographic surveys as part of the site development review process.

Waukesha County has prepared a detailed plan for greenways along environmental corridors. The intent of that plan is to provide connectivity between these features, which may require preservation of land outside of environmental corridors to establish contiguity. Corridors may be preserved through public ownership or land use regulation. The Village owns several parcels in the area along Lilly Creek and the Menomonee River which were acquired in prior flood control projects. The Village's *Comprehensive Outdoor Recreation Plan* recommends that these parcels be designated as the Lilly Creek Parkway and part of the Menomonee River Parkway, respectively. The plan also recommends that these parkways be expanded as surrounding lots come up for sale. These recommendations are consistent with the County's plan, which also identifies lands for acquisition by the County.

Housing

This area has mostly been developed, with only 90 acres remaining to be developed. This includes 20 acres designated for mixed use and 70 acres designated for medium density residential. This acreage may result in the addition of up to 325 new dwelling units in the study area.

Transportation

The Southeast Study Area Plan concurs with the recommendations in the Southeastern Wisconsin Regional Planning Commission's *2035 Regional Transportation System Plan*. These include:

- widening Lisbon Road to four lanes (with a median) between Lannon Road and Hampton Road,
- widening Silver Spring Drive to four lanes (with a median) from Lannon Road to Pilgrim Road, and
- acquiring right-of-way along Silver Spring Drive to accommodate a four lane width from CTH V to Lannon Road.

Additionally, the Village's *Comprehensive Outdoor Recreation Plan* recommends multi-purpose paths along Mill Road and Lilly Road, and through the greenway corridors on Lilly Creek and the Menomonee River.

Land Use

Nearly all of the land area within the Southeast Study Area has been developed. As a result, the land use plan for this area is, to a great extent, simply a refinement of currently existing uses, with adjustments made to reflect future conditions. The most significant changes consist of clarification of land uses along Lisbon Road.

Table 42 provides a summary of the land uses depicted in Map 23. The land uses from Map 23 are described below. Density is based on Net Developable Acre which is the gross acreage of the parcel minus the wetland, floodplain, steep slopes and other non-buildable areas.

- *Low Density Residential*. A residential land use classification with densities ranging from 1 dwelling unit per 3 acres to 2 dwelling units per acre, generally containing single family homes.
- *Medium Density Residential*. This is a residential land use with densities ranging from two to six dwelling units per acre. In addition to detached homes, two-unit and small multi-family buildings are appropriate in this category.
- *High Density Residential*. Densities may exceed six dwelling units per acre in this category, which will generally contain multi-family buildings, row houses and duplexes.
- *Mixed Use*. These are areas intended to be developed with integrated and complementary office, retail, and residential uses, often within the same building. This category may contain a mixture of low density residential, medium density residential, high density residential, office, retail and park and open space land uses.
- *Commercial*. This is a land use intended for small commercial developments serving neighborhood or community shopping and service needs, as well as larger retail developments focused on highways and local interchanges.

TABLE 42
Recommended Land Use
Southeast Study Area

Land Use Category	Acres	Percent
Low Density Residential	1,612	36.2%
Medium Density Residential	451	10.1%
High Density Residential	8	0.2%
Office	24	0.5%
Commercial	45	1.0%
Industrial	714	16.1%
Institutional	155	3.5%
Park and Open Space	133	3.0%
Environmental Corridor and Floodway	646	14.5%
Right-of-way	661	14.9%
Total	4,448	100%

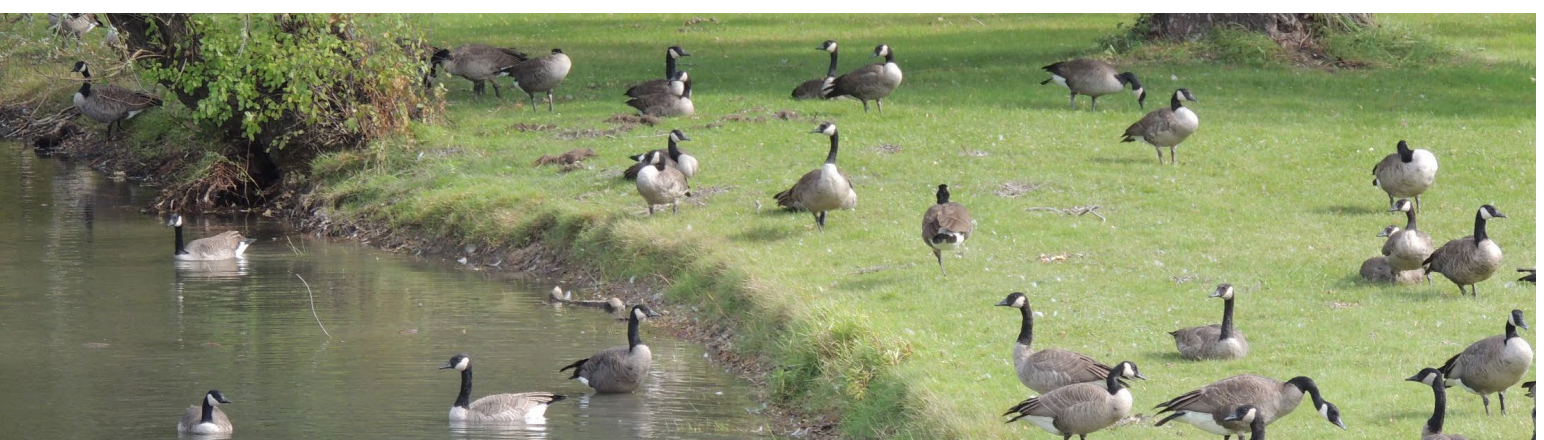
- *Industrial*. Operations involving manufacturing, assembly, processing of products and research and development activities, including corporate and divisional headquarters, administrative, business and professional offices, banks, data processing centers and research laboratories, are included in this category.
- *Institutional*. This land use is intended for general governmental functions and organizations such as churches, schools, libraries, post offices and similar uses.
- *Transportation*. Right-of-way for public roads and railroad corridors are included in this land use category.
- *Park and Open Space*. This use includes public and private outdoor recreational and open space, or preservation of the natural environment for the physical, psychological and spiritual benefit of the community.
- *Floodway District*. This category consists of lands delineated by the Federal Emergency Management Agency (FEMA). The floodway district protects people and property from flood damage by prohibiting erection of structures that impede the flow of water during periodic flooding.
- *Environmental Corridor*. These are significant environmental areas designated by the Southeastern Wisconsin Regional Planning Commission. This category is a combination of primary environmental corridors, secondary environmental corridors and isolated natural resource areas.

Utilities and Community Facilities

Pilgrim Evangelical Lutheran School is located in this study area.

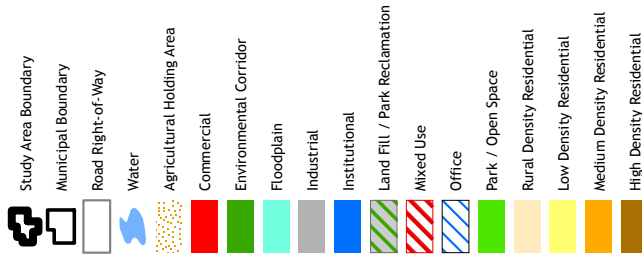
The Southeast Study Area is well served by the Metropolitan Milwaukee Sanitary District and municipal water. The proposed infill development will create interconnections within these systems.

In order to preserve the unique aesthetic qualities of this area all new or relocated utilities must be installed underground. In instances where remote access buildings, communications towers or booster stations need to be above ground the architecture or enclosure of these structures shall be designed to blend with and compliment the surrounding structures, landscape and any future development. These structures should be designed to be unobtrusive.

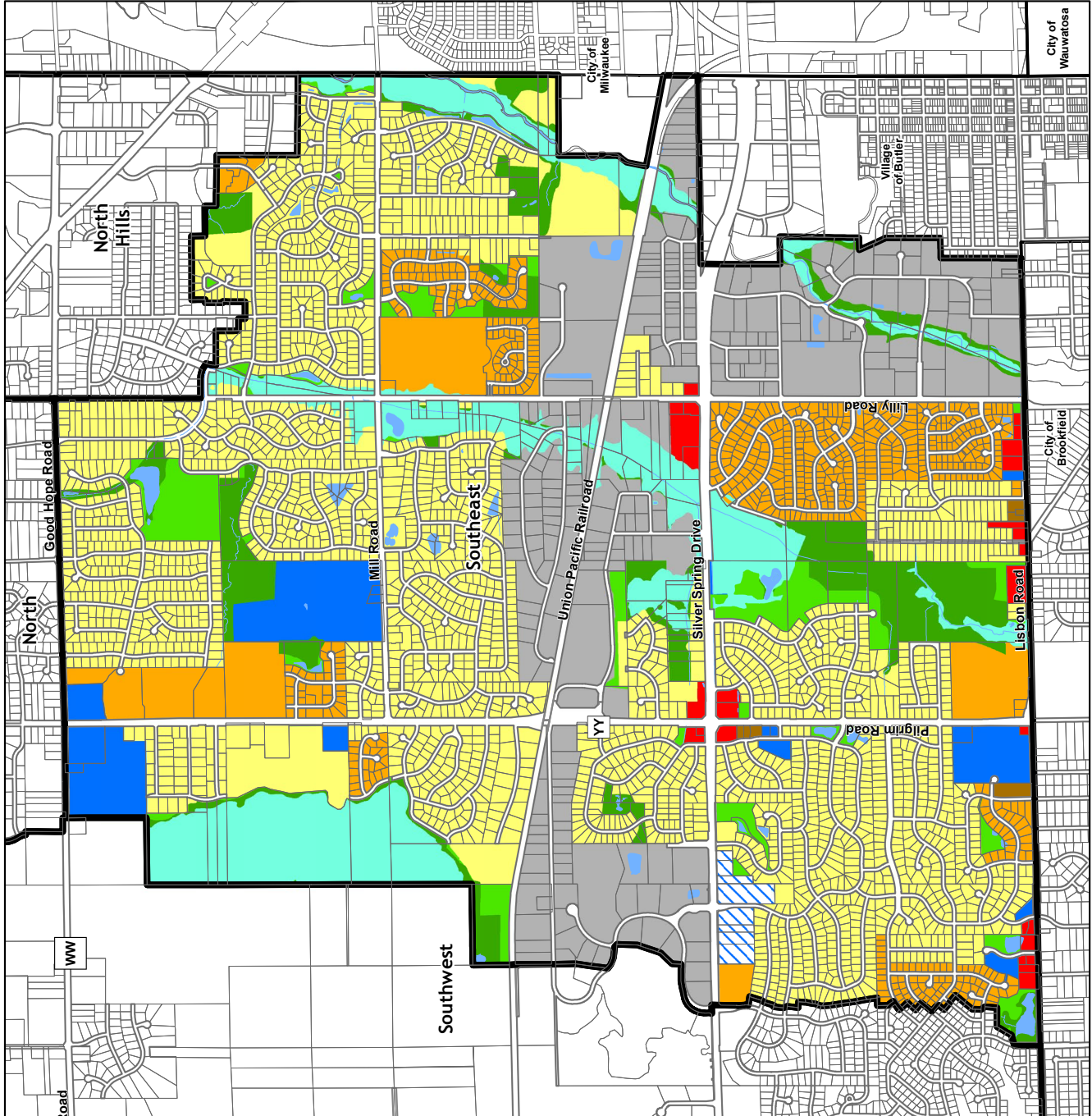
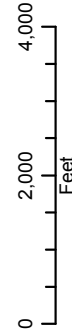


MAP 23 Southeast Study Area Land Use Plan

Legend



Data Source: Waukesha County
Land Information, and Village of Menomonee Falls



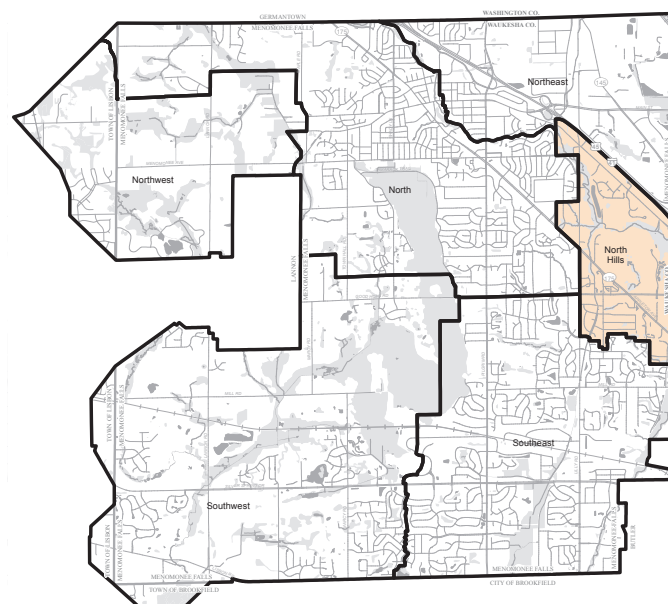


ASSESSMENT OF THE STUDY AREA

In 2001, the Village adopted the *North Hills Neighborhood Plan*. This plan was developed through the efforts of property owners and business members located within the neighborhood, as well as members of the Plan Commission and Village Board. A neighborhood committee was formed to discuss, evaluate and create the final neighborhood plan. This committee consisted of eight residents of the study area or owners of property in the area. The public participation process included a neighborhood-wide survey and a public hearing.

Agricultural, Natural and Cultural Resources

The North Hills Study Area contains several significant historic structures including St. Anthony's Catholic Church, North Hills Country Club and the Michael Wick Farmhouse and Barn. The study area also contains many important environmental features such as the Menomonee River, Lilly Creek, significant environmental corridors and two isolated natural resource areas.



Housing

The North Hills Study Area contains a variety of uses, including large areas of commercial, office and residential uses. The residential areas are mainly made up of single family homes, but there are also multi-family developments in the northern section of the study area.

Transportation

Major arterials in the study area include Appleton Avenue (State Highway 175), Good Hope Road County Highway W), Lilly Road and Fond du Lac Avenue. Three interchanges located within the City of Milwaukee service the study area. The interchanges are located at Fond du Lac Avenue and 124th Street, Good Hope Road near Park Place and Appleton Avenue just west of 124th Street. The North Hills Study Area plan describes the increasing traffic volumes on Appleton Avenue south of Good Hope and the lack of linkages between public spaces as important issues. Currently, two Milwaukee County Transit bus lines provide service on Appleton Avenue.

Land Use

Although there is a mix of uses in the neighborhood, the largest part of the North Hills Study Area has been developed with single-family residential homes. There is a large office park located in the eastern part of the study area. Uses in the remainder of the study area consist of commercial and multifamily developments, parks and other government or institutional lands.

The *North Hills Neighborhood Plan* recommends that residential uses, integrated with a well-planned retail center, restaurants and a pedestrian-friendly street network, can be expected to attract the talented labor required by the Village's businesses. The North Hills Neighborhood Plan addresses aesthetics, infrastructure and amenities that will also appeal to future residents who place a premium on convenient access to shopping, restaurants, parks and other recreational and entertainment venues.

The following table summarizes existing land use patterns in the study area.

TABLE 43
Summary of Existing Land Uses
North Hills Study Area: 2010

Land Use Category	Acres	Percent
Agricultural/Open Lands	215	16.5%
Environmental	201	15.4%
Residential	466	35.7%
Transportation & Utilities	154	11.8%
Recreation	147	11.3%
Institutional	34	2.6%
Commercial	68	5.2%
Industrial	4	0.3%
Surface Water	17	1.3%
Total	1,305	100%

Utilities and Community Facilities

The North Hills Study Area is served by Fire Station No. 3, on Lilly Road south of Appleton Avenue. This fire station provides adequate coverage to meet fire protection needs within the study area.

The North Hills Study Area is entirely within the Menomonee Falls School District. There are no neighborhood schools located within the boundaries of the neighborhood; however, many schools are located in adjacent areas. The Menomonee Falls High School and Benjamin Franklin Elementary School are situated west of Lilly Road. The neighborhood is served by two elementary schools. Students who live north of Good Hope Road

attend Riverside Elementary School, located on Margaret Road, while students living south of Good Hope Road attend Benjamin Franklin Elementary School.

The North Hills Study Area contains the southern portion of Rotary Park along the Menomonee River. The park contains a trail system that connects to other Village parks along the river, and eventually links to the Bugline Trail. Rivers Edge Park, classified as an urban green space, is also located along the Menomonee River east of Lilly Road. The main feature of this park is a large pond with a walking path.

The majority of the North Hills Study Area is served by the Milwaukee Metropolitan Sewerage District and by Village water, except for isolated residential areas where service is currently impractical. The capacity of those areas served by the Milwaukee Metropolitan Sewerage District is 19.51 million gallons per day (MGD). Current demand in those areas is 3.40 MGD, with a peak demand of 5.617 MGD.

The majority of the North Hills Study Area is served by water drawn from Lake Michigan. The capacity for those areas in the Village supplied by lake water is 8.94 MGD, with an average demand of 3.353 MGD, and a peak demand of 5.617 MGD.

NORTH HILLS STUDY AREA PLAN

The information presented in this Comprehensive Plan for the North Hills Study Area was drawn from the *North Hills Neighborhood Plan*, with minor changes noted.

Agricultural, Natural and Cultural Resources

Environmental corridors and floodplains identified by the Southeastern Wisconsin Regional Planning Commission should be preserved. Additionally, future development near these areas should provide a 25- to 75-foot buffer between structures or pavement and any environmental corridors. Development may occur in areas designated as flood fringes provided that all local, state and federal regulations are satisfied. Environmental corridor, wetland and flood data mapped in this *Comprehensive Plan* has a degree of inaccuracy due to the manner in which it has been collected. This data must be refined through environmental and topographic surveys as part of the site development review process.

Waukesha County has prepared a detailed plan for greenways along environmental corridors. The intent of that plan is to provide connectivity between these features, which may require preservation of land outside of environmental corridors to establish contiguity. Corridors may be preserved through public ownership or land use regulation. There is a single corridor shown in the North Hills Study Area, that is intended for preservation by the Village. The *North Hills Neighborhood Plan* recommends preserving these environmental corridors in a natural setting. It also recommends creating parkways and boulevards to connect recreational and open space areas. Future updates to the Village's *Comprehensive Outdoor Recreation Plan* should address the areas to be preserved and the methods of preservation.

The North Hills Study Area Plan discusses several tools for preserving and enhancing the character of the neighborhood. These tools include protection of views to important buildings such as St. Anthony's by establishing visual easements. Additionally, the *North Hills Neighborhood Plan* discusses programs to maintain architectural and landscaping standards in the study area.

Housing

The image of the North Hills Study Area has been gaining favor with developers and households that are relocating to the area. Demand is shifting from starter housing to trade-up homes. Lot prices have experienced

significant appreciation over the past few years due to both the increasing appeal of the study area and the relative scarcity of turn-key lots in subdivisions. The North Hills Study Area Plan proposes that 33 percent of the study area be developed for residential uses, with a focus on two areas of the neighborhood. One of the targeted residential areas is located south of Appleton Avenue west of the Falls Baptist Church. It is identified as an institutional use for senior housing. The second targeted area is located south of Good Hope east of the Michael Wick farmstead.

Transportation

The *North Hills Neighborhood Plan* emphasizes connectivity of transportation routes, but the Menomonee River prevents additional connections to Fond du Lac Avenue, and topography and environmental constraints prevent other connections. The *North Hills Neighborhood Plan* makes several specific transportation recommendations that are amended by this Plan. These include:

- installing traffic calming measures on streets experiencing increasing traffic;
- landscaping all state, county and local streets with medians in a manner similar to Appleton Avenue.

The North Hills Study Area Plan identifies the need for Milwaukee County Transit bus service on Appleton Avenue (with stops at Lilly Road and Good Hope Road). This location should be provided with pedestrian access to the transit route from an area designated as a transit parking area.

Although the *North Hills Neighborhood Plan* discusses bike and pedestrian trails, some changes have occurred since its adoption. Recommended amendments are based on the Village's *Comprehensive Outdoor Recreation Plan*. These recommendations include:

- construct dedicated bike lanes along Appleton Avenue, Good Hope Road, and Lilly Road south of Good Hope Road;
- construct multi-use paths along Lilly Road from Good Hope Road to Appleton Avenue, and on Fond du Lac Avenue; and
- construct a combination of multi-use paths and signed on-street bicycle routes through the interior of the neighborhood.

The Southeastern Wisconsin Regional Planning Commission's 2035 *Regional Transportation System Plan* recommends widening Interstate 41/ US 45 to eight lanes. This *Comprehensive Plan* amends the *North Hills Neighborhood Plan* to concur with these recommendations.

Land Use

The *Comprehensive Plan* and the *North Hills Neighborhood Plan* recommend developing a combination of convenience and high-end retail destination uses. In addition, the plans acknowledge potential future market demand for an upscale hotel and other related support service uses.

A business center, centrally located among existing and future office and business parks, is indicated south of Good Hope Road and east of Appleton Avenue. This business district should contain a mix of retail establishments, support services for business (such as day care centers and restaurants) and retail amenities such as a village green or other public gathering spaces.

Office development currently occurring within the North Hills Study Area is anticipated to continue to develop along the Good Hope Road and Appleton Avenue corridors. As the existing office park develops and reaches capacity, additional office space and support services will be in demand. The *Comprehensive Plan* and the *North Hills Neighborhood Plan* designate a commercial district and either a mixed use or high density residential district to meet this need. Development of office space within the area will increase the demand for housing. Vacant lands located near existing residential areas should be developed to meet this need.

Table 44 presents a summary of future land uses.

TABLE 44
Recommended Land Uses
North Hills Study Area

Land Use Category	Acres	Percent
Low Density Residential	271	20.8%
Medium Density Residential	83	6.3%
High Density Residential	78	6.0%
Office	207	15.9%
Commercial	29	2.2%
Mixed Use	37	2.8%
Institutional	66	5.0%
Park and Open Space	117	8.9%
Environmental Corridor and Floodway	266	20.4%
Right-of-way	152	11.7%
Total	1,305	100%

The land uses from Map 24 are described below. Density is based on net developable acreage, which is calculated by subtracting wetlands, floodplains, steep slopes and other non-buildable areas from the gross acreage of the parcel.

- *Low Density Residential*. A residential land use classification with densities ranging from 1 dwelling unit per 3 acres to 2 dwelling units per acre, generally containing single family homes.
- *Medium Density Residential*. This is a residential land use with densities ranging from two to six dwelling units per acre. In addition to detached homes, two-unit and small multi-family buildings are appropriate in this category.

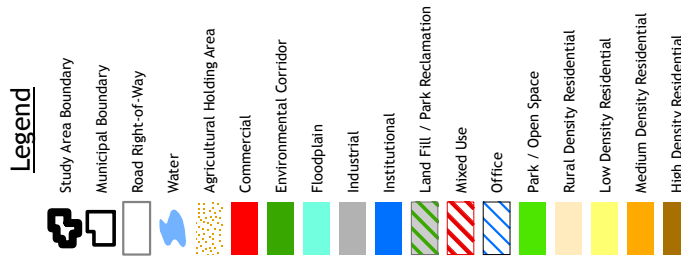
- *High Density Residential*. Densities may exceed six dwelling units per acre in this category, which will generally contain multi-family buildings, row houses and duplexes.
- *Mixed Use*. These are areas intended to be developed with integrated and complementary office, retail, and residential uses, often within the same building. This category may contain a mixture of low density residential, medium density residential, high density residential, office, retail and park and open space land uses.
- *Office*. This use is intended for offices related to research and development, high technology products, corporate and divisional headquarters, and administrative, business and professional offices.
- *Commercial*. This is a land use intended for small commercial developments serving neighborhood or community shopping and service needs, as well as larger retail developments focused on highways and local interchanges.
- *Industrial*. Operations involving manufacturing, assembly, and processing of products, and research and development activities, including corporate and divisional headquarters, administrative and business offices, professional offices, banks, data processing centers and research laboratories, are included in this category.
- *Institutional*. This land use is intended for general governmental functions and organizations such as churches, schools, libraries, post offices and similar uses.
- *Transportation*. Right-of-way for public roads and railroad corridors are included in this land use category.
- *Park and Open Space*. This use includes public and private outdoor recreational and open space, or preservation of the natural environment for the physical, psychological and spiritual benefit of the community.
- *Floodway District*. This category consists of lands delineated by the Federal Emergency Management Agency (FEMA). The floodway district protects people and property from flood damage by prohibiting erection of structures that impede the flow of water during periodic flooding.
- *Environmental Corridor*. These are significant environmental areas designated by the Southeastern Wisconsin Regional Planning Commission. This category is a combination of primary environmental corridors, secondary environmental corridors and isolated natural resource areas.

Utilities and Community Facilities

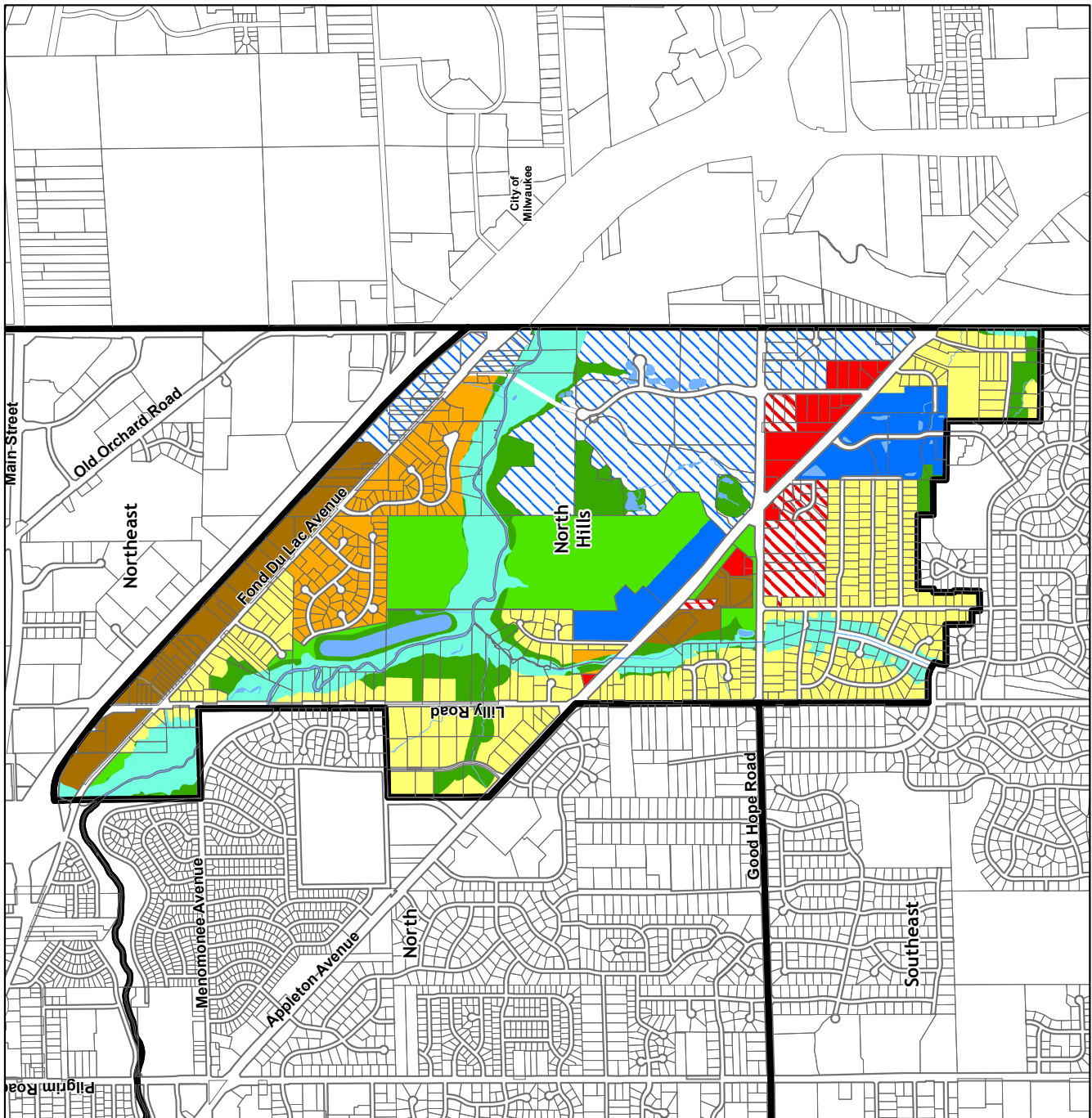
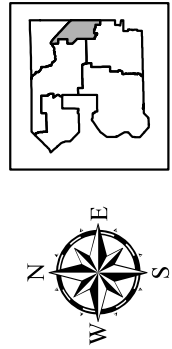
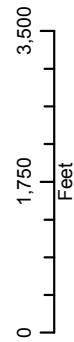
The North Hills Study Area Plan maintains the Village's ongoing policy that development should occur in an orderly process, meaning undeveloped land that has access to sewer should develop prior to the extension of sewer and water lines to other areas. Consequently, no type of development should occur until a parcel is completely served by municipal water and sewer.

Additionally, in order to preserve the unique aesthetic qualities of this area all new or relocated utilities must be installed underground. In instances where remote access buildings, communications towers or booster stations need to be above ground the architecture or enclosure of these structures shall be designed to blend with and compliment the surrounding structures, landscape and any future development. These structures should be designed to be unobtrusive.

MAP 24 North Hills Study Area Land Use Plan



Data Source: Waukesha County
Land Information, and Village of Menomonee Falls



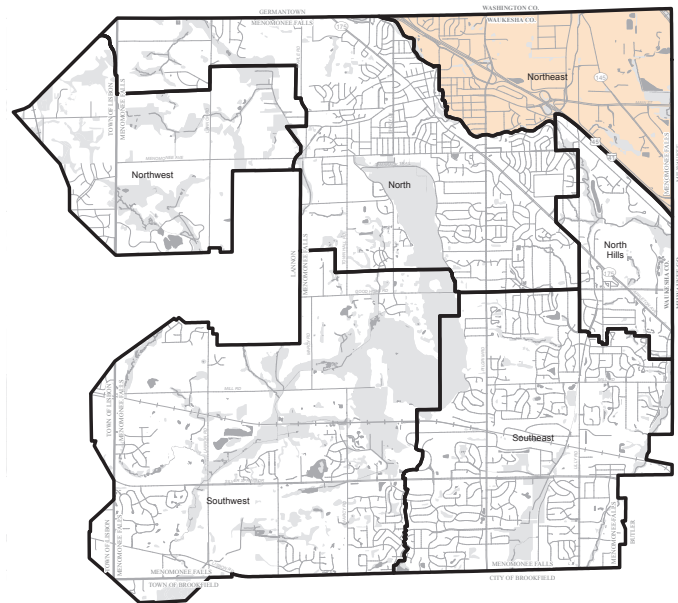


ASSESSMENT OF THE STUDY AREA

In 2005 the Village of Menomonee Falls hired a team led by RTKL Associates to develop a *Northeast Area Plan-Main Street Redevelopment Plan* for the Northeast Study Area. The objective of this planning effort was to evaluate development goals, create a sense of place, and facilitate reinvestment opportunities within the study area and the Village at large. Public participation events included visioning workshops and a visual preference survey. Recommendations for the Northeast Study Area in this *Comprehensive Plan* refine the *Northeast Area Plan-Main Street Redevelopment Plan*.

Agricultural, Natural, and Cultural Resources

Several historic properties are located in the Northeast Study Area, including many properties found in the adjacent Village Centre. The Menomonee Falls Historical Society maintains nine historic structures in a park setting at Old Falls Village.



Housing

Public input revealed that residents prefer variety in residential forms. Input stressed the importance of a diverse housing stock and densities, and a desire for residential areas to be integrated into the scale and character of a village setting. Townhouses and other small scale units were the preferred type of multifamily housing.

Transportation

The Northeast Study Area contains several major transportation corridors. The most important of these are U.S. Highway 41/45, County Trunk Highway Q (County Line Road) and Main Street. The Southeastern Wisconsin Regional Planning Commission's 2035 *Regional Transportation System Plan* recommends:

- widening Interstate 41/ US 45 to eight lanes;
- widening Pilgrim Road to four lanes between CTH Q and Highway 41/45;
- widening CTH Q to four lanes between Pilgrim Road and Highway 41/45; and
- widening STH 145 to four lanes between CTH Q and Main Street.

The Comprehensive Plan amends the *Northeast Area Plan-Main Street Redevelopment Plan* to concur with these recommendations.

Public input did not favor conventional auto-centric development and instead supported residential, retail and mixed-use development patterns that reflected a sense of a neighborhood scale and identity. Participants prefer commercial uses that create a sense of place.

Existing land uses in the Northeast Study Area are summarized in Table 45.

TABLE 45
Summary of Existing Land Uses
Northeast Study Area: 2010

Land Use Category	Acres	Percent
Agricultural/Open Land	430	17.8%
Environmental	120	5.0%
Residential	292	12.1%
Transportation & Utilities	419	17.4%
Recreation	39	1.6%
Institutional	38	1.6%
Commercial	139	5.8%
Industrial	509	21.1%
Surface Water	31	1.3%
Landfills and Dumps	394	16.3%
Total	2,411	100%

Detailed economic development assessments for specific regions of the study area include:

- *Main Street Corridor (Pilgrim to Highway 175)*. This is an aging commercial strip with a mix of activities, with limited synergy between these uses. Although there are several vacant properties, a handful of businesses and reasonable rents factor in the area's current performance. Main Street is a key link to the Village's downtown, but it competes with other commercial areas in the Village. The Main Street corridor requires diligent planning and a focused development strategy to develop as an innovative commercial zone.
- *Interstate 41/ US 45 interchanges at Main Street and Pilgrim Road*. These areas exhibit excellent development potential in terms of available vacant land and consolidated property ownership. The locations provide direct access to both Village and regional markets. Future build-out of the comparable locations in communities to the south will enhance interest in these interchange areas.

- *Industrial Area Opportunities.* As build out occurs in adjacent communities in the Milwaukee region, a variety of industrial users will seek easily accessible highway locations with characteristics similar to industrial sites in the study area. While this is not expected to be a dynamic growth market, the *Comprehensive Plan* recommends that the Village seek business types that offer the greatest economic and fiscal value.

Several existing industrial parks are located in the study area. The uses are fairly typical for this type of location. These uses include a combination of mid-sized manufacturing suppliers and larger corporate facilities with links to manufacturers in Milwaukee. These are viable businesses in generally stable condition, with some expansion plans and concerns about outsourcing competition. The businesses view the Village as a good location in terms of labor, business climate and transportation access, but feel that some Village ordinances (e.g. storage, landscaping, screening) seem unnecessary. The *Northeast Area Plan-Main Street Redevelopment Plan* notes that there is apparently little coordination between the business operators (i.e. no apparent representative organization or shared service contracts for snow removal, landscaping, security, etc.).

Utilities and Community Facilities

Comments on civic spaces and streetscape indicated a preference for natural spaces over more formal open spaces. Much of the northeast section of the study area is landfill site. With proper capping and remediation measures, this could become a park or open space in the future.

The entire Northeast Study Area is served by the Milwaukee Metropolitan Sewerage District and by Village water. The capacity of those areas served by the Milwaukee Metropolitan Sewerage District is 19.51 million gallons per day (MGD). Current demand in those areas is 3.40 MGD, with a peak demand of 5.617 MGD. The Northeast Study Area is served entirely by Lake Michigan water. The capacity for those areas in the Village supplied by this source is 8.94 MGD, with an average demand of 3.353 MGD, and a peak demand of 5.617 MGD.

NORTHEAST STUDY AREA PLAN

The main goal within the Northeast Study Area is to redevelop blighted properties to return them to active use.

Agriculture, Natural, and Cultural Resources

Environmental corridors and floodplains identified by the Southeastern Wisconsin Regional Planning Commission should be preserved. Additionally, future development near these areas should provide a 25- to 75-foot buffer between structures or pavement and any environmental corridors. Development may occur in areas designated as flood fringes provided that all local, state and federal regulations are satisfied. Environmental corridor, wetland and flood data mapped in this *Comprehensive Plan* has a degree of inaccuracy due to the manner in which it has been collected. This data must be refined through environmental and topographic surveys as part of the site development review process.

Waukesha County has prepared a detailed plan for greenways along environmental corridors. The intent of that plan is to provide connectivity between these features, which may require preservation of land outside of environmental corridors to establish contiguity. Corridors may be preserved through public ownership or land use regulation. Environmental corridors in this area are to be preserved primarily through land use controls, except for some land along the Menomonee River that is or is anticipated to be in public ownership. The Village's *Comprehensive Outdoor Recreation Plan* also recommends establishing a promenade connecting the Menomonee River to Main Street with two green plazas on Main Street.

The *Comprehensive Plan* recommends implementing a historic zoning overlay district on Main Street from Pilgrim to Water Street. This overlay may include consideration for listing properties on the National Register of Historic Places. These actions can help to preserve desired Village character and may make financial and technical resources available to support redevelopment or renovation.

Additionally, the *Comprehensive Plan* recommends creating an entertainment district on Main Street near the intersection with Fond du Lac Avenue. To accomplish this, the Village may consider coordinating its activities with arts and cultural organizations in the community, and reviewing its ordinances and policies to encourage arts, cultural, dining and entertainment uses to locate in this area.

There is a large landfill located in the northeastern corner of the Village. The Orchard Ridge Landfill was opened in 1994 and is anticipated to reach capacity sometime in the next two or three decades. The site will consist of an artificial hill over 100 feet high. Continual monitoring of the site will be required following closure. The reclaimed site may present an opportunity to establish open space with a combination of active and passive use.

Housing

Development of 60 acres of low density residential will add approximately 120 new dwelling units in the study area. Additional housing will be created through redevelopment in the Village Centre.

Transportation

Plans for the Northeast Study Area describe connections formed by new roads as shown on Map 24. These connections include a frontage road along Interstate 41/ US 45 between Water Street and Pilgrim Road, a new road connecting Patria Drive and Anthony Avenue, a new road connecting Anthony Avenue to STH 145 and a more developed street network in the area of Rozanne Drive and Fond Du Lac Avenue.

The Northeast Study Area Plan concurs with the Village's *Comprehensive Outdoor Recreation Plan* in recommending multi-purpose paths along Main Street, STH 145 and along former railroad right-of-way in the study area. These trails should connect to the Menomonee River Parkway and the Bugline Trail.

Land Use

Most of the Northeast Study Area is already developed, and land use contained in this *Comprehensive Plan* focus on redevelopment and transition of uses. Table 46 provides a summary of proposed land uses for the area.



TABLE 46
Recommended Land Uses
Northeast Study Area

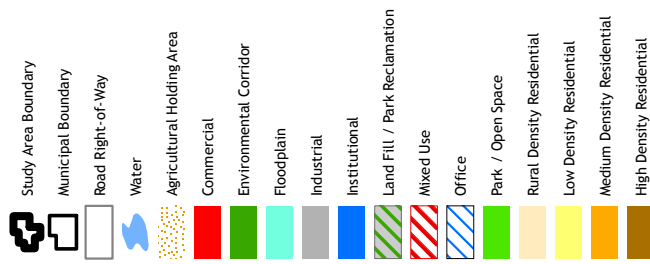
Land Use Category	Acres	Percent
Low Density Residential	42	1.8%
Medium Density Residential	228	9.4%
High Density Residential	29	1.2%
Office	40	1.7%
Commercial	180	7.5%
Industrial	817	33.9%
Mixed Use	18	0.7%
Institutional	33	1.4%
Park and Open Space	32	1.3%
Environmental Corridor and Floodway	132	5.4%
Right-of-way	409	17.0%
Landfill/ Park Reclamation	451	18.7%
Total	2,411	100%

Old Falls Village

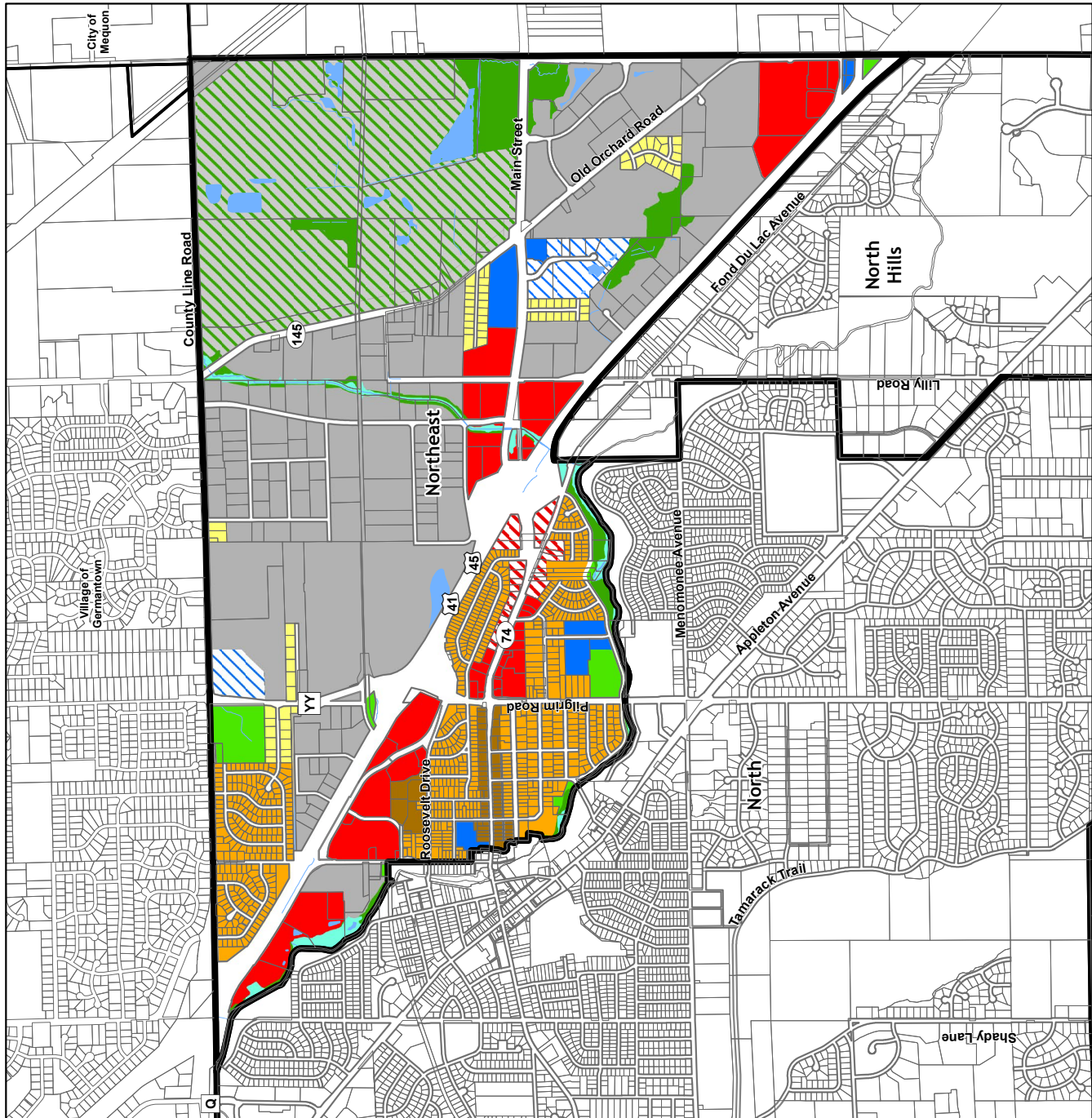
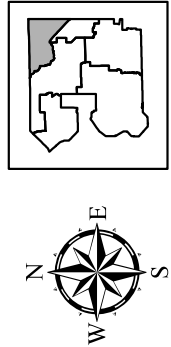
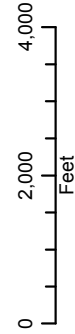


MAP 25 Northeast Study Area Land Use Plan

Legend



Data Source: Waukesha County
Land Information, and Village of Menomonee Falls



This plan recommends maintaining a mixture of housing types and sizes, while preserving historic residences and neighborhood character. The plan also describes mixed use areas that integrate residential with commercial uses. A majority of the area's housing is now concentrated in the existing residential area south of Highway 41/45. New residential areas are planned along County Line Road and Highway 145. Additionally, both the existing and planned residential areas contain mixed use areas that combine residential and commercial uses. Live work zones are supported in the industrial areas north of Interstate 41/ US 45. Most of the commercial uses in the study area are found along Interstate 41/ US 45, centered around the intersections on Main Street and Pilgrim Road. Mixed use areas are integrated within largely residential neighborhoods.

The land uses from **Map 25** are described below. Density is based on net developable acreage, which is calculated by subtracting wetlands, floodplains, steep slopes and other non-buildable areas from the gross acreage of the parcel.

- *Low Density Residential.* A residential land use classification with densities ranging from 1 dwelling unit per 3 acres to 2 dwelling units per acre, generally containing single family homes.
- *Medium Density Residential.* This is a residential land use with densities ranging from two to six dwelling units per acre. In addition to detached homes, two-unit and small multi-family buildings are appropriate in this category.
- *High Density Residential.* Densities may exceed six dwelling units per acre in this category, which will generally contain multi-family buildings, row houses and duplexes.
- *Mixed Use.* These are areas intended to be developed with integrated and complementary office, retail, and residential uses, often within the same building. This category may contain a mixture of low density residential, medium density residential, high density residential, office, retail and park and open space land uses.
- *Office.* This use is intended for offices related to research and development, high technology products, corporate and divisional headquarters, and administrative, business and professional offices.
- *Commercial.* This is a land use intended for small commercial developments serving neighborhood or community shopping and service needs, as well as larger retail developments focused on highways and local interchanges.
- *Industrial.* Operations involving manufacturing, assembly, and processing of products, and research and development activities, including corporate and divisional headquarters, administrative and business offices, professional offices, banks, data processing centers and research laboratories, are included in this category.
- *Institutional.* This land use is intended for general governmental functions and organizations such as churches, schools, libraries, post offices and similar uses.
- *Transportation.* Right-of-way for public roads and railroad corridors are included in this land use category.

- *Park and Open Space*. This use includes public and private outdoor recreational and open space, or preservation of the natural environment for the physical, psychological and spiritual benefit of the community.
- *Floodway District*. This category consists of lands delineated by the Federal Emergency Management Agency (FEMA). The floodway district protects people and property from flood damage by prohibiting erection of structures that impede the flow of water during periodic flooding.
- *Environmental Corridor*. These are significant environmental areas designated by the Southeastern Wisconsin Regional Planning Commission. This category is a combination of primary environmental corridors, secondary environmental corridors and isolated natural resource areas.
- *Landfill / Park Reclamation*. This land use is restricted to the existing landfill area in the northeast corner of the Village. The vision for the landfill area, once capped and remediated, is for it to become a regional amenity as a public greenspace.

Utilities and Community Facilities

The *Northeast Area Plan-Main Street Redevelopment Plan* recommends that the Village increase the diameter of existing sanitary sewer serving the redevelopment area to 18 inches. The Plan did not study the effects of such an increase beyond the redevelopment area. The Village plans to reinforce the water distribution system in and along Main Street to assure proper firefighting capacity, given the greater density of planned redevelopment.

In order to preserve the unique aesthetic qualities of this area all new or relocated utilities must be installed underground. In instances where remote access buildings, communications towers or booster stations need to be above ground the architecture or enclosure of these structures shall be designed to blend with and compliment the surrounding structures, landscape, and any future development. These structures should be designed to be unobtrusive.

The study area includes two private schools along with one public elementary school. There is one fire station. Riverside Park and part of Rotary Park also fall within this area.