

# 2016 DEVELOPMENT REPORT

## Village of Menomonee Falls Waukesha County, Wisconsin



Construction continues on the future Fresh Thyme Farmers Market grocery store in downtown Menomonee Falls

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# 2016 Development Highlights

This report focuses on noteworthy developments within Menomonee Falls and summarizes the Department of Community Development's activities in 2016.

Development activity remained strong in 2016 with continued momentum for redevelopment projects and new development across all sectors. The continued commitment of Village staff and members of Menomonee Falls' boards, commissions and committees helped ensure that all projects were completed in a high-quality a manner which protected public interest and improved quality of life for residents and visitors. 2016 highlights include:

- The **greatest number of building permits** ever recorded
- Building permits issued for **102 single family homes** totaling \$35 million in construction value (a 19% increase in single family home starts from 2015 to 2016)
- Projects totaling **\$117.6 million in construction value**
- **Redevelopment in downtown Menomonee Falls and at White Stone Station**
  - Fresh Thyme Farmers Market grocery store
  - Riverwalk on the Falls apartments
  - The Junction Apartments
  - Home2 Suites hotel by Hilton
  - White Stone Station retail and restaurants
- An increase of **\$38.5 million in tax incremental value** within TIF districts from 2015 to 2016
- **\$10 million** of investment (construction value) by Kohl's Corporation and Froedtert & the Medical College of Wisconsin
- Adoption of a comprehensive plan update, an outdoor recreation plan and a downtown parking plan
- The development of a strategic approach to attract investment along the East Main Street corridor



There were more permits issued for new single family homes in 2016 than any year since 2005



Most of the 318 new Junction at White Stone Station apartments were completed in 2016

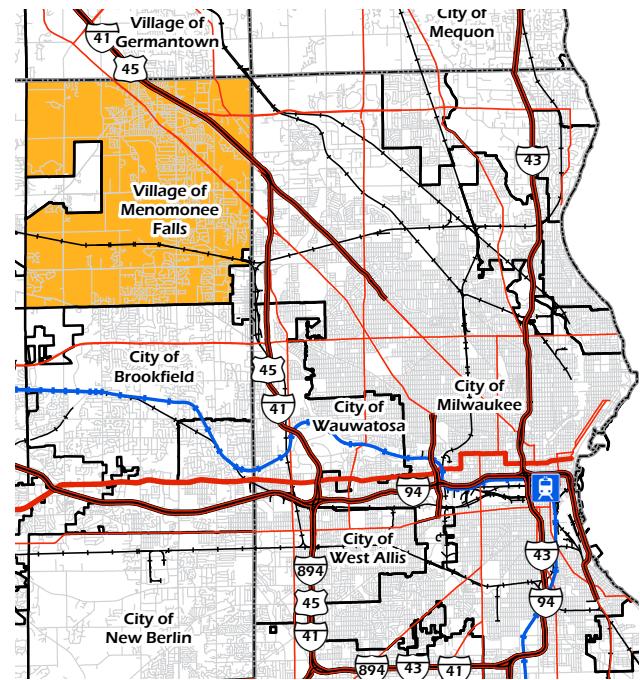
# Village Overview



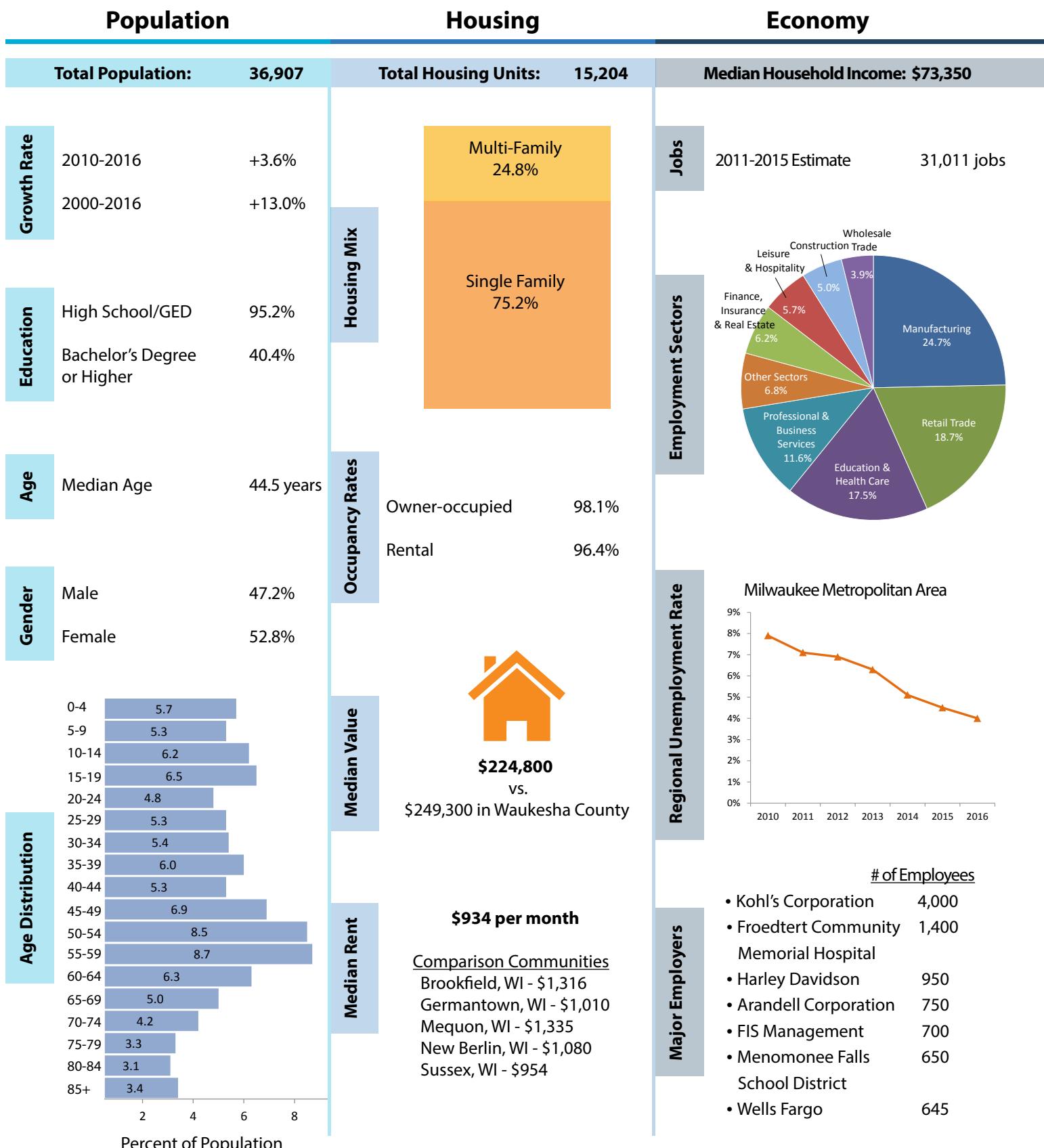
A view of Main Street and Mill Pond Plaza from the Mill Pond in downtown Menomonee Falls

Menomonee Falls embodies small town charm while providing first class amenities and convenient access to the entire Milwaukee Metropolitan Area. Incorporated in 1892, Menomonee Falls now has a total land area of 32.92 square miles. The Village's population was estimated to be 36,907 in 2016. The Village's high quality of life is rooted in diverse economic opportunities, a wide variety of housing options and its natural assets. The Village was recognized in 2016 by a number of organizations. For example:

- *AreaVibes.com* ranked Menomonee Falls as the **5<sup>th</sup> Best Place to Live in Wisconsin**, citing the Village's amenities, low crime, great schools and employment opportunities.
- *Niche.com* ranked the Village in the **top 15 percent** in its 2016 **Best Suburbs to Live in Wisconsin** rankings.
- *Safewise.com* ranked Menomonee Falls as the **safest city in Wisconsin with more than 30,000 residents** in its 2016 Safest Cities in Wisconsin rankings.
- Tree City USA recognized Menomonee Falls as a **Tree City** for the 18<sup>th</sup> consecutive year, and Bird City Wisconsin recognized Menomonee Falls as a **Bird City** for the 6<sup>th</sup> consecutive year.
- The Milwaukee Metropolitan Builders Association featured a site in Menomonee Falls in its **2016 Parade of Homes**.



# Menomonee Falls at a Glance



# Value

Menomonee Falls has a growing residential sector and continues to be a desirable location for both large and small businesses to locate and expand. This development trend supports a resilient tax base and was evidenced by the Village having **the 6<sup>th</sup> highest gain in net new construction value in Wisconsin in 2016**.

Menomonee Falls' assessed value has grown consistently in recent years. In 2016, the Village had the **9<sup>th</sup> highest real estate assessed value in the state at \$4.72 Billion**. Notably, Menomonee Falls is the only Village represented and has the lowest population among municipalities ranked in the top 10 in the state (population ranks 19<sup>th</sup> in the state).

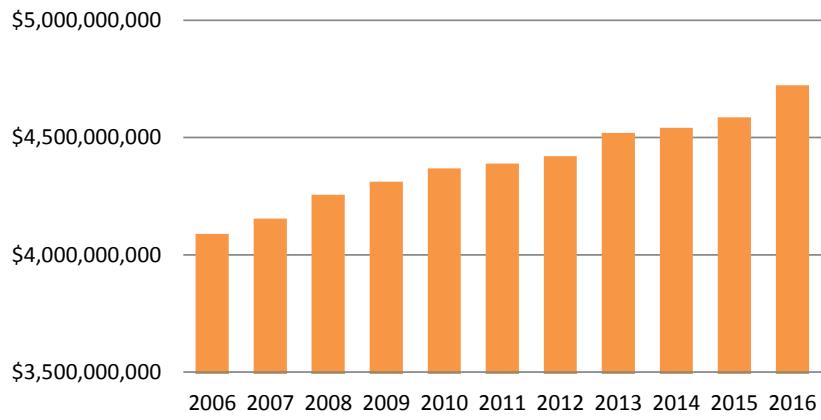
## Wisconsin's Top Ten Real Estate Assessed Value Municipalities

Rank	Municipality	2012	2013	2014	2015	2016	% Change	2016 Population
1	Milwaukee	\$25.40B	\$25.10B	\$25.03B	\$25.23B	\$25.98B	2.97	594,667
2	Madison	\$21.19B	\$21.35B	\$21.96B	\$22.94B	\$23.94B	4.36	247,207
3	Brookfield	\$6.54B	\$6.56B	\$6.62B	\$6.67B	\$6.77B	1.50	37,806
4	Green Bay	\$6.01B	\$6.04B	\$6.11B	\$6.17B	\$6.21B	0.65	105,079
5	Kenosha	\$5.35B	\$5.35B	\$5.42B	\$5.59B	\$5.90B	5.55	99,489
6	Waukesha	\$5.59B	\$5.39B	\$5.44B	\$5.64B	\$5.70B	1.06	71,699
7	Wauwatosa	\$5.48B	\$5.25B	\$5.27B	\$5.36B	\$5.53B	3.17	47,160
8	New Berlin	\$4.39B	\$4.43B	\$4.48B	\$4.76B	\$4.82B	1.26	40,227
9	<b>Menomonee Falls</b>	<b>\$4.42B</b>	<b>\$4.52B</b>	<b>\$4.54B</b>	<b>\$4.59B</b>	<b>\$4.72B</b>	<b>2.99</b>	<b>36,907</b>
10	Eau Claire	\$4.37B	\$4.40B	\$4.45B	\$4.51B	\$4.42B	-2.03	67,381

Source: WI Department of Revenue 2016 Statements of Assessment, WI Department of Administration 2016 Municipal Population Estimates

The Village's assessed value in 2016 was \$4,723,062,540 which represents an increase of nearly **3.0%** from 2015's assessed value of \$4,586,133,140. Development in residential, commercial and industrial sectors over the past decade has remained steady even through the recession years of 2008 and 2009. Accordingly, assessed values in Menomonee Falls have also grown steadily. When comparing the assessed value from 2006 (\$4.09 billion) to 2016, the Village's value has risen nearly **16%** in ten years.

## Menomonee Falls' Assessed Value by Year



Source: Village of Menomonee Falls Assessor

# Population & Projections

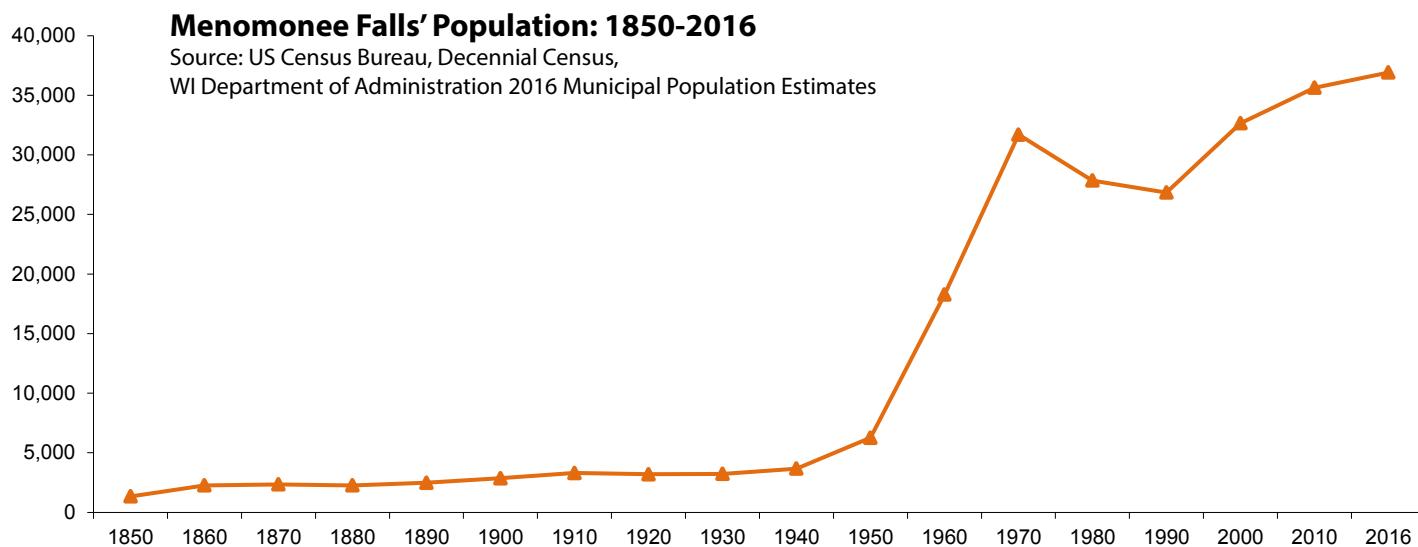
Menomonee Falls is the 4<sup>th</sup> largest Waukesha County community after the cities of Brookfield, New Berlin and Waukesha. The 2016 population of Menomonee Falls has been estimated at 36,907 which makes it the most populous village in the state by over 10,000 residents (Mount Pleasant has an estimated population of 26,369). Several new residential projects were approved in 2016, making it likely the Village's population will grow in the near future.

Menomonee Falls' population is projected to increase by over **14%** (more than 5,200 new residents) by 2035 which represents the **3<sup>rd</sup> largest projected gain** in residents among Waukesha County municipalities. Based on the same projections, the Village will also become the **3<sup>rd</sup> largest community** in the county by 2025.

## Top Ten Waukesha County Municipalities by Projected Population Gain

Municipality	2016 Population	2020 Projection	2025 Projection	2030 Projection	2035 Projection	Net Gain 2016-2035
Waukesha	71,699	74,800	78,100	81,000	81,900	10,201
New Berlin	40,227	41,930	43,650	45,140	45,530	5,303
<b>Menomonee Falls</b>	<b>36,907</b>	<b>37,970</b>	<b>39,840</b>	<b>41,510</b>	<b>42,160</b>	<b>5,253</b>
Muskego	24,534	26,120	27,630	29,010	29,690	5,156
City of Pewaukee	14,148	15,310	16,590	17,800	18,580	4,432
Oconomowoc	16,656	17,630	18,910	20,110	20,820	4,164
Sussex	10,797	11,830	12,780	13,670	14,230	3,433
Town of Mukwonago	8,014	8,625	9,130	9,595	9,835	1,821
Hartland	9,179	9,770	10,290	10,770	10,980	1,801
Mukwonago	7,772	8,010	8,560	9,070	9,365	1,593

Source: WI Department of Administration Population Projections



\*Note: Graph totals include the population of the Town of Menomonee prior to the 1960 Census

# Development Summary

The Department of Engineering and Development strives to work cooperatively with private and public sector partners to attract business development which fulfills community goals, creates jobs and enhances overall quality of life. 2016 economic development initiatives facilitated redevelopment, business expansion and new development projects which strengthened the short and long-term viability of Menomonee Falls.

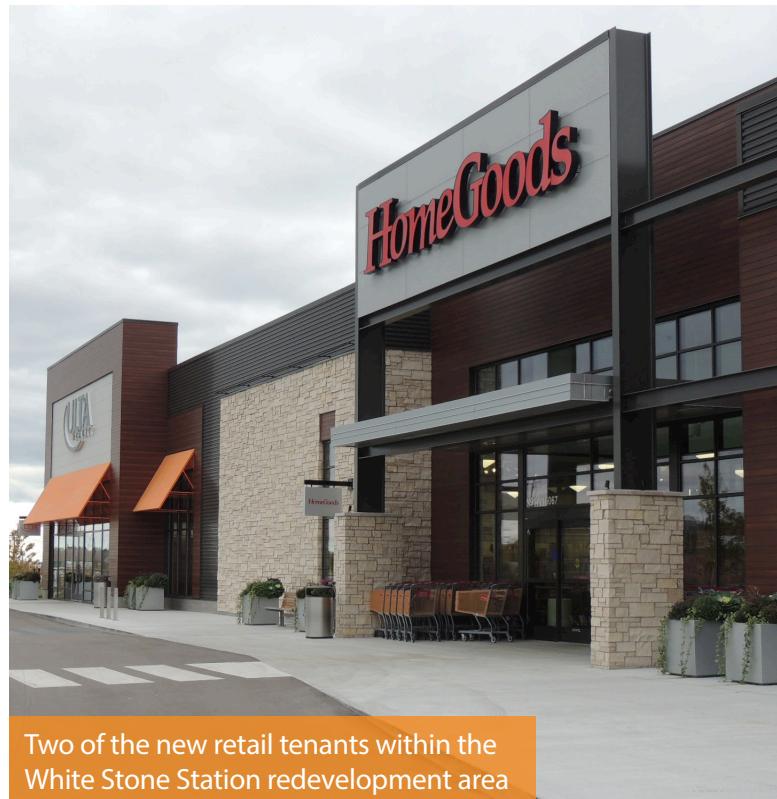
## Redevelopment

Progress continued on the White Stone Station redevelopment project in Tax Incremental District (TID) #8. Projects worth an estimated **\$21.3 million** in construction value were permitted for the White Stone Station area in 2016 with three new retail tenants, several apartment buildings and a new restaurant opening their doors by the end of the year. Construction continues on two new apartment buildings, a five-tenant retail building and a 105 room hotel.

Redevelopment in downtown Menomonee Falls continued with the construction of the Riverwalk on the Falls apartments and Fresh Thyme Farmers Market grocery store. The Riverwalk on the Falls project is being built on the former site of the Associated Bank and will add 114 apartment units and a new retail space to downtown when it is completed in 2018. The Fresh Thyme Farmers Market project repurposes the south end of Colonial Plaza and will be completed in 2017.

In TID #12, plans were approved for a 180,500 square foot speculative industrial building, adding value at the former site of Best Block Company along Manhardt Drive near Lilly Road.

In 2016, the Village also developed a strategic approach to promote revitalization along East Main Street (between Pilgrim Road and Interstate 41/US 45). The Community Development Authority (CDA) revised the district's design guidelines, identified targeted development sites, created a site improvement grant and advanced a marketing strategy to attract investment along the corridor.



Two of the new retail tenants within the White Stone Station redevelopment area



The Zilber II speculative industrial building in southeast Menomonee Falls

# Development Summary

Kohl's Corporation and Froedtert & the Medical College of Wisconsin reinforced their long-term commitment to the Village with a combined 2016 investment of over \$10 million in projects (estimated construction value). Kohl's completed a major renovation of the cafeteria at their corporate headquarters while Froedtert completed interior projects at Community Memorial Hospital, Town Hall Clinic and North Hills Center.

## New Development

Residential projects accounted for the majority of the new development within the Village in 2016. Single family home construction (102 homes) contributed nearly \$35 million in construction value and two family homes (18 units) added nearly \$4 million in construction value. The Village also approved a 45 unit nursing and memory care facility and laid the groundwork for future homes by approving plats with 117 single family lots.

Construction proceeded in 2016 on several new industrial and commercial projects including ER Wagner's 156,000 square foot corporate headquarters, the Vault self-storage facility and the second phase of the Pilgrim and Silver Spring shopping center. Plans were also approved for a new building at Breezy Hill Nursery, a Rainbow Child Care Center and the future Village Public Works facility along Good Hope Road.

## Tax Increment Finance

Tax Incremental Districts (TIDs) are an economic development tool used to aid redevelopment, infrastructure and other improvement projects by using future tax revenues to subsidize current projects. Often, TIDs create incentives for development without tax increases or creating any financial strain on Village residents while simultaneously improving property values for the community. Many TIDs have the added benefit of creating new jobs as businesses move into redevelopment districts. There were 9 active TIDs in the Village in 2016. TID-financed projects include downtown redevelopment projects, the White Stone Station mixed-use area and industrial projects along Manhardt Drive and Old Orchard Road.



A portion of the redesigned dining space at Kohl's corporate campus



An early 2017 view of the Fresh Thyme Farmers Market project at Colonial Plaza

# Downtown Menomonee Falls

The downtown Menomonee Falls business district is located near Main Street and Appleton Avenue in the historic core of the Village. The growing mix of businesses and amenities in downtown serve residents and visitors as a valuable community destination. In 2016, the Business Improvement District (BID) continued to play a leading role in promoting downtown Menomonee Falls as the ideal location to live, work and play.

## Downtown Economic Development

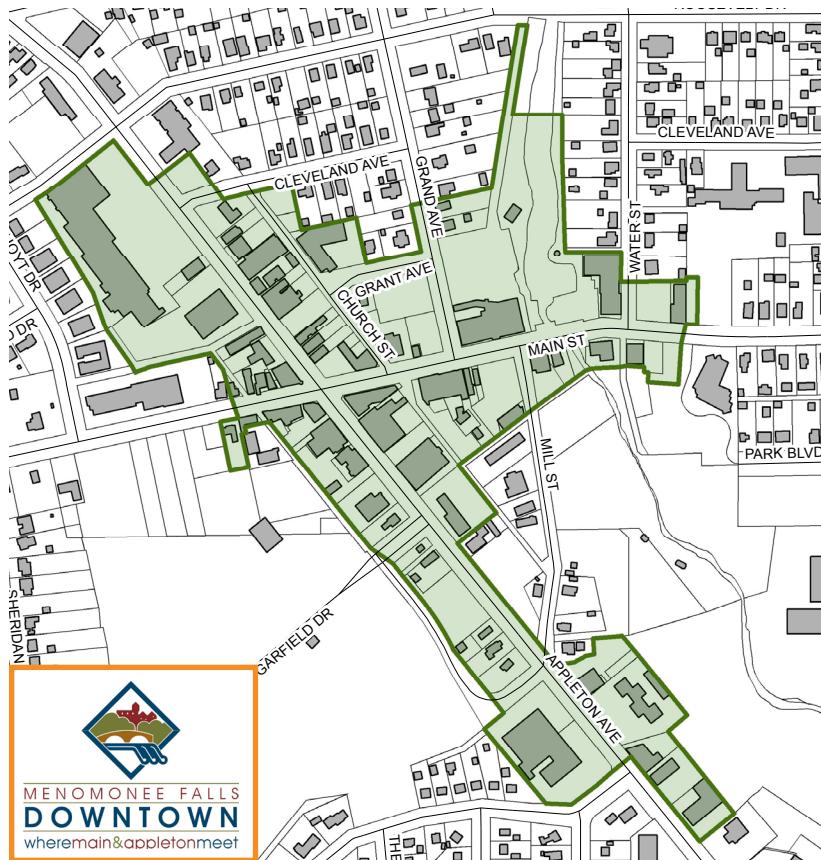
The Village continued to work with the BID to support creative downtown improvement programs like the Economic Development Master Fund (EDMF), which features matching loans and grants for qualified projects. The Village awarded one \$15,000 EDMF grant in 2016. The Village also continued to support the Business Development Loan Pool program, partnering with First Bank Financial Centre to provide low interest loans to downtown businesses and property owners. In 2016, three downtown businesses were awarded a total of \$45,000 in low-interest loans.

Since 2013, Menomonee Falls has been a member of the Wisconsin Economic Development Corporation's Connect Communities program. Village staff and BID representatives participated in a variety of Connect Communities events in 2016 which provided technical assistance, training and tools to support economic vitality in downtown Menomonee Falls. 2016 WEDC events included:

- Wisconsin Governor's Conference on Tourism
- Main Street Now Conference
- Parking & Civic Engagement Round-table



Customers enjoying the outdoor seating at A.J. O'Brady's Irish Pub & Grill on Main Street



# Building Permits

The Building Inspection division of the Department of Community Development issues permits for commercial, institutional, industrial and residential projects. In 2016, the Village issued 740 residential and 146 non-residential building permits for an estimated construction value of more than **\$117.6 million**. This was the **2<sup>nd</sup> highest estimated construction value ever recorded** (exceeded only by 2015). Major contributors to the 2016 value include construction and remodeling of single family homes (\$43.2 million), new commercial and industrial buildings (\$36.6 million) and a variety of projects at existing sites for Kohl's Corporation (\$6.2 million) and Froedtert and the Medical College of Wisconsin (\$3.8 million). At 886, the total number of permits issued in 2016 was higher than 2015 and is **highest recorded total** since the Village staff began tallying these totals electronically in 1997.

## Building Permits and Estimated Construction Value by Year

Year	Residential Construction		Non-Residential Construction		Total	
	# of Permits	Value	# of Permits	Value	# of Permits	Value
1997	717	\$35.65M	145	\$33.05M	862	\$68.70M
1998	716	\$38.70M	144	\$36.51M	860	\$75.22M
1999	751	\$39.00M	134	\$22.04M	885	\$61.04M
2000	642	\$28.54M	142	\$64.82M	784	\$93.36M
2001	673	\$30.26M	115	\$54.21M	788	\$84.48M
2002	752	\$39.00M	113	\$23.35M	865	\$62.34M
2003	705	\$42.72M	95	\$29.55M	800	\$72.27M
2004	762	\$61.22M	68	\$38.23M	830	\$99.45M
2005	727	\$52.40M	98	\$45.25M	825	\$97.65M
2006	555	\$37.69M	137	\$49.63M	692	\$87.33M
2007	620	\$36.23M	171	\$51.10M	791	\$87.34M
2008	512	\$23.27M	124	\$36.64M	636	\$59.90M
2009	439	\$15.60M	77	\$21.65M	516	\$37.24M
2010	617	\$23.06M	128	\$36.98M	745	\$60.04M
2011	573	\$18.71M	147	\$47.33M	720	\$66.04M
2012	608	\$22.75M	126	\$34.16M	734	\$56.91M
2013	688	\$27.31M	177	\$32.99M	865	\$60.30M
2014	695	\$24.50M	166	\$89.11M	861	\$113.62M
2015	696	\$37.79M	169	\$115.54M	865	\$153.33M
2016	740	\$47.56M	146	\$70.02M	886	\$117.58M

Source: Menomonee Falls Department of Community Development

# Residential Overview

The Village reviews all subdivision plans and multifamily development proposals and works with developers on plans which are expected to result in new multifamily and single family projects. In 2016, several subdivision concepts with over **250 planned lots for new homes** were reviewed. In addition, plans to construct **216 apartments, 370 senior apartments, 52 condominiums and 24 duplex units** are moving forward. The following summary includes reviewed residential developments that were underway in 2016 or are likely to move forward in the near future.

Single Family	Multifamily	Senior Housing					
Total Units	477	Total Units	514	Total Units	370		
Fox Meadow	<b>60 homes</b>	Riverview Condominiums	<b>14 units</b>	Highlands at Aero Park	<b>200 units</b>		
Silver Spring Estates	<b>79 homes</b>	Riverwalk on the Falls	<b>120 units</b>	Dickson Hollow	<b>170 units</b>		
Weyerhaven	<b>52 homes</b>	Silver Spring Estates (duplex units)	<b>24 units</b>	*Note: Construction was completed on 180 units at Dickson Hollow in 2016. Future phases of development at Dickson Hollow call for another 170 units.			
Wruck/Fiduciary	<b>103 homes</b>	Tall Pines Condominiums	<b>38 units</b>				
Highlands at Aero Park	<b>18 homes</b>	The Junction at White Stone Station	<b>318 units</b>				
Christman Park	<b>31 homes</b>	*Note: Construction was completed on 222 units of the Junction at White Stone Station in 2016, and construction continues in 2017 on 96 additional units in Phase II of the project.					
Victory Subdivision	<b>75 homes</b>						
Aero Park	<b>59 homes</b>						



In total, the 1,361 anticipated housing units will provide homes for over 2,500 future Village residents when complete

# Single Family Lots

While many of the developments in Menomonee Falls in 2016 were conceptual multi-phase developments, the Village ultimately approved 117 new single family lots in three subdivisions. This total was the second highest in the Village since 2007 (132 new single family lots were platted in 2014). The 117 new lots and the 102 single family housing starts in 2016 reveal the continued strength of the post-recession housing market.

## Single Family Lots Platted in Menomonee Falls by Year

Year	Single Family Lots Platted in Subdivisions	Single Family Lots Platted in CSMs	Total Single Family Lots Platted	Single Family Homes Constructed
1990	174	5	179	131
1991	66	8	74	175
1992	287	13	300	167
1993	216	10	226	241
1994	191	5	196	276
1995	187	11	198	222
1996	88	10	98	229
1997	235	10	245	181
1998	81	15	96	187
1999	81	4	85	175
2000	80	3	83	95
2001	171	1	172	108
2002	132	6	138	161
2003	219	2	221	151
2004	65	6	71	174
2005	233	0	233	133
2006	140	4	144	86
2007	49	-4	45	58
2008	0	1	1	42
2009	0	-1	-1	24
2010	0	0	0	40
2011	0	-3	-3	33
2012	34	2	36	53
2013	26	4	30	58
2014	132	2	134	43
2015	70	0	70	86
<b>2016</b>	<b>117</b>	<b>-3</b>	<b>114</b>	<b>102</b>
<b>Totals</b>	<b>2,957</b>	<b>114</b>	<b>3,066</b>	<b>3,329</b>

Source: Menomonee Falls Department of Community Development

The Village issued more building permits for single family homes in 2016 than any other community in southeast Wisconsin (3<sup>rd</sup> most single family permits statewide)

# Housing Starts

## Single Family

Menomonee Falls' 102 housing starts in 2016 accounted for over **11%** of all new single family homes constructed in Waukesha County. This percentage of county housing starts was notably higher than the typical percentage of around 8 percent, and was the second largest percentage of housing starts within Waukesha County during the last dozen years (exceeded only by 2015).

## Multifamily

In recent years, the development of market-rate multifamily housing has increased in Menomonee Falls. New multifamily projects have met the demand for smaller, high quality and lower maintenance housing options for young professionals, empty nesters and smaller households. Suburban multifamily housing built in proximity to amenities like shops, restaurants and parks is especially desirable in today's market. Developments like the Junction at White Stone Station and Riverwalk on the Falls are keeping the Village competitive in this housing market niche.



New roads and infrastructure were constructed in 2016 at Fox Meadow subdivision in central Menomonee Falls

## Housing Starts in Waukesha County and Menomonee Falls

Year	Waukesha County Housing Starts	Menomonee Falls Housing Starts	% of County Housing Starts
2005	1,464	133	9.1%
2006	1,217	86	7.1%
2007	966	58	6.0%
2008	599	42	7.0%
2009	396	24	6.1%
2010	452	40	8.8%
2011	434	33	7.6%
2012	583	53	9.1%
2013	657	58	8.8%
2014	705	43	6.1%
2015	724	86	11.9%
<b>2016</b>	<b>910</b>	<b>102</b>	<b>11.2%</b>
Mean	758.9	63.2	8.2%

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

The Village of Menomonee Falls had more single and two family home starts in 2016 than Brookfield, Germantown and Sussex combined

## 2016 Single and Two Family Housing Starts in Menomonee Falls and Selected Area Communities

Municipality	Total Housing Starts	Average Value	Total Value
Menomonee Falls	120	\$344k	\$38.9M
Mequon	82	\$486k	\$39.8M
Brookfield	64	\$419k	\$26.6M
Muskego	64	\$347k	\$22.2M
Oak Creek	35	\$279k	\$9.8M
Franklin	32	\$415k	\$13.1M
Sussex	29	\$266k	\$7.7M
Milwaukee	27	\$158k	\$4.3M
Germantown	23	\$327k	\$7.5M
New Berlin	20	\$449k	\$9.0M

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

# 2016 Residential Development

## Aero Park

The Village approved a preliminary plat for 60 single family lots to be developed along the east side of Lannon Road between Silver Spring Drive and Lisbon Road in southwest Menomonee Falls. The lots in the proposed Aero Park subdivision range in size from 18,000 square feet to 28,000 square feet with an average lot size of 19,600 square feet.

## Christman Park

The Village conditionally approved a final plat for 31 single family lots to be developed at the northeast corner of the intersection of Christman Road and Maple Road in northern Menomonee Falls. The lots in the Christman Park subdivision range in size from 12,000 to 31,600 square feet.

## Fox Meadow

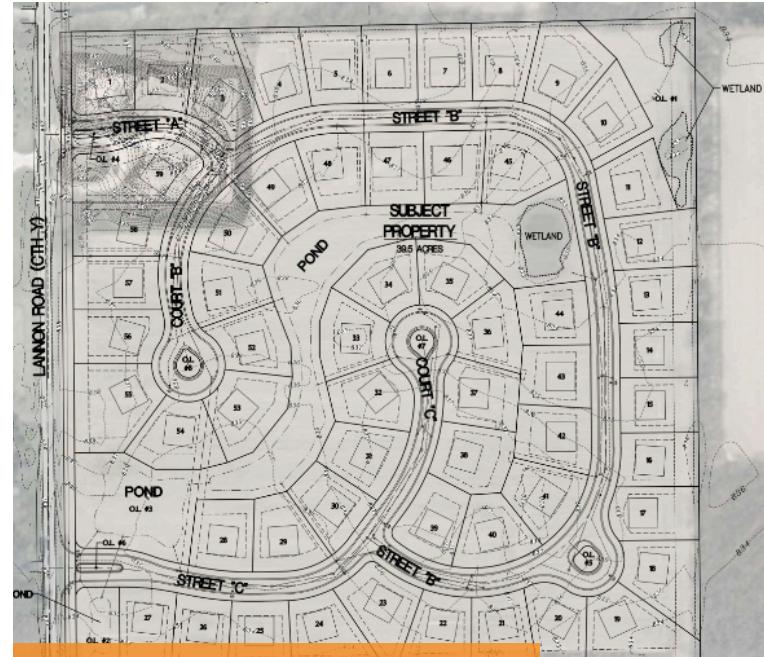
A final plat was approved for 60 single family lots to be developed on the west side of Pilgrim Road between Chateau Drive and Wildflower Drive in central Menomonee Falls. The lots in the Fox Meadow subdivision range in size from 15,000 to 28,000 square feet with an average lot size of over 17,000 square feet.

## Silver Spring Estates III

Plans were approved for the third phase of Silver Spring Estates Subdivision which is located to the east of Town Line Road and to the north of Silver Spring Drive in southwest Menomonee Falls. Phase three added 26 single family lots with an average size of 20,342 square feet. When complete, Silver Spring Estates subdivision will create a total of 138 residential parcels (12 duplex and 126 single family lots) across from Hamilton High School with an estimated construction value of **\$58 million**.

## Victory Subdivision

The Village approved a preliminary plat for 75 single family lots to be developed at the northeast corner of the intersection of Pilgrim Road and Lisbon Road in southeast Menomonee Falls. The lots in the proposed subdivision range from 10,000 square feet to 29,000 square feet with an average size of 13,300 square feet.



A preliminary plat for the Aero Park subdivision in southwest Menomonee Falls



A recently built home in the Weyerhaven subdivision in southeast Menomonee Falls

# 2016 Residential Development

## Weyerhaven Subdivision Addition No.1

Construction proceeded in 2016 on the second phase of Weyerhaven Subdivision which is located along the east side of Lilly Road and to the south of Mill Road in southeast Menomonee Falls. The 40 single family lots in this phase have an average lot size of around 13,700 square feet. This 140 lot subdivision is estimated to have a market value between **\$52 million** and **\$73.5 million** once complete.



The average 2016 construction value for new single family homes in the Village was \$340,000

## Wruck Subdivision

The Village approved a preliminary plat for 103 single family lots to be developed on the north side of Lisbon Road east of Lannon Road in southwest Menomonee Falls in 2016. Lots for the proposed subdivision range in size from 12,000 to nearly 28,000 square feet and the average lot size is 14,389 square feet.

## The Junction Apartments

Building permits were issued in 2016 for two buildings which will add a total of 96 units within the White Stone Station redevelopment area. The buildings have an estimated construction value of **\$9.7 million**.



An early 2017 view of construction work at the future Riverwalk on the Falls apartment site

## Riverwalk on the Falls

Construction began on the 114 unit Riverwalk on the Falls apartment building along the Mill Pond in downtown Menomonee Falls. This four story apartment building is being built on the site of the former Associated Bank and will include underground parking, a gallery, terrace and a commercial component. The second phase of this development includes 6 town-homes with attached garages along Grand Avenue. When complete, the apartment project (which has an estimated construction value of **\$12.5 million**) will add vitality to downtown through the added foot traffic and buying power of new residents and their visitors. Riverwalk on the Falls supports the broader vision for redevelopment in the historic core of Menomonee Falls as outlined in the 2010 *Village Centre Master Plan*.

# 2016 Commercial Development

The Village reviews all commercial proposals from conceptual projects through to occupancy permits. Commercial development activity was strong in 2016 with 59 commercial projects. The total construction value of commercial projects approved in 2016 was **\$23.9 million** with a significant portion of the total coming from the White Stone Station redevelopment area and the Kohl's cafeteria renovation project.

## White Stone Station Midbox Retail

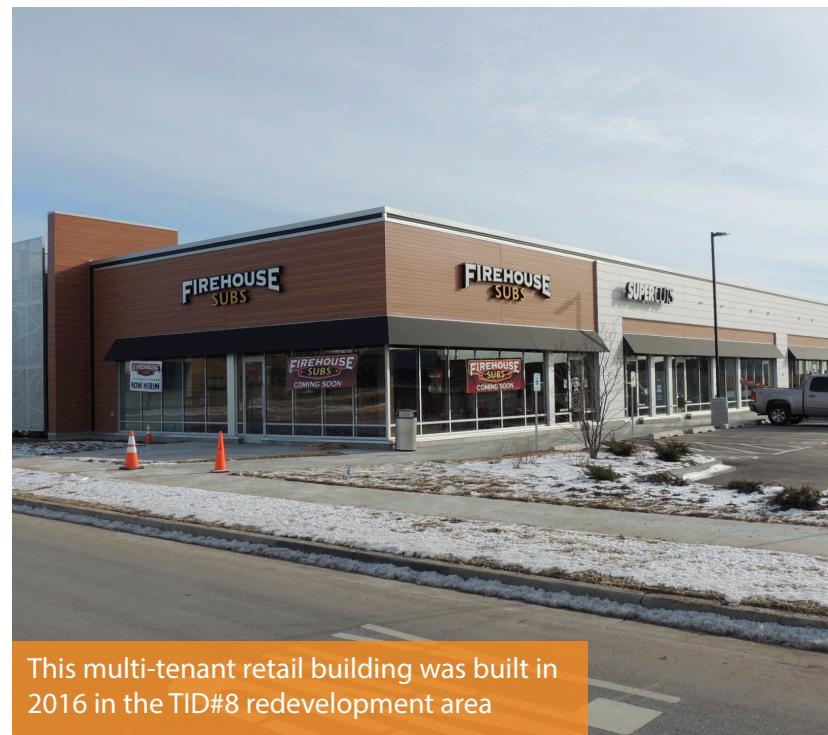
A 91,000 square foot 4-tenant retail building was completed near Costco in 2016. New tenants for this building (HomeGoods, Ross Dress for Less and Ulta Beauty) invested nearly **\$2 million** in construction value for interior improvements prior to occupancy.

## White Stone Station Multi-tenant Retail

Plans were approved for a 10,200 square foot 5-tenant retail at the southeast corner of the intersection of Falls Parkway and Pershing Avenue in 2016. The building incorporates architectural elements which complement the larger midbox retail building nearby and has an estimated value of **\$1.1 million**. The outdoor dining area on the site will be utilized by the Firehouse Subs restaurant which opened in early 2017.

## Home2 Suites Hotel

Building permits were issued in 2016 for a 105 room Hilton Home2 Suites extended stay hotel in 2016 within the White Stone Station redevelopment area. This hotel plans to cater to business travelers and other visitors with amenities like kitchen appliances, fitness facilities and spacious common areas. The hotel has an estimated construction value of **\$8.0 million**.



This multi-tenant retail building was built in 2016 in the TID#8 redevelopment area



Construction progress at the future Home2 Suites hotel in the TID#8 redevelopment area

# 2016 Commercial Development

## Fresh Thyme Farmers Market

Construction moved forward in 2016 on the redevelopment of Colonial Plaza to create a 29,000 square foot Fresh Thyme Farmers Market grocery store. Construction of the new grocery store will be accompanied by façade improvements for the remainder of Colonial Plaza. The estimated construction value of this project is over **\$2 million**. Fresh Thyme Farmers Market is anticipated to draw additional people to downtown Menomonee Falls, enhancing the livability and vitality of the area.

## Kohl's Cafeteria Remodel

Plans were approved for the redesign of a 32,000 square foot cafeteria at Kohl's corporate headquarters. The remodeled space, dubbed "The Kitch" includes an expansive high-end kitchen, a 750 seat dining area and a barista-staffed coffee bar. With an estimated construction value of **\$5.2 million**, Kohl's Corporation views the Bartolotta group-operated cafeteria as an important amenity to help attract and retain talent.

## Marcus Theatre Remodel

The Village approved plans in 2016 for interior remodeling projects at the Marcus Menomonee Falls Cinema worth an estimated \$500,000 in construction value. The plans included a bar area, pizzeria and additional updates to the cinema's lobby area. These improvements, along with new reclining theater seats, are meant to enhance the overall experience for visitors.

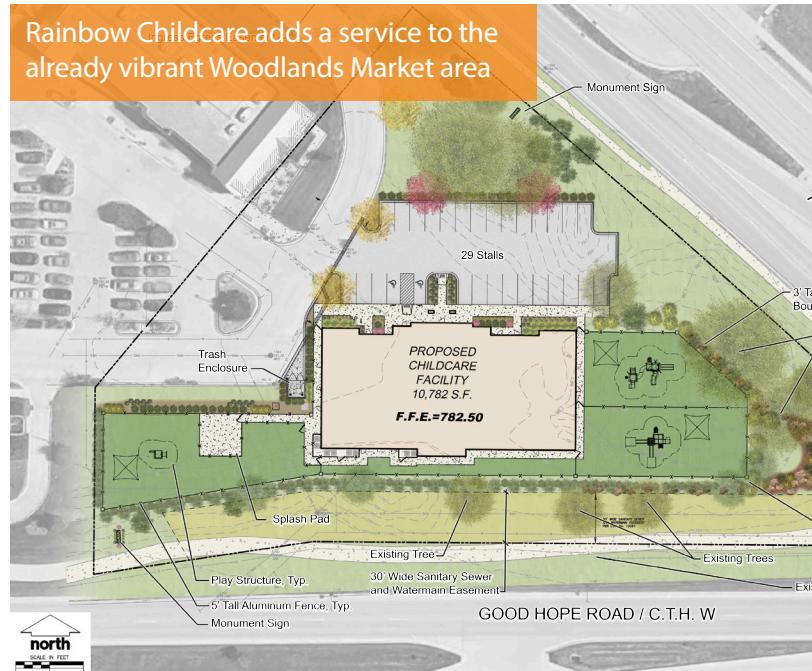
## Rainbow Childcare

Plans were approved for a 10,782 square-foot day care center on the northwest corner of Good Hope Road and Appleton Avenue. Rainbow Child Care Center will include classrooms, a gymnasium and an outdoor play area complete play structures and a splash pad. The facility will operate with up to 15 full-time employees and has an anticipated capacity of 115 children.

Marcus Menomonee Falls Cinema added a new lobby bar and pizza restaurant in 2016.



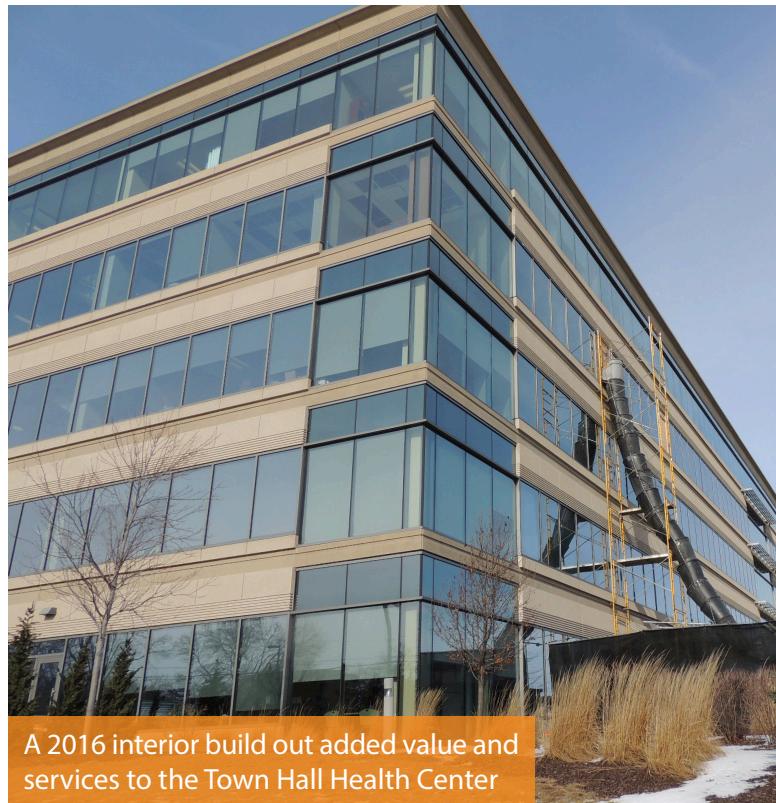
## Rainbow Childcare adds a service to the already vibrant Woodlands Market area



# Institutional Development

## Community Memorial Hospital & Town Hall Clinic

The hospital and adjacent Froedtert and the Medical College of Wisconsin buildings in Menomonee Falls were designated as a “corporate campus” in 2015, streamlining the approval process for future development and improvements within the campus. In 2016, the Village approved plans for a 6,000 square foot renovation of the hospital’s supply processing area. The estimated construction value of this interior alteration is **\$1.2 million**. The Village also approved plans for a medical office build out on the fourth floor of Froedtert’s Town Hall Clinic. This project is expected to be completed in 2017 and has an estimated construction value of **\$1.8 million**.



A 2016 interior build out added value and services to the Town Hall Health Center

## North Hills Health Center

Plans were approved in 2016 for a 9,000 square foot build out of medical office space at Froedtert’s North Hills Health Center which is located along Northfield Drive in eastern Menomonee Falls. The new medical office has an estimated construction value of \$736,000 and will occupy a previously vacant space within an existing building at the site.

## Elizabeth Residence

The Village approved plans for the development of a 45 unit Community Based Residential Facility (CBRF) at the southeast corner of Good Hope Road and Pilgrim Road in central Menomonee Falls. The 52,400 square foot facility will provide low and intermediate level nursing care and memory care. The approved plans include a second phase 45 unit building to be built as a mirror image of the approved building.



A rendering showing the approved first phase of the Elizabeth Residence CBRF

# Institutional Development

## Village Public Works Facility

Plans were approved in 2016 for a 112,650 square foot building and a new salt shed adjacent to the existing Public Works offices and garage along Good Hope Road to the west of Pilgrim Road. The proposed facility will include indoor parking for Village vehicles and equipment, new reception and office space, six service bays, a wash bay and a new fuel station. This modern facility will replace deteriorating buildings which date to the 1950s and will ensure that the Public Works Department can provide and maintain Village infrastructure and essential services for years to come.



Bathroom improvements at Valley View and Riverside were approved in 2016 and will be completed in 2017

## Riverside Elementary & Valley View Elementary

Bathroom remodels (additions) were approved for Riverside Elementary School and Valley View Elementary School in 2016. The bathroom updates will ensure that both buildings meet federal ADA accessibility requirements, and their combined construction value is estimated to be nearly **\$1.1 million**. These improvements are part of the School District of Menomonee Falls' strategic approach to modernize facilities in the years ahead.

## Wisconsin Workforce Development Center

The Village approved plans in 2016 for a tenant alteration to create offices for the State of Wisconsin's Department of Workforce Development (DWD). The new DWD facility is 38,142 square feet and occupies the north end of the former Kohl's distribution center in southeast Menomonee Falls. The construction value of interior improvements for this facility was estimated to be nearly **\$1.5 million**.



The former Kohl's distribution center is now occupied by the DWD, CH Coakley and Milwaukee Sting Volleyball Club

# Industrial Development

According to the Wisconsin Department of Revenue's 2016 Statement of Assessments, the Village of Menomonee Falls continues to have the **3<sup>rd</sup> highest manufacturing real estate assessed value** in Wisconsin. Menomonee Falls only trails Milwaukee and Green Bay in 2016 manufacturing assessed property value at nearly \$319 million.

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

Rank	Municipality	2012	2013	2014	2015	2016	% Change	2016 Population
1	Milwaukee	\$707.0M	\$709.3M	\$697.0M	\$715.9M	\$719.1M	0.45%	594,667
2	Green Bay	\$373.8M	\$375.3M	\$385.1M	\$381.5M	\$386.6M	1.34%	105,079
<b>3</b>	<b>Menomonee Falls</b>	<b>\$307.4M</b>	<b>\$323.5M</b>	<b>\$311.9M</b>	<b>\$313.4M</b>	<b>\$318.7M</b>	<b>1.69%</b>	<b>36,907</b>
4	Madison	\$258.8M	\$268.6M	\$247.8M	\$249.4M	\$257.2M	3.13%	247,207
5	Oshkosh	\$226.3M	\$222.1M	\$219.7M	\$217.5M	\$231.8M	6.57%	66,717
6	Waukesha	\$234.9M	\$227.0M	\$228.4M	\$235.0M	\$231.2M	1.62%	71,699
7	Pleasant Prairie	\$210.3M	\$190.5M	\$199.4M	\$214.6M	\$228.7M	6.57%	20,438
8	Germantown	\$199.4M	\$211.5M	\$201.1M	\$216.5M	\$219.4M	1.34%	20,008
9	Fitchburg	\$141.2M	\$181.3M	\$207.4M	\$212.5M	\$215.9M	1.60%	27,635
10	New Berlin	\$164.9M	\$174.9M	\$181.8M	\$197.9M	\$205.6M	3.89%	40,227

Source: WI Department of Revenue 2016 Statement of Assessments, WI Department of Administration 2016 Municipal Populations

Menomonee Falls is one of the most significant manufacturing hubs in Wisconsin and is home to a number of industry leading companies. The Village continued to be a preferred location for manufacturing development in 2016 with several noteworthy construction and expansion projects totaling over **\$16.3 million** in construction value.

### ER Wagner

Construction continued in 2016 on a 158,000 square foot building along Old Orchard Road in northeast Menomonee Falls which will serve as the corporate headquarters for ER Wagner Manufacturing. The facility has an estimated construction value of **\$9 million** and will include 135,000 square feet of manufacturing space and 23,000 square feet of office space.



Construction on ER Wager's new corporate headquarters will be complete in 2017

# Industrial Development

## Engineered Plastics

Approval was granted in 2016 for a 28,800 square foot interior alteration at Engineered Plastics Company which is located on Anthony Drive in northeast Menomonee Falls. The estimated construction value of this project is \$550,000.

## Glenroy Incorporated

The Village approved plans in 2016 for projects with an estimated construction value of over **\$1 million** at Glenroy Incorporated. Glenroy completed facade improvements and installed a rooftop oxidizer along Norxway Avenue in northern Menomonee Falls.

## Summit Refrigeration

The Village approved plans for a 6,420 square foot build out of a space for Summit Refrigeration Group's corporate offices which are located on Fountain Boulevard in northern Menomonee Falls. The site will operate as the Great Lakes Division office for the company. The estimated construction value of this project is \$280,000.

## Zilber II

Plans were approved in 2016 for a new 180,500 square foot speculative industrial building near Manhardt Drive and Lilly Road. The building has an estimated construction value of **\$5 million** and it accompanies an existing 146,000 square foot building that was completed in 2015. The building will be occupied by up to four tenants.



Heavy equipment moving construction materials at Engineered Plastics in 2017



The updated façade of Glenroy Inc. in northeast Menomonee Falls in early 2017



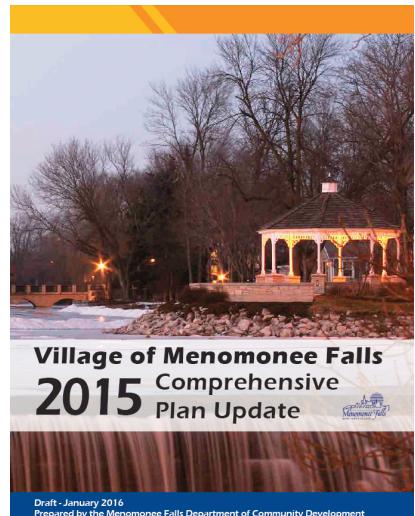
A view of the new Zilber II speculative industrial building from Manhardt Drive

# 2016 Planning Projects

## 2015 Comprehensive Plan Update

The *Comprehensive Plan Update* was adopted by the Village Board on March 16, 2016. The Comprehensive Plan is a long range policy guide to the Village's physical, social and economic development. Each of the plan's elements provides a topic inventory and identifies trends, goals and recommendations for the future. The Comprehensive Plan provides direction for the community's subdivision regulations, official mapping and amendments to the Zoning Ordinance and Zoning Map. As adopted, the Comprehensive Plan:

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



Draft - January 2016  
Prepared by the Menomonee Falls Department of Community Development

## 2016-2020 Comprehensive Outdoor Recreation Plan

The Village adopted the 2016-2020 COR Plan on November 7, 2016. The COR Plan provides direction for future outdoor recreational improvements to ensure that the Village offers quality recreational opportunities in the years ahead. As the fifth generation park and open space plan for the Village, the 2016-2020 COR Plan:

- Evaluates existing parks, facilities and recreational trail networks
- Identifies appropriate level of service standards for park lands and recreation facilities
- Identifies and recommends outdoor recreational opportunities to meet the needs of all residents
- Identifies and recommends improvements to the Village's recreational trails and sidewalks

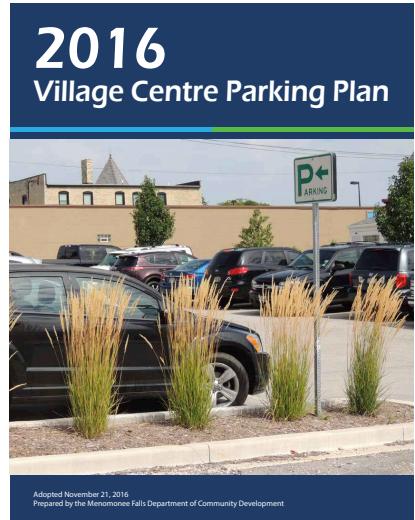


Village of Menomonee Falls  
Comprehensive Outdoor Recreation Plan  
2016-2020

Prepared by the Menomonee Falls  
Department of  
Community Development  
Draft - July 2016

## 2016 Village Centre (Downtown) Parking Plan

The Community Development Authority adopted the Village Centre Parking Plan on November 21, 2016. The Parking Plan serves as a guide for developing a more complete and convenient parking system to the benefit of downtown businesses, residents, and visitors. The Parking Plan describes existing parking conditions, evaluates current and future parking demand and makes recommendations for a variety of actions and policies to improve parking.



Adopted November 21, 2016  
Prepared by the Menomonee Falls Department of Community Development

# 2016 Development Numbers

## Approved Building Permits

**141**

.....  
New Construction

**745**

.....  
Alteration/Renovation

**12**

.....  
New

**4**

.....  
Amendments

## Rezoning

Approvals

**8**

## Industrial Use Permits

Approvals

**1**

## Village Centre Redevelopment

Conceptual Reviews

**2**

## Municipal Code

**1**

.....  
New Ordinance

**9**

.....  
Text Amendments

## Architectural Control Board

Approvals

**35**

## Zoning Board of Appeals

Variance Approvals

**18**

## Comprehensive Plan Amendments

Land Use

**6**

## Certified Survey Maps

Approvals

**7**

## Miscellaneous Development Approvals

- 3 final plats
- 2 preliminary plats
- 1 Planned Residential Development amendment
- 3 sign exceptions
- 1 conceptual subdivision
- 1 park land acquisition/swap
- 1 utility plan
- 2 infrastructure vacations
- 2 conditional use permit terminations

The total revenue for 2016 building and zoning permits was \$1,135,000, marking the second year in a row that Village permit revenue exceeded \$1 million