

# 2017 DEVELOPMENT REPORT

Village of Menomonee Falls  
Waukesha County, Wisconsin



Some of the 121 single family homes approved for construction in Menomonee Falls in 2017

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# 2017 Development Highlights

This report focuses on noteworthy developments within Menomonee Falls and summarizes the Department of Community Development's activities in 2017. Development activity was strong in 2017 with 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 manner which protected public interest and improved quality of life for residents and visitors. 2017 highlights include:

- The **greatest number of building permits** ever recorded (904)
- Building permits issued for **121 single family homes** totaling over \$41 million in construction value (a 19% increase in single family home starts from 2016 to 2017)
- Projects totaling nearly **\$102 million in construction value**
- **Redevelopment in downtown Menomonee Falls and at White Stone Station**
  - Riverwalk on the Falls apartments
  - White Stone Station retail and restaurants
  - Main Street reconstruction and streetscape project
- An increase of **\$63.2 million in tax incremental value** within TIF districts from 2016 to 2017
- Major public facilities and healthcare sector projects totaling **\$22.3 million in construction value**
- Park upgrades at John Taylor Park, Kiwanis Park, Mill Pond Park and Menomonee River Parkway/Bug Line Trail



Construction proceeded on the Riverwalk on the Falls apartment project in 2017



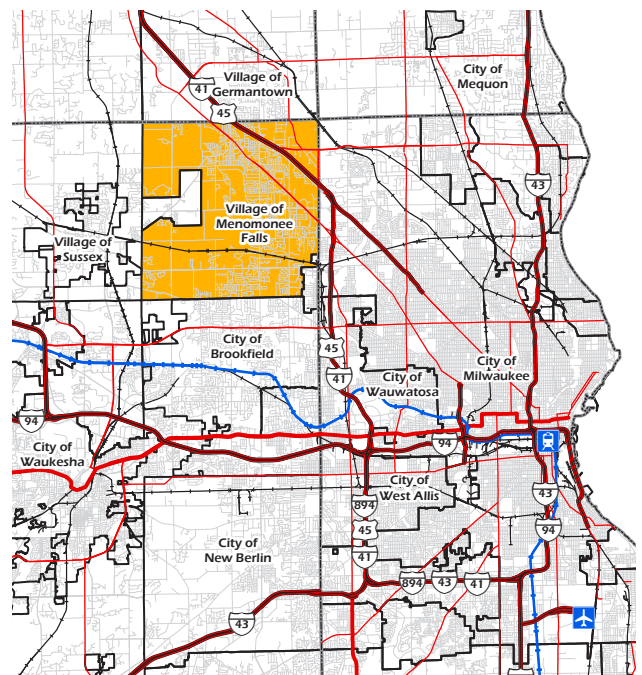
# Village Overview



A Friday beer garden was launched in Centennial Plaza in downtown Menomonee Falls in 2017

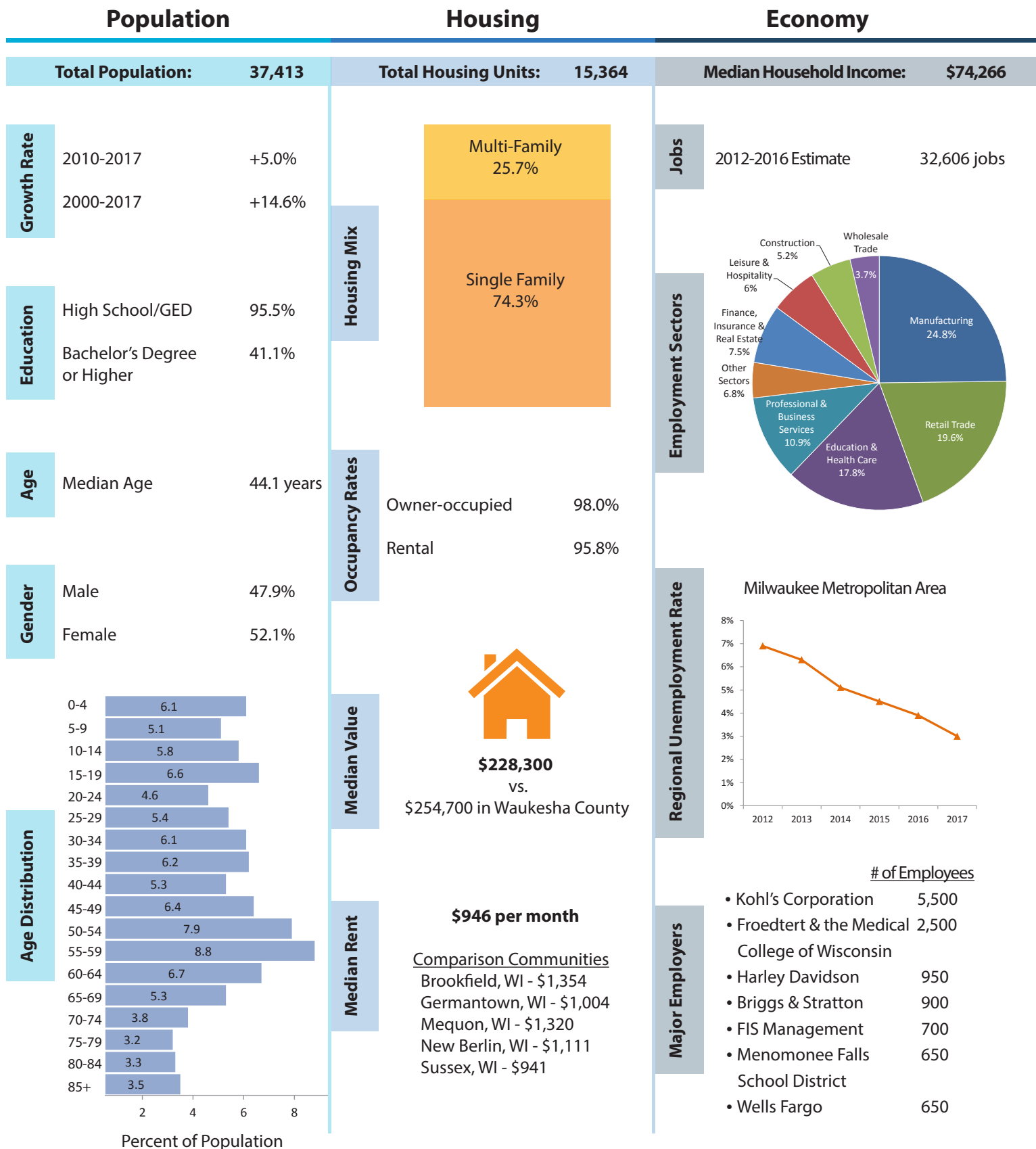
Menomonee Falls embodies small town charm while providing first class amenities and convenient access to the entire Milwaukee Metropolitan Area. Incorporated in 1892, Menomonee Falls now has a total land area of 32.92 square miles. The Village's population was estimated to be 37,413 in 2017. The Village's 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 2017 by a number of organizations. For example:

- *AreaVibes.com* ranked Menomonee Falls as the **4<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 25 Best places to Live in Wisconsin** rankings (out of 440 places).
- *Safe Home* ranked Menomonee Falls as the **2<sup>nd</sup> safest city in Wisconsin with more than 27,000 residents**
- US News & World Report awarded Menomonee Falls High School and Hamilton High School among the **top 20 public high schools** in the state for college readiness
- The Milwaukee Metropolitan Builders Association featured 10 sites in Menomonee Falls in its **2017 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 7<sup>th</sup> highest gain in net new construction value in Wisconsin in 2017**.

Menomonee Falls' assessed value has grown consistently in recent years. In 2017, the Village had the **10<sup>th</sup> highest real estate assessed value in the state at \$4.83 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).

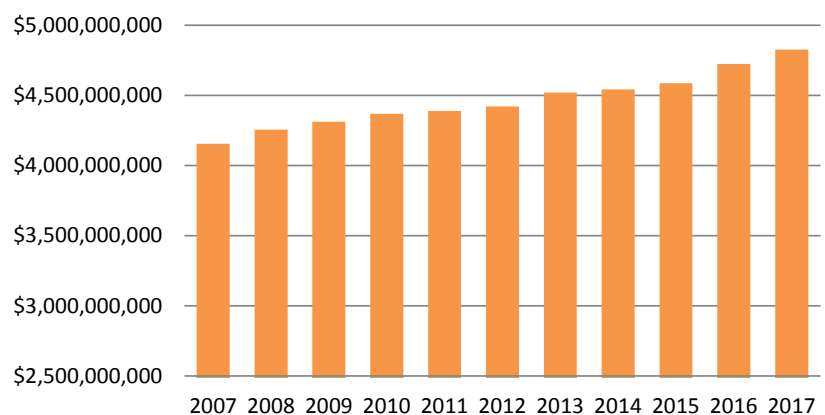
**Wisconsin's Top Ten Real Estate Assessed Value Municipalities**

Rank	Municipality	2013	2014	2015	2016	2017	% Change	2017 Population
1	Milwaukee	\$25.10B	\$25.03B	\$25.23B	\$25.98B	\$26.94B	3.70	591,076
2	Madison	\$21.35B	\$21.96B	\$22.94B	\$23.94B	\$26.29B	9.82	250,073
3	Brookfield	\$6.56B	\$6.62B	\$6.67B	\$6.77B	\$6.90B	1.92	38,342
4	Green Bay	\$6.04B	\$6.11B	\$6.17B	\$6.21B	\$6.28B	1.13	105,443
5	Waukesha	\$5.39B	\$5.44B	\$5.64B	\$5.70B	\$6.15B	7.89	71,550
6	Kenosha	\$5.35B	\$5.42B	\$5.59B	\$5.90B	\$5.95B	0.85	99,116
7	Wauwatosa	\$5.25B	\$5.27B	\$5.36B	\$5.53B	\$5.66B	2.35	47,389
8	Appleton	\$4.82B	\$4.77B	\$4.79B	\$4.89B	\$4.94B	1.01	74,598
9	New Berlin	\$4.43B	\$4.48B	\$4.76B	\$4.82B	\$4.85B	0.41	40,027
10	Menomonee Falls	\$4.52B	\$4.54B	\$4.59B	\$4.72B	\$4.83B	2.19	37,413

Source: WI Department of Revenue 2017 Statements of Assessment, WI Department of Administration 2017 Municipal Population Estimates

The Village's assessed value in 2017 was \$4,826,340,390 which represents an increase of nearly **2.2%** from 2016's assessed value of \$4,723,062,540. Development in residential, commercial and industrial sectors over the past decade 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 2007 (\$4.15 billion) to 2017, the Village's value has risen over **16%** in ten years.

**Menomonee Falls' Assessed Value by Year**



Source: Village of Menomonee Falls Assessor



# Population & Projections

Menomonee Falls has the 4<sup>th</sup> largest municipal population in Waukesha County after the cities of Brookfield, New Berlin and Waukesha. The 2017 population of Menomonee Falls has been estimated at 37,413 which makes it the most populous village in the state by over 11,000 residents (Mount Pleasant has an estimated population of 26,310). Several new residential projects were approved in 2017, making it likely the Village's population will grow in the near future.

Menomonee Falls' population is projected to increase by nearly **13%** (more than 4,700 new residents) by 2035 which represents the **4<sup>th</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.

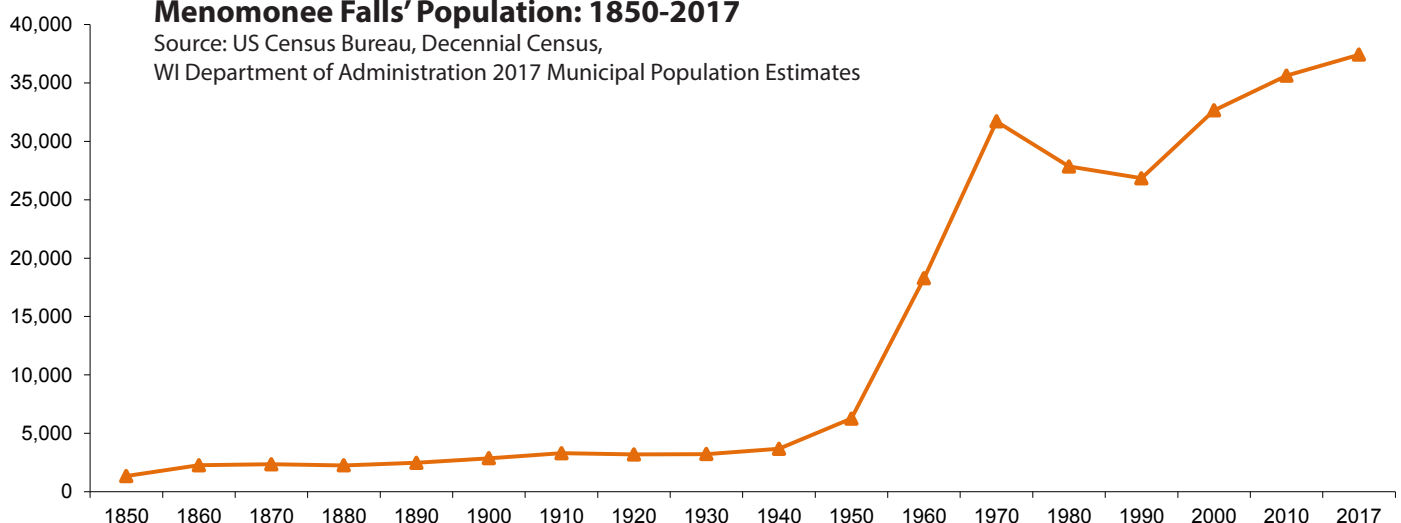
**Top Ten Waukesha County Municipalities by Projected Population Gain**

Municipality	2017 Population	2020 Projection	2025 Projection	2030 Projection	2035 Projection	Net Gain 2017-2035
Waukesha	71,550	74,800	78,100	81,000	81,900	10,350
New Berlin	40,027	41,930	43,650	45,140	45,530	5,503
Muskego	24,628	26,120	27,630	29,010	29,690	5,062
<b>Menomonee Falls</b>	<b>37,413</b>	<b>37,970</b>	<b>39,840</b>	<b>41,510</b>	<b>42,160</b>	<b>4,747</b>
City of Pewaukee	14,332	15,310	16,590	17,800	18,580	4,248
Oconomowoc	16,842	17,630	18,910	20,110	20,820	3,979
Sussex	11,047	11,830	12,780	13,670	14,230	3,183
Town of Mukwonago	7,980	8,625	9,130	9,595	9,835	1,855
Hartland	9,197	9,770	10,290	10,770	10,980	1,783
Mukwonago	7,878	8,010	8,560	9,070	9,365	1,487

Source: WI Department of Administration Population Projections

## Menomonee Falls' Population: 1850-2017

Source: US Census Bureau, Decennial Census,  
WI Department of Administration 2017 Municipal Population Estimates



\*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. 2017 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 \$3.4 million in construction value were permitted for the White Stone Station area in 2017 with four new retail build outs, two new restaurants and a new stand alone retailer approved by the end of the year.

Redevelopment in downtown Menomonee Falls continued with the construction of the Riverwalk on the Falls apartments and the buildout of 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 upon completion. The Fresh Thyme Farmers Market project redeveloped the south end of Colonial Plaza, and following the grand opening of Quizno's subs in 2018, there will be only one available tenant space remaining in the shopping center.

Froedtert & the Medical College of Wisconsin reinforced their long-term commitment to the Village with interior remodeling projects with an estimated value of over \$2.2 million at Community Memorial Hospital and North Hills Health Center.

The School District of Menomonee Falls completed \$8.1 million in redevelopment projects across the Village in 2017 including renovations and additions at North Middle School and Shady Lane Elementary School.



The build out of Fresh Thyme Farmers Market added \$1million in construction value to downtown in 2017



The entrance renovation at Shady Lane Elementary School was one of several major SDMF projects in 2017



# Development Summary

## New Development

Residential projects accounted for the majority of the new development within the Village in 2017. Single family home construction (121 homes) contributed over **\$41 million** in construction value and two family homes (18 units) added \$3.6 million in construction value. The Village also approved a 20 unit assisted living facility and laid the groundwork for future homes by approving plats containing 120 single family lots.

Construction proceeded in 2017 on several new industrial and commercial projects which added **\$14.7 million** in construction value to the Village. These projects included the 125,000 square-foot Hansen Storage Facility, a Kwik Trip convenience store/gas station, a second building at the U-haul self-storage facility and the Rainbow Child Care Center. Construction also moved forward on the centralized Village Public Works facility along Good Hope Road.

## Tax Increment Financing

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 2017. TID-financed projects include downtown redevelopment projects, the White Stone Station mixed-use area and industrial projects along Manhardt Drive and Old Orchard Road.



The number of building permits issued for single family homes in 2017 was the highest since 2005



Home 2 Suites Hotel was completed in 2017 in TID #8 on the site of the former Stolper Steel plant

# 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 serves residents and visitors as a valuable community destination. The Business Improvement District (BID) continues to play a leading role in promoting downtown as the ideal location to live, work and play. In 2017, the BID established the Beer Garden at Centennial Plaza and oversaw the second year of Falls Memorial Festival, drawing thousands of people to downtown.

The Village supported the continued revitalization of downtown in 2017 through the first phase of the Main Street reconstruction project, the elimination of through truck traffic on Main Street, downtown park projects and public parking improvements.

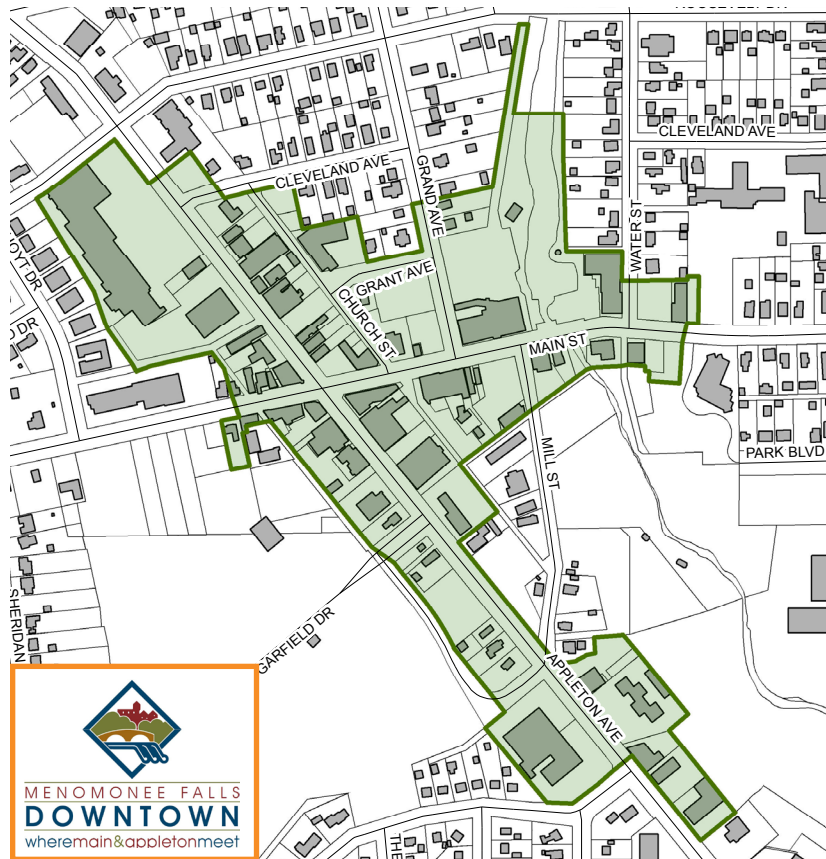
## Downtown Economic Development

The Village continued to work with the BID to support creative downtown improvement programs like the Economic Development Master Fund (EDMF), which features matching grants for qualified projects. The Village awarded one \$15,000 EDMF grant in 2017. 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 2017, two downtown businesses were awarded a total of \$50,000 in low-interest loans.

Since 2013, Menomonee Falls has been a member of the Wisconsin Economic Development Corporation's Connect Communities program. BID representatives participated in a variety of Connect Communities events and webinars in 2017 including the Wisconsin Governor's Conference on Tourism



Main Street reconstruction and the Riverwalk on the Falls Apartments transformed the look of downtown in 2017





# Building Permits

The Building Inspection division of the Department of Community Development issues permits for commercial, institutional, industrial and residential projects. In 2017, the Village issued 761 residential and 143 non-residential building permits for an estimated construction value of more than **\$101.6 million**. This was the **4<sup>th</sup> highest estimated construction value ever recorded**. Major contributors to the 2017 value include construction and remodeling of single family homes/duplexes (\$53.6 million), new commercial and industrial buildings (\$14.7 million), School District of Menomonee Falls renovations (\$8.1 million), construction of the Village's Centralized Public Works Facility (\$10.2 million) and renovations at Froedtert and the Medical College of Wisconsin properties (\$2.2 million). At 904, the total number of permits issued in 2017 was higher than 2016 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
2017	761	\$53.59M	143	\$48.02M	904	\$101.60M

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 2017, several subdivision concepts with **298 planned lots, 139 apartment units and 228 senior units** were reviewed. In addition, plans to construct **120 apartments, 18 condominiums and 24 duplex units** are moving forward. The following summary includes reviewed residential developments that were underway in 2017 or are likely to proceed in the near future.

Approved Single Family Lots		Undeveloped Single Family Lots		Conceptual Single Family Lots	
Total Units	451	Total Units	206	Total Units	359
Silver Spring Estates	78 units	Silver Spring Estates	14 units	Silver Spring Estates	48 units
Spencers Pass West	68 units	Spencers Pass West	12 units	Aero Park	60 units
Weyerhaven	88 units	Weyerhaven	18 units	Weyerhaven	52 units
Christman Park	31 units	Christman Park	15 units	Flint Drive	47 units
Fox Meadow	75 units	Fox Meadow	39 units	Highlands at Aero Park	18 units
Lilly Creek Highlands V	9 units	Lilly Creek Highlands V	6 units	Lilly Creek Highlands VI	13 units
Brookdale Estates	75 units	Brookdale Estates	75 units	Edgewood Preserve	45 units
Tamarind	27 units	Tamarind	27 units	Tamarind	76 units



In total, the anticipated 565 single family units will provide homes for an estimated 1,412 future Village residents



# Residential Overview

## Multifamily

## Senior Housing

Multifamily		Senior Housing	
Total Units	259	Total Units	598
Riverwalk on the Falls	120 units	Capri Senior Housing	228 units
Jade at North Hills	139 units	Highlands at Aero Park	200 units
		Dickson Hollow	170 units



The anticipated 857 multifamily and senior units will provide homes for an estimated 1,028 future Village residents

\*Note: Construction was completed on 180 units at Dickson Hollow in 2016. Future phases of development at Dickson Hollow call for another 170 units.



The final 96 apartment units in the White Stone Station redevelopment area were completed in 2017

# Single Family Lots

While many of the developments in Menomonee Falls in 2017 were conceptual multi-phase developments, the Village ultimately approved 120 new single family lots in four subdivisions and three Certified Survey Maps. This total was the second highest in the Village since 2007 (134 new single family lots were platted in 2014). The 121 single family housing starts in 2017 reveal the continued strength of the post-recession housing market and mark the highest number of housing starts since 2005.

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

Year	Single Family Lots Created in Subdivisions	Single Family Lots Created in CSMs	Total Single Family Lots Created	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
2016	117	-3	114	102
<b>2017</b>	<b>117</b>	<b>3</b>	<b>120</b>	<b>121</b>
Totals	3,191	114	3,305	3,552

Source: Menomonee Falls Department of Community Development

The Village issued more building permits for single family homes in 2017 than any other community in southeastern Wisconsin

# Housing Starts

## Single Family

Menomonee Falls' 121 single family housing starts in 2017 accounted for over **14%** 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 9 percent, and was the largest percentage of housing starts within Waukesha County during the last decade.

## 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 Riverwalk on the Falls and Jade at North Hills are keeping the Village competitive in this housing market niche.



A new home in the Fox Meadows subdivision in central Menomonee Falls in the summer of 2017

## Single Family Housing Starts in Waukesha County and Menomonee Falls

Year	Waukesha County Housing Starts	Menomonee Falls Housing Starts	% of County Housing Starts
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%
2016	910	102	11.2%
<b>2017</b>	<b>852</b>	<b>121</b>	<b>14.2%</b>
Mean	661.6	60	8.8%

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 2017 than Brookfield, Germantown, Lisbon, Lannon and Sussex combined

## 2017 Single and Two Family Housing Starts in Menomonee Falls and Selected Area Communities

Municipality	Total Housing Starts	Average Value	Total Value
<b>Menomonee Falls</b>	<b>139</b>	<b>\$347k</b>	<b>\$48.2M</b>
Mequon	101	\$471k	\$47.6M
Muskego	63	\$362k	\$22.4M
Milwaukee	53	\$183k	\$9.7M
Brookfield	42	\$464k	\$19.5M
Lisbon	32	\$440k	\$14.0M
New Berlin	30	\$461k	\$13.8M
Oak Creek	30	\$282k	\$8.5M
Germantown	19	\$362k	\$6.9M
Franklin	17	\$515k	\$8.8M
Sussex	15	\$289k	\$4.3M
Lannon	9	\$297k	\$2.7M

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



# Residential Development

## Brookdale Estates Subdivision

A final plat was approved 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 range from 10,124 square-feet to 29,161 square-feet with an average size of 13,338 square-feet.

## Lilly Creek Highlands V & VI

The Village approved a preliminary plat for 22 single family lots to be developed north of Daylilly Drive and Northfield Drive in southeast Menomonee Falls. The lots in the proposed Lilly Creek Highlands phases range from 20,039 square-feet to 32,720 square-feet with an average lot size of 23,792 square-feet. A final plat was approved for Lilly Creek Highlands V in 2017 which created nine single family lots with an average lot size of 21,833 square-feet.

## Silver Spring Estates IV

Plans were approved for the fourth 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 four added six single family lots with an average size of 18,713 square-feet. When complete, the 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**.

## Tamarind Subdivision

The Village approved a final plat for 27 single family lots to be developed on the north side of Lisbon Road east of Lannon Road in southwest Menomonee Falls in 2017. 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.



New roads and infrastructure were constructed in 2017 at Tamarind subdivision in southwest Menomonee Falls



New homes in the Silver Springs Estates subdivision in southwest Menomonee Falls

# Residential Development

## Jade at North Hills

In 2017, the Village approved a Planned Infill Development Overlay District (PID) for a 139-unit apartment development at the corner of Good Hope Road and Highland Drive in eastern Menomonee Falls. The proximity of the Jade at North Hills to nearby services, along with a retail component and an indoor common area/recreational space are expected to increase the desirability of the apartments for young professionals.

## Riverwalk on the Falls

Construction continued in 2017 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 increased 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*.

## Capri Senior Housing

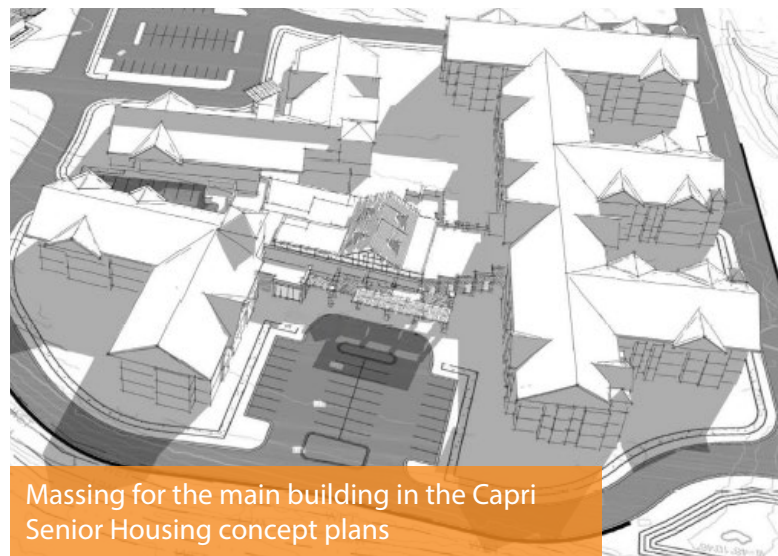
The Village conditionally approved a Conditional Use Permit for a proposed senior housing community with a total of 228 units to be constructed near the intersection of County Line Road and Cross View Way in northern Menomonee Falls. The Capri Senior Housing project includes 153 independent living units, 48 assisted living units and 27 memory care units.



Plans for the Jade at North Hills include a 4,177 square-foot retail component on Highland Drive



Construction work at the Riverwalk on the Falls apartment site in the fall of 2017



Massing for the main building in the Capri Senior Housing concept plans



# Commercial Development

The Village reviews all commercial proposals from conceptual projects through to occupancy permits. Commercial development activity was strong in 2017 with 89 commercial projects. The total construction value of commercial projects approved in 2017 was **\$15.6 million** with a significant portion of the total coming from the White Stone Station redevelopment area and a new Kwik Trip location.

## White Stone Station Retail Tenants

A 91,000 square-foot 4-tenant retail building and a 10,200 square-foot 5-tenant retail building were completed near Costco in 2016. New tenants for these buildings (Five Below, TJ Maxx, European Wax, Golden Nails & Spa and Grate Modern Mac & Cheese) invested **\$1.6 million** in construction value for interior improvements in 2017.

## Cafe Zupas

Building permits were issued for this 4,000 square-foot stand-alone restaurant within the White Stone Station redevelopment area in 2017. Cafe Zupas specializes in “house-made” sandwiches, soups, salads and protein bowls. The restaurant opened in late 2017 and has an estimated construction value of over **\$1.2 million**.

## Kay Jewelers

Construction began in 2017 on a new Kay Jewelers retail building at the corner of Falls Parkway and Pershing Avenue in the White Stone Station redevelopment area. Building permits have been approved for the shell of the 3,500 square-foot building at an estimated construction value of over \$535,000.

## Fresh Thyme Farmers Market

Building permits were issued for the build out of this new 29,000 square-foot grocery facility within the Colonial Plaza Shopping Center. The interior improvements which occurred prior to occupancy added an estimated \$800,000 in construction value to the development.



Two of the new retail tenants added to the TID#8 redevelopment area in 2017



Cafe Zupas opened in late 2017 offering a menu of fresh salads, soups and sandwiches



The shell of Kay Jewelers as pictured in early 2018 in the White Stone Station retail area

# Commercial Development

## Kwik Trip

A new Kwik Trip facility was constructed on the northwest corner of the intersection of Silver Spring Drive and Lilly Road. The project (estimated at **\$2.8 million** in construction value) included a 7,000 square-foot convenience store, a gas station canopy and a 2,000 square-foot car wash building.

## U-haul Storage

Construction moved forward in 2017 on a 49,969 square-foot addition to a storage facility (formerly known as the Vault) on the northeast corner of Pilgrim Road and Shawn Circle in southeast Menomonee Falls. The addition has an estimated construction value of nearly **\$1.7 million**.

## Gordie Boucher of Menomonee Falls

A 4,670 square-foot addition was constructed at Gordie Boucher Ford on the north side of Main Street in northeast Menomonee Falls. The addition (valued at \$475,000) is located on the north side of the dealership, and it will create room for service bays and a car wash in Boucher's service department.

## Menomonee Falls Storage LLC

Building permits were issued in 2017 for the construction of three storage buildings (including two climate-controlled buildings) on the west side of State Highway 145 north of Bonnie Lane in northeast Menomonee Falls. The buildings will total nearly 28,000 square-feet when completed and have an estimated construction value of \$931,000.

## Rainbow Childcare

Building permits were issued for a 10,782 square-foot day care center on the northwest corner of Good Hope Road and Appleton Avenue completing the development of the Woodlands Market. Rainbow Child Care Center will include classrooms, a gymnasium and an outdoor play area complete with play structures and a splash pad. The facility has an estimated construction value of **\$1 million** and an anticipated capacity of 115 children.

Kwik Trip established its second Falls location at High Point Shopping Center



Rainbow Childcare is under construction in the Woodlands Market area as of early 2018





# Institutional Development

## Community Memorial Hospital

The hospital and adjacent Froedtert and the Medical College of Wisconsin buildings in Menomonee Falls were designated as a “corporate campus” in 2015, streamlining the approval process for future development and improvements within the campus. In 2017, the Village approved plans for a 9,612 square-foot renovation of the hospital’s lower level rehabilitation area and an 1,800 square-foot renovation of the hospital’s hospice facility. The estimated construction value of these interior alterations is **\$1.9 million**.

## North Hills Health Center

Building permits were issued in 2017 for a 2,224 square-foot build out of medical office space and a 1,795 square-foot remodel of the reception area at Froedtert’s North Hills Health Center in eastern Menomonee Falls. These projects have an estimated construction value of \$270,000.

## Pilgrim Lutheran School

Construction moved forward in 2017 on an addition to Pilgrim Lutheran School along Bette Drive in southeast Menomonee Falls. The 9,469 square-foot addition will add a classroom, school offices, bathrooms and a larger meeting space. A new parking area is also being developed as part of the project. The addition has an estimated construction value of nearly **\$1.2 million**.

## Vista Pointe Assisted Living

A third building was constructed at Vista Point Assisted Living facility which is located along Town Hall Road to the north of Valley View Elementary School. The 13,750 square-foot building added 20 assisted living units and included a common space with living rooms, a dining area, a kitchen, a caregiver’s station, an office and a laundry room. The project has an estimated construction value of nearly **\$1.5 million**.



A view of the renovated rehabilitation area at Community Memorial Hospital



Construction of the Pilgrim Lutheran School addition as seen in the summer of 2017



The third building at Vista Pointe Assisted Living on Town Hall Road



# Institutional Development

## Village Public Works Facility

Construction proceeded in 2017 on 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 new facility has an estimated construction value of **\$10.2 million** and 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. The 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.

## Shady Lane Elementary School

The School District of Menomonee Falls completed an addition and rehabilitation to the entrance, bathrooms, and parking lot/drop-off area at Shady Lane Elementary School which is located at the intersection of Shady Lane and Roosevelt Drive in northern Menomonee Falls. The project updated the look of the school, added efficiency to the drop-off area and modernized bathrooms to ADA accessibility standards. The estimated construction value of these projects is nearly **\$2.4 million**.

## North Middle School

A series of significant renovations moved forward at North Middle School in 2017 including a redesigned library media center, a new music room and a new tech education department. The school's auditorium was also updated for the first time in 50 years. The improvements at North Middle School (and Shady Lane Elementary School) are among the most visible of approximately 70 projects that were approved to modernize the School District in a 2016 referendum. The estimated construction value of the North Middle School projects is over **\$5.5 million**.



A view of the Village's Centralized Public Works Facility under construction during the summer of 2017



2017 Improvements at North Middle School included a redesign of the eastern entrance and parking area

# Industrial Development

According to the Wisconsin Department of Revenue's 2017 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 2017 manufacturing assessed property value at over \$300 million.

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

Rank	Municipality	2013	2014	2015	2016	2017	% Change	2017 Population
1	Milwaukee	\$709.3M	\$697.0M	\$715.9M	\$719.1M	\$754.5M	10.5%	591,076
2	Green Bay	\$375.3M	\$385.1M	\$381.5M	\$386.6M	\$380.8M	-1.5%	105,443
3	<b>Menomonee Falls</b>	<b>\$323.5M</b>	<b>\$311.9M</b>	<b>\$313.4M</b>	<b>\$318.7M</b>	<b>\$300.4M</b>	<b>-6.1%</b>	<b>37,413</b>
4	Madison	\$268.6M	\$247.8M	\$249.4M	\$257.2M	\$261.8M	1.8%	250,073
5	Waukesha	\$227.0M	\$228.4M	\$235.0M	\$231.2M	\$248.9M	7.7%	71,550
6	Fitchburg	\$181.3M	\$207.4M	\$212.5M	\$215.9M	\$229.4M	1.60%	27,936
7	Oshkosh	\$222.1M	\$219.7M	\$217.5M	\$231.8M	\$224.8M	-3.1%	66,636
8	Pleasant Prairie	\$190.5M	\$199.4M	\$214.6M	\$228.7M	\$222.8M	-2.6%	20,936
9	Germantown	\$211.5M	\$201.1M	\$216.5M	\$219.4M	\$220.4M	0.5%	19,965
10	New Berlin	\$174.9M	\$181.8M	\$197.9M	\$205.6M	\$196.9M	-4.5%	40,027

Source: WI Department of Revenue 2017 Statement of Assessments, WI Department of Administration 2017 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 2017 with several noteworthy construction and expansion projects totaling **\$6.2 million** in construction value.

### Hansen Storage Company

Building permits were issued for the development of a 125,672 square-foot industrial warehousing space at the southwest corner of the intersection of Main Street and Old Orchard Road in northeast Menomonee Falls. The building has an estimated construction value of nearly **\$4.6 million** and will provide warehousing space for a variety of businesses.

The 2017 drop in manufacturing assessed value was due to a reduction of the assessment ratio by the Department of Revenue and the shift of some properties to the commercial class



Construction on Hansen Storage Company's facility was nearly complete in early 2018



# Industrial Development

## Engineered Plastics

Approval was granted in 2017 for a 10,500 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 \$425,000.



Heavy equipment moving construction materials at Engineered Plastics in 2017

## Zilber II

Building permits were issued in 2017 for a 15,000 square-foot interior alteration for Cooler Beverage Distribution Company within a speculative industrial building near Manhardt Drive and Lilly Road which was completed in 2016. The interior build out has an estimated construction value of \$428,000.



Cooler Beverage Distribution was the first of several tenants expected at Zilber II

## RJ Schinner

Construction moved forward on a 7,148 square-foot office remodel at RJ Schinner Corporate Headquarters on Patrita Drive in northeast Menomonee Falls. The estimated construction value of this project is \$185,000.



A view of the RJ Schinner facility as seen in early 2018



# 2017 Planning Projects

## Main Street Parking & Streetscape

In 2017, the Department of Engineering and Development Services led the redesign and reconstruction of Main Street between Grand Avenue and Water Street. This project carried out recommendations in the adopted *2010 Village Centre Master Plan* to calm traffic, improve pedestrian safety, enhance the aesthetics of the area and to create more room for outdoor dining. Key outcomes include:

- Additional parking along the Main Street Bridge
- Six curb extensions reducing crossing distance
- Seven street tree planters
- Benches and litter receptacles
- Identifying signage for all downtown public parking lots



Curb extensions added room for planters and outdoor seating in the heart of downtown

## Park & Trail Improvements

The Village adopted the *2016-2020 Comprehensive Outdoor Plan* in late 2016 in order to guide future improvements to Village parks and trails. In 2017, Engineering and Development Services staff contributed to the design and construction of the following COR Plan projects:

- Two pedestrian bridges and extension of the Bug Line Trail
- Additional parking and landscaping in Mill Pond Park
- Redesign and landscaping at John Taylor Park
- Updated and relocated play equipment at Kiwanis Park
- Placemaking improvements and programming at Centennial Plaza
- Securing a matching grant from the WI DNR for the Village's first boardwalk project



One of two pedestrian bridges constructed over the Menomonee River in 2017



John Taylor Park was rededicated in 2017 to commemorate the 40<sup>th</sup> anniversary of police officer John Taylor's death

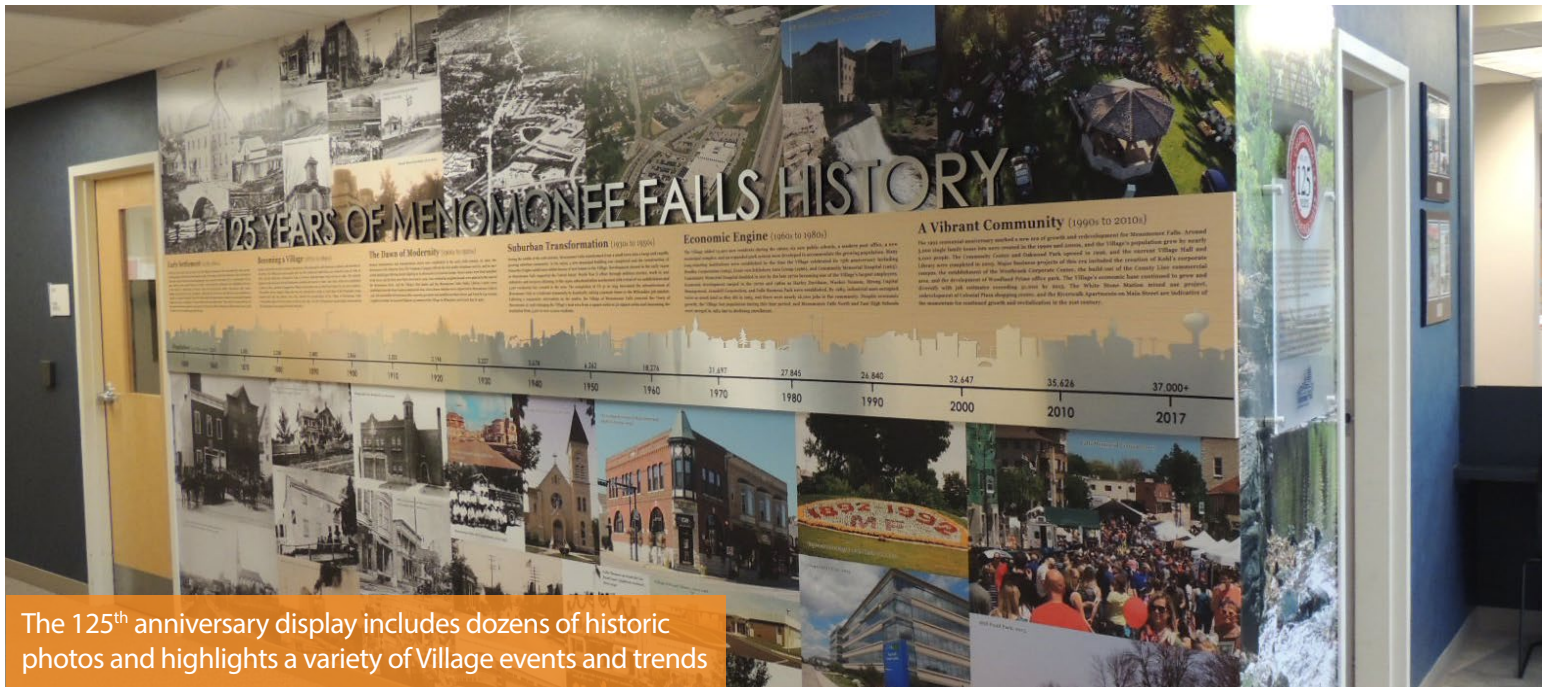


# 2017 Planning Projects

## Commemorating the 125<sup>th</sup> Anniversary

Engineering & Development Services staff led a number of initiatives in 2017 to celebrate the anniversary of the Village's 1892 incorporation including:

- Gathering historical narratives from local residents
- Creation of a Village History webpage with a variety of history resources
- Presenting findings at public meetings and community events
- Design of a permanent history wall display at Village Hall



The 125<sup>th</sup> anniversary display includes dozens of historic photos and highlights a variety of Village events and trends

## Appleton Avenue Corridor Visioning

In 2017, the Village partnered with a group of Urban Planning masters candidates at the University of Wisconsin-Milwaukee to explore how Appleton Avenue could better meet the needs of the community. The UWM team conducted a survey, held a public workshop and ultimately presented Village staff with a preliminary planning document with recommendations for the future of the Appleton Avenue.



# 2017 Development Numbers

## Approved Building Permits

**144**

.....  
New Construction

**760**

.....  
Alteration/Renovation

## Conditional Use Permits

**6**

.....  
Issued

**6**

.....  
Amended

## Rezoning Amendments

Approvals 9

## Industrial Use Permits

Approvals 3

## Village Centre Redevelopment

Shared-use Parking Agreement 1

## Municipal Code

Amendments 2

## Architectural Control Board

Approvals 25

## Comprehensive Plan Amendments

Land Use 3

## Zoning Board of Appeals

Variance Approvals 15

## Miscellaneous Development Approvals

- 4 final plats
- 2 preliminary plats
- 2 sign exceptions
- 2 conceptual subdivisions
- 1 right-of-way dedication
- 2 right-of-way vacations

## Certified Survey Maps

Approvals 9

## Miscellaneous Development Initiatives

- Inventory & disposal of excess Village property
- Collective impact partnership with the School District of Menomonee Falls

The total revenue for 2017 building and zoning permits was \$838,585.58