



VILLAGE OF OAKDALE

COMPREHENSIVE PLAN



**2025
2045**

Prepared by the
Mississippi River Regional
Planning Commission

Under the Direction of the
Village of Oakdale
Planning Commission and
Village Board

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Introduction and Executive Summary

The Village of Oakdale Comprehensive Plan was developed to comply with Wisconsin's comprehensive planning law (Section 66.1001), which mandates that all zoning, subdivision regulations, and official mapping align with a comprehensive plan. The plan consists of two main documents: the Goals, Objectives, and Actions section and the Existing Conditions Report. Together, they form a clear framework for guiding the Village's future development and decision-making.

Why Plan?

Planning enables the Village of Oakdale to anticipate and address emerging challenges, helping the community stay ahead of potential risks such as population growth, infrastructure needs, and economic shifts. By analyzing current conditions and future trends, the Village can proactively adapt to changing circumstances.

Planning also fosters a shared vision by involving residents, businesses, and stakeholders in the process. This collaborative approach reflects the community's values and aspirations, strengthening bonds and promoting a sense of ownership. Long-term planning supports sustainable growth and quality of life by balancing land use, housing, transportation, economic development, and resource preservation. It aims to create a resilient community where residents and businesses can thrive, while preserving the Village's unique character and resources for future generations.

Setting

Located in eastern Monroe County, Oakdale is a small, close-knit community that blends rural charm with regional connectivity. Bordered by agricultural lands, green spaces, and modest commercial areas, the Village serves as a welcoming stop for travelers, defined by its strategic position near major interstate highways (I90 & I94), US Highway 12 and State Highway 16. Its proximity to state parks and natural resources, including the scenic Driftless Area and Mill Bluff State Park, enhances its appeal for both residents and visitors, offering a unique blend of natural beauty and accessibility.

Oakdale's history is deeply rooted in agriculture and transportation. The community first took shape as a waypoint village and gained significance with the construction of its train depot in 1886. In the 1920s, the development of U.S. Highway 12/16 as part of a major route connecting Chicago to Minneapolis which further boosted Oakdale's role as a popular rest stop for travelers seeking food, fuel, and lodging. Between 1935 and 1937, the rural electrification project brought new infrastructure and progress to the area, reflecting the village's growing resilience and adaptability. The completion of Interstate 90-94 through Oakdale in 1964 initially posed a challenge, as the lack of direct on/off ramps diverted travelers and impacted local businesses. However, through strong community advocacy, the ramps were completed by 1968, reaffirming Oakdale's ability to unite and adapt in the face of change.

Today, Oakdale faces the dual challenges of managing infrastructure needs and preserving its small-town identity amidst modest regional growth. With a population that rose from 302 in 2020 to an estimated 304 in 2023, the Village maintains its suburban-rural character while strategically planning for the future. Residents take pride in their community's friendly atmosphere, high quality of life, and traditions such as the annual "Oakdale Area Fire Association Fun Days" festival. Looking ahead, Oakdale is committed to thoughtful growth that strengthens its community-centered values, supports new housing and business development, and protects the natural and agricultural heritage that has defined it for generations.

Vision, Mission, and Strategy

Oakdale envisions itself as a vibrant, diverse, and growing community within Monroe County, welcoming businesses, residents, and visitors alike. The Village's mission is to become a prime location where businesses thrive, families settle, and residents enjoy a high quality of life within a well-managed, forward-looking community. Oakdale's strategy to achieve this vision centers on structured short- and medium-term planning. Coordinated cycles will focus on specific, measurable goals for one to multiple years with plans that will highlight growth areas and development opportunities. Approved by the Village Board, these plans will guide budget priorities and resource allocation to meet defined goals.

Oakdale's motto, "Take a Break in Oakdale," reinforces its identity as a welcoming and accessible community. Displayed on interstate signage, the motto invites travelers and residents to appreciate Oakdale's unique appeal. The Village will explore ways to adapt this motto to further promote Oakdale as a community grounded in opportunity and family values.

Planning Process

The Comprehensive Plan was developed under the leadership of the Mississippi River Regional Planning Commission with the support and direction of the Village Planning Commission. The plan is structured around clear goals, which are the most crucial elements, guiding all Village decisions moving forward. These goals were developed last but are placed first in the document to underscore their importance. The planning process began with a comprehensive Existing Conditions Report, followed by the survey. The data and insights gathered were essential in crafting the goals and policies. Finally, an implementation strategy and Future Land Use Map were established to provide a framework for decision-making, particularly in areas related to development and zoning. This plan serves as a practical tool for shaping Oakdale's future while preserving its distinct character.

Designed as a living document, the plan can be updated as needed to respond to changing conditions and emerging opportunities. By revisiting and revising the plan as needed, Oakdale remains responsive to community needs and aligned with its long-term vision, providing a dynamic guide for development, zoning, and governance decisions.

Plan Implementation

The Village is committed to implementing every component of the comprehensive plan with efficiency, responsiveness, and adaptability. The comprehensive plan looks out over a twenty-year planning horizon with regular updates every ten years and should be reviewed annually to incorporate community input and funding adjustments. The Planning Commission will oversee progress, regularly monitoring objectives and providing updates on the Village's advancement toward its long-term goals. Implementation will include systematic updates to appropriate ordinances if needed and a structured review process to ensure the plan stays aligned with Oakdale's growth and priorities.

Consistency Statement

Oakdale's zone code was updated and adopted by the Village Board on the 25th of January 2025. The complete zoning code can be accessed from the Village website: villageof oakdalewi.gov. This process ensures all planning and regulatory frameworks comply with the comprehensive plan statute (66.1001).

Goals, Objectives, and Actions

Issues and Opportunities

Goal:

To communicate key information about Village governance and outline major objectives.

Major Objectives:

The Village is committed to sustaining local businesses while fostering the development of new enterprises. Ensuring reliable utilities and modern communication infrastructure is a priority to support residents and future growth. Strengthening intergovernmental cooperation is essential to improve communication, streamline planning efforts, and resolve conflicts efficiently. Additionally, the Village aims to seize opportunities to enhance community facilities and infrastructure, focusing on promoting the health, wellness, and overall prosperity of its residents, while encouraging community expansion.

Housing

Goal:

Encourage a range of housing options to meet current and future needs of residents.

1. Promote maintenance of existing housing stock.
2. Support affordable and senior housing development.
3. Explore opportunities for infill development or small-scale new housing projects.

Objectives and Actions:

The Village will promote diverse housing options by revising zoning ordinances as needed and collaborating with the Monroe County Housing Authority to address specific housing needs. Oakdale will be positioned as a family-friendly community with strong transportation access, including the interstate, Amtrak, Greyhound, and air travel. To support growth, the Village will encourage new rental and multi-family properties, focusing on mixed-income options for low-income residents, special needs populations, first-time buyers, and veterans. The Village Board and Planning Commission will pursue rezoning and property monitoring to support these developments, prioritizing grant-funded programs to build an inclusive housing landscape.

Transportation

Goal:

Maintain and improve safe, reliable transportation options.

1. Ensure roads are well-maintained and accessible year-round.
2. Promote safe routes for walking and biking, especially near parks, schools, and gathering areas.
3. Collaborate with the county on transit options for seniors and disabled residents.

Objectives and Actions:

The Village seeks to collaborate with current and future businesses to address transportation needs effectively. Identifying and prioritizing funding for these needs, in alignment with County and State plans, is crucial to ensure that Oakdale benefits from regional advantages. To support the Village motto, “Take a Break in Oakdale,” efforts will focus on providing a variety of transportation options for visitors. The Village is committed to supporting both current and emerging

transportation modes, including highways, public transit, electric vehicles, accessible transport systems for individuals with disabilities, bicycles, walking, railroads, air travel, trucking, snowmobiles, ATVs/UTVs, and any future relevant modes of transport.

Utilities and Community Facilities

Goals:

Provide cost-effective, high quality public utilities and services.

1. Plan for maintenance and upgrades of water, sewer, stormwater systems, and the addition of a second well.
2. Support fire and EMS services through shared service agreements.
3. Improve broadband access for residents and businesses.
4. Meet financial obligations for water and sewer utilities.

Objectives and Actions:

The Village is committed to maintaining reliable water and sewer services, with an emphasis on ensuring that service rates cover necessary updates and financial obligations, including sewer bond payments and potential loans for a second well. Key wastewater improvements include plant upgrades for effluent compliance, prescreening equipment, sand filter replacements, and enhanced phosphorus dosing, along with a standby generator to ensure operational resilience. The updates to the current system will ensure the Village maintains compliance with current DNR and PSC regulations.

In addition to water and sewer infrastructure, the Village will continue to partner with area emergency medical services, police, and fire services, and will maintain community recreation options. To fund these initiatives, including necessary upgrades to the aging wastewater systems, the Village will actively seek grants and other funding opportunities.

Collaborating with regional economic development agencies, Oakdale will work to position itself as an attractive destination for businesses and will encourage residential development to expand the user base for its water and sewer services. A comprehensive review of current water and sewer rates will be conducted to ensure they meet maintenance needs, with rate adjustments made as necessary to sustain these essential services.

Agricultural, Natural, and Cultural Resources

Goal:

Protect and preserve farmland, natural resources, and cultural assets.

1. Support farmland preservation through zoning and voluntary programs.
2. Promote stewardship of woodlands, wetlands, and waterways.
3. Encourage documentation and celebration of local history and traditions.

Objectives and Actions:

The Village aims to collaborate with agricultural stakeholders to ensure their needs are recognized and, where possible, met. This includes careful consideration of groundwater, forests, environmentally sensitive areas, shoreline zoning, floodplains, and parks. Oakdale has relatively low susceptibility to groundwater contamination compared to the surrounding area, which is a valuable asset for agricultural sustainability. In terms of natural resources, the Village is committed to preserving its environment to the greatest extent possible. Culturally, Oakdale seeks to promote existing resources and develop new ones where feasible, increasing public awareness and participation in local cultural activities.

Economic Development

Goal:

Foster small-scale, sustainable economic growth to support local businesses and attract new business opportunities that contribute to Oakdale's growth.

1. Support home-based businesses and local entrepreneurs.
2. Encourage revitalization or adaptive reuse of vacant buildings.
3. Work with regional economic groups to attract appropriate business investments.

Objectives and Actions:

Community members are encouraged to propose business ideas, and the Village will work with economic development committees and area economic development partners to expand employment and explore annexation opportunities. The Village will support tourism and transportation-related businesses, leveraging its strategic location at I90 and I94. Development efforts will target accommodations for truckers, tourists, and families, such as hotels and bed-and-breakfasts. The Village will collaborate with existing businesses, like Love's and Road Ranger, to provide amenities like off-leash dog parks and family activities, and may promote local campaigns, interactive experiences, and partner with local businesses for holiday specific events to enhance Oakdale's appeal.

Implementation and Major Projects

The Village of Oakdale is committed to pursuing these goals to support the future advancement of the community. Major upcoming projects include the development of a second water well and the construction of a new multi-purpose shelter, which will serve both as a venue for community events and as a storm shelter.

Goal: Ensure the plan is actionable, trackable, and reviewed regularly.

- Assign roles for implementation and timelines for key actions.
- Revisit the plan every year to measure progress and make updates as needed.
- Continue seeking funding opportunities to support plan goals (grants, state / federal programs).

Intergovernmental Cooperation

Goal:

Collaborate with nearby municipalities, the county, and the state to maintain and strengthen intergovernmental cooperation, ensuring smooth communication, effective planning, and conflict resolution.

1. Coordinate shared services to reduce costs.
2. Participate in county planning and development efforts.
3. Engage with neighboring towns and school districts on mutual issues.

Objectives and Actions:

The Village is committed to enhancing and continuing partnerships with the Town of Oakdale, nearby communities, Monroe County, military bases, school districts, and various local, county, and state government entities. Transparency is key when addressing issues and resolving conflicts. Open communication and cooperation will be prioritized, with active participation in joint planning and decision-making processes. The Village will regularly share its plans, needs, capabilities, and concerns with relevant governmental partners to foster collaboration.

Land Use

Goal:

Guide future growth in a way that maintains rural character and effectively manages land use and development within the Village of Oakdale.

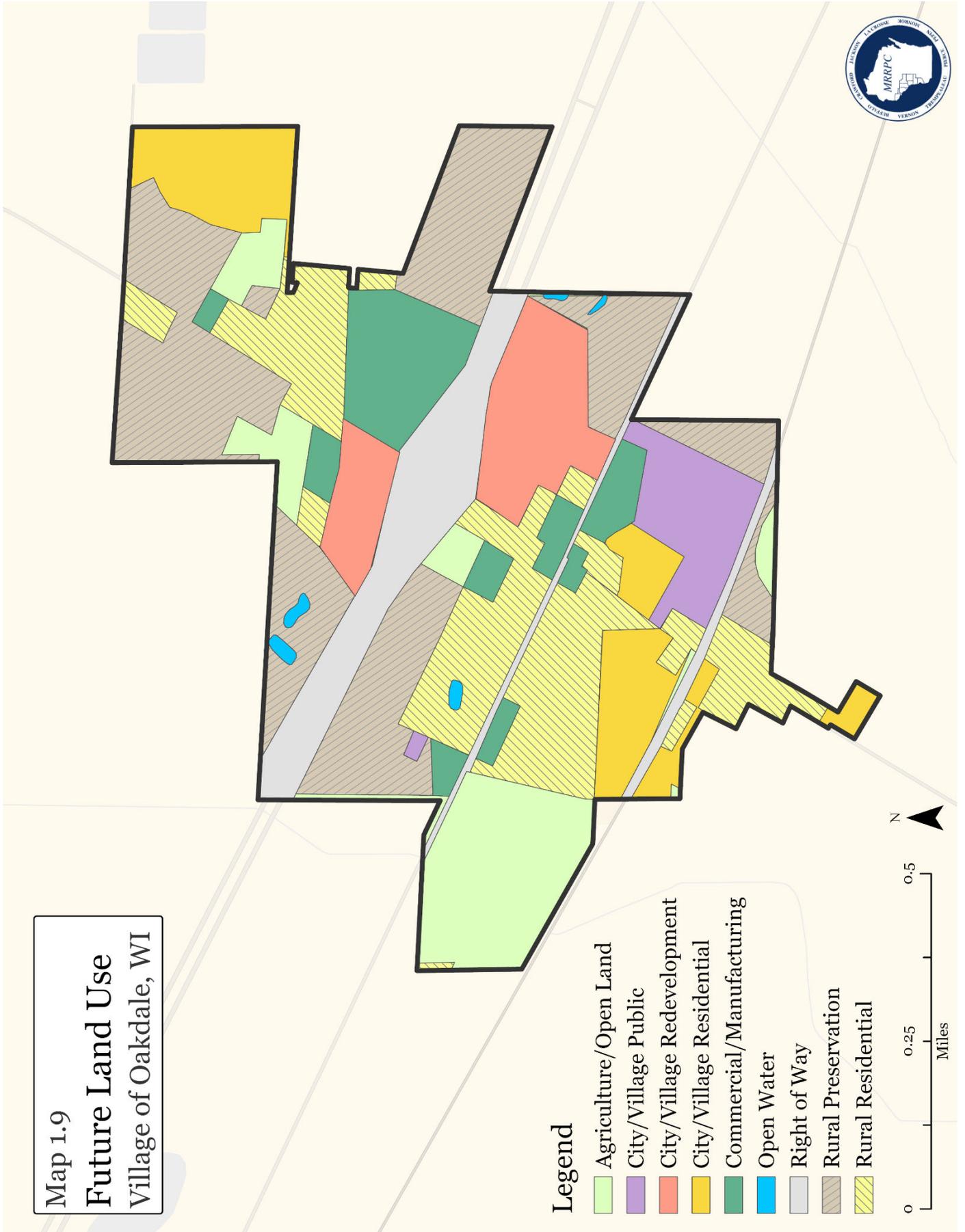
1. Update zoning and land use maps to reflect current conditions and future needs.
2. Promote compact growth near the village center and discourage sprawl.
3. Balance development with preservation of open space and farmland.

Objectives and Actions:

The Village aims to develop a comprehensive assessment process to evaluate the impacts of any new land development or use. This process will ensure that all developments align with the community's goals and benefit Oakdale. Coordination with external agencies and integration with other elements of the Village's plan will help maximize opportunities for all stakeholders.



Future Land Use Map



Existing Conditions Report

Issues and Opportunities

As we look ahead, Oakdale’s current assets and identified opportunities form a solid foundation for sustainable growth. Building on the findings in this comprehensive plan, the Village will leverage its strengths to support development and enhance community life. The following overview captures Oakdale's strategic position and growth potential.

Oakdale’s strategic location at the intersection of I90 and I94 enhances its potential as a regional transportation and logistics hub. Known for its friendly and hardworking residents, the Village’s character is defined by a small-town charm combined with regional accessibility. The Village will actively work with developers and local businesses to maximize land use potential, especially in areas currently underutilized or environmentally impacted, aligning development with Oakdale’s long-term vision.

The following paragraph reflects the mandates of Wisconsin Statute 66.1001: Comprehensive Planning, which specifies the requirements each local governmental unit must include to develop a robust and future-oriented comprehensive plan. As mandated by the statute, the "Issues and Opportunities" element includes:

Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

Population Trends and Projections

Oakdale is home to approximately 300 residents from diverse backgrounds, encompassing a range of household types, educational levels, income brackets, and employment statuses. The population includes small business owners, local employees, retirees, individuals receiving government assistance, and the unemployed.

According to the Wisconsin Department of Administration, Oakdale’s population is expected to grow. While growth between 2000 and 2020 lagged behind County and State trends, projections for 2020 to 2040 indicate growth higher than the State and the County.

Table 1.1 Population and Population Projections

Geography	US Census			Projections		% Change	
	2000	2010	2020	2030	2040	2000 to 2020	2020 to 2040 (Projected)
Village of Oakdale	297	297	302	330	330	1.7	9.3
Monroe County	40,899	44,673	46,274	45,875	45,830	13.1	-1.0
Wisconsin	5,363,715	5,686,986	5,893,718	5,890,915	5,841,620	9.9	-0.9

Source: US Census and Wisconsin Department of Administration Household Population Projections (WI DOA 2/28/2025)

Population Characteristics

The U.S. Census categorizes race using a two-part framework: racial classification (such as White, Black, Asian, or Other) and ethnicity, specifically distinguishing between Hispanic or Latino and non-Hispanic individuals. Both factors are essential when analyzing demographics. The Village of Oakdale exhibits less diversity compared to the County, State, and Nation. The vast majority of its residents (91.4%) identify as White alone, a significantly higher percentage than in the broader regions. Other racial groups making up at least 1% of the population include individuals identifying as two or more races (4.3%), Asian (2.0%), and Black (1.3%). Additionally, 4.0% of Oakdale residents are Hispanic or Latino, who may belong to any racial group. This percentage is lower than that of the County, State, and Nation, although the Village's Hispanic population has grown over the past decade, with no Hispanic residents recorded in 2010, Table 1.3.

Oakdale's population skews significantly older than those of Monroe County, Wisconsin, and the nation overall. With a median age of 52.8 years—over a decade higher than both the county and state averages—the Village clearly reflects an aging demographic. While the median age has a relatively low margin of error at 4.6 years, the margin of error for specific age groups is much higher, particularly in smaller cohorts; the estimated total for all age groups is 232 people, with a margin of error of 53, which is notably lower than the village's Census-reported population. Despite these statistical variances, Oakdale's aging trend is expected to persist, with its largest demographic segments currently in the 65–69 (17.2%), 50–54 (15.5%), and 45–49 (10.8%) age brackets.

Table 1.2 Race

Race	Village of Oakdale	%	Monroe County	Wisconsin
White Alone	276	91.4%	89.2%	80.4%
Black Or African American Alone	4	1.3%	1.4%	6.4%
American Indian And Alaska Native Alone	1	0.3%	1.3%	1.0%
Asian Alone	6	2.0%	0.8%	3.0%
Native Hawaiian And Other Pacific Islander Alone	0	0.0%	0.1%	0.0%
Some Other Race Alone	2	0.7%	2.1%	3.1%
Population Of Two Or More Races	13	4.3%	5.0%	6.1%
Total	302	100%	100%	100%

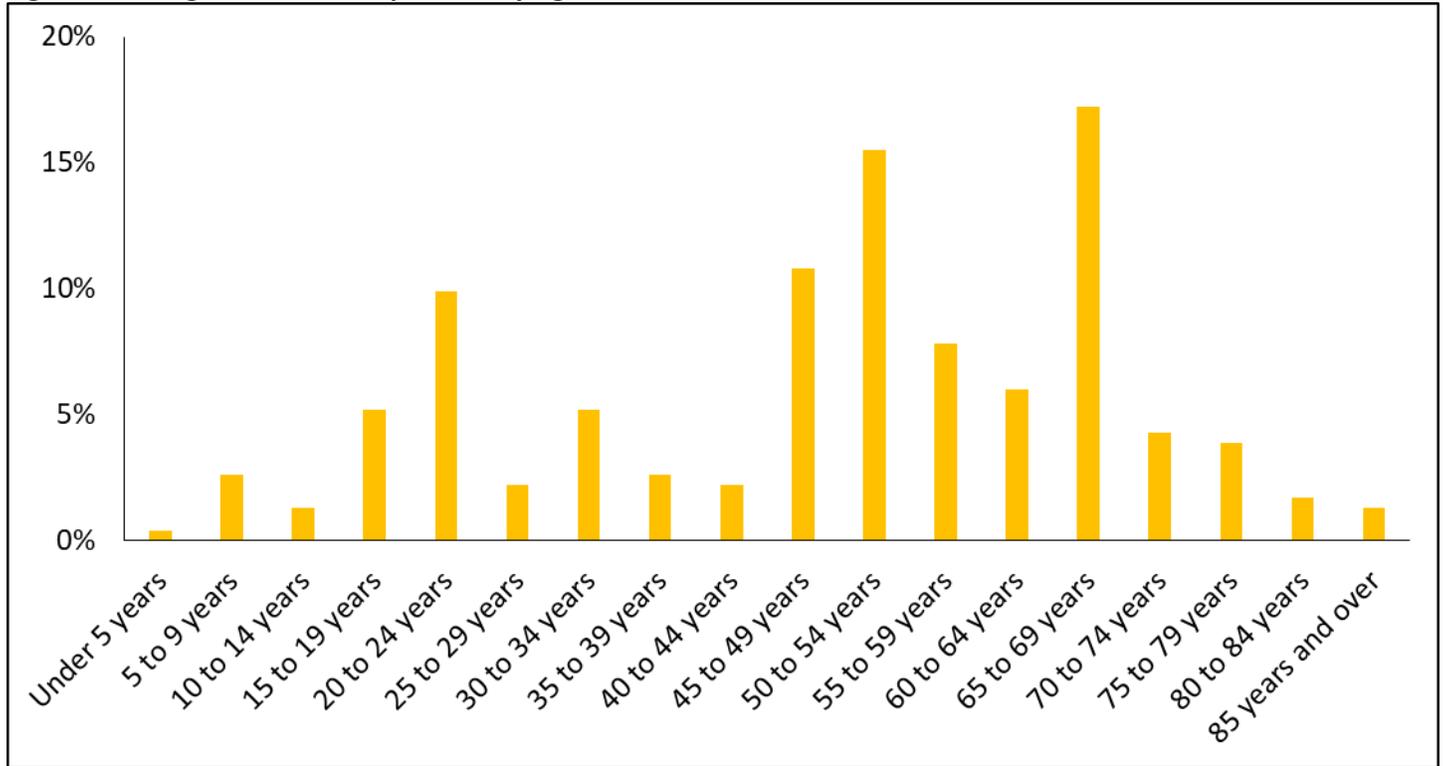
Source: US Census 2020 – Table P1 Race

Table 1.3 Hispanic or Latino Population

Year	Village of Oakdale	Monroe County	Wisconsin	United States
2010	0.0%	3.7%	5.9%	16.3%
2020	4.0%	5.5%	7.6%	18.7%

Source: US Census 2010 and 2020 - P9 Hispanic or Latino, and Not Hispanic or Latino by Race

Figure 1.1 Village of Oakdale Population by Age



Source: American Community Survey 2021 – Table S0101 Age and Sex

Table 1.4 Age

Age Category	Village of Oakdale	%	Margin of Error ± (Count)	Monroe County	Wisconsin
Under 5 years	1	0.4	±3	6.4	5.3
5 to 9 years	6	2.6	±5	7.5	5.8
10 to 14 years	3	1.3	±6	7	6.5
15 to 19 years	12	5.2	±8	6.7	6.6
20 to 24 years	23	9.9	±20	5.1	6.6
25 to 29 years	5	2.2	±5	5.4	6.3
30 to 34 years	12	5.2	±8	5.9	6.2
35 to 39 years	6	2.6	±6	6.4	6.5
40 to 44 years	5	2.2	±7	6.1	6.2
45 to 49 years	25	10.8	±13	5.9	5.7
50 to 54 years	36	15.5	±21	6.5	6.3
55 to 59 years	18	7.8	±8	7.7	7
60 to 64 years	14	6	±9	6.8	7.1
65 to 69 years	40	17.2	±38	5.8	6.1
70 to 74 years	10	4.3	±7	4.3	4.9
75 to 79 years	9	3.9	±7	2.7	3
80 to 84 years	4	1.7	±4	1.8	1.9
85 years and over	3	1.3	±4	2.2	2
Median Age *	52.8	(X)	±4.6	39.8	40.1
Total	232	100.0%	±53	100.0%	100.0%

Source: American Community Survey 2021 – Table S0101 Age and Sex *Reflects ages identified with 70 individuals missing

Educational Attainment

The Village has a unique distribution of educational attainment. About 7.5% of residents have not completed high school, a percentage similar to the State but slightly lower than the County and Nation. However, only 3.0% of Village residents have graduated from high school without pursuing further education, a figure much lower than the County, State, and Nation. A significant portion of residents (34.2%) has completed some college without obtaining a degree, a much higher rate than the broader regions. The Village has fewer residents with an associate degree (4.8%) compared to the County, State, and Nation—about half the rate seen in the rest of the County and State. The proportion of residents with a bachelor’s degree (22.5%) is comparable to the State and Nation and slightly higher than the County. In contrast, only 1.1% of Village residents hold a graduate or professional degree, a lower percentage than in the County, State, or Nation.

Table 1.5 Highest Educational Attainment of Population Over 25

Educational Attainment	Village of Oakdale	Monroe County	Wisconsin	United States
Less than 9th grade	1.6%	4.4%	2.4%	4.8%
9th to 12th grade, no diploma	5.9%	4.9%	4.7%	6.3%
High school graduate (includes equivalency)	3.0%	36.0%	30.0%	26.5%
Some college, no degree	34.2%	22.2%	20.2%	20.0%
Associate degree	4.8%	11.9%	11.2%	8.7%
Bachelor's degree	22.5%	14.1%	20.7%	20.6%
Graduate or professional degree	1.1%	4.9%	10.8%	13.1%

Source: American Community Survey 2021 – Table B15003 Educational Attainment

Housing

The following paragraph reflects the mandates of Wisconsin Statute 66.1001: Comprehensive Planning, which specifies the requirements each local governmental unit must include to develop a robust and future-oriented comprehensive plan. As mandated by the statute, the "Housing" element includes:

A compilation of objectives, policies, goals, maps and programs of the local governmental unit to provide an adequate housing supply that meets existing and forecasted housing demand in the local governmental unit. The element shall assess the age, structural, value and occupancy characteristics of the local governmental unit's housing stock. The element shall also identify specific policies and programs that promote the development of housing for residents of the local governmental unit and provide a range of housing choices that meet the needs of persons of all income levels and of all age groups and persons with special needs, policies and programs that promote the availability of land for the development or redevelopment of low-income and moderate-income housing, and policies and programs to maintain or rehabilitate the local governmental unit's existing housing stock.

Housing Development and Projections

Efforts will focus on promoting land for low-to-moderate income housing, maintaining and rehabilitating existing housing stock, and encouraging new housing developments. The Wisconsin Department of Administration (DOA) projects an 11.5% increase in housing units in Oakdale from 2020 to 2040, with a net gain of 16 units, in line with a predicted 9.3% population growth. As household sizes are expected to decrease, housing unit growth must outpace population growth to meet future demand. Although real growth has already surpassed DOA projections (with 146 housing units reported in 2021), any new estimates should be incorporated into future planning.

Housing Growth and Structure

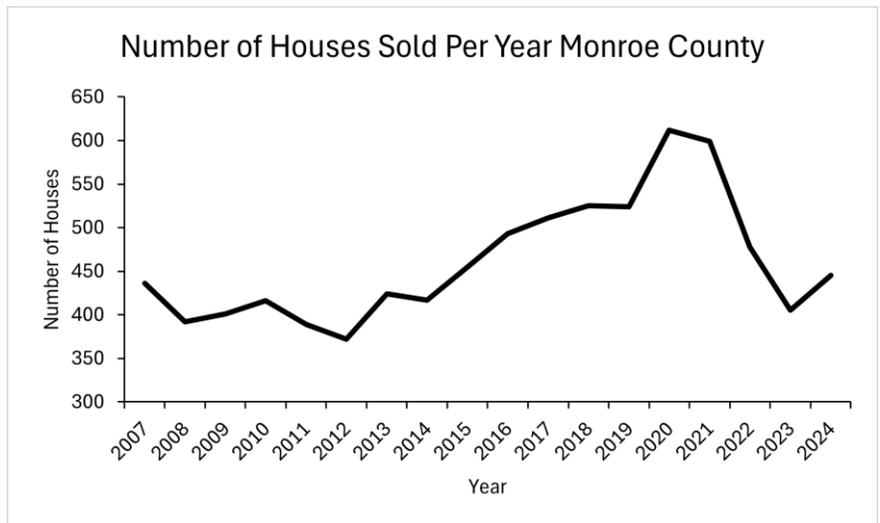
From 2011 to 2021, Oakdale experienced a 30.4% increase in housing units, outpacing County, State, and National averages. The Village and Monroe County have a higher proportion of single-detached housing units than Wisconsin or the U.S., which is typical of rural areas. Apartment options remain limited in Oakdale compared to other areas. Oakdale's housing stock is relatively new. This reflects recent growth and suggests that an aging housing stock will not be a concern for some time.



Source: Mississippi River Regional Planning Commission

Housing Occupancy and Vacancy

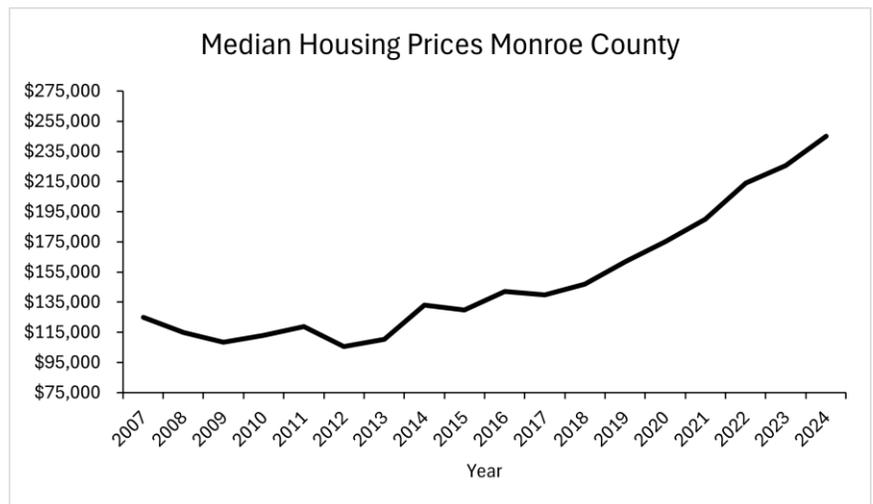
Oakdale has a higher proportion of owner-occupied housing than the County, State, or Nation, with fewer rental options. Renters are concentrated in the southwestern part of the Village, while owner-occupied homes are in the northeastern area. The Village's housing vacancy rate, reported at 19.9%, is nearly double that of the broader regions, but this figure comes with a high margin of error (12.3%) and may not reflect the true vacancy situation due to Oakdale's small sample size. It is important to note that vacancy rates can be distorted by the presence of dilapidated or uninhabitable properties, which still count as vacant.



Source: Wisconsin Realtors Association, Housing Statistics April 2025

Housing Affordability

In Oakdale, only 13.2% of households with a mortgage spend more than 24.9% of their income on housing costs, a much lower rate than in the County, State, and Nation, indicating that housing affordability is one of the Village's strengths. However, 29% of households that own their homes outright spend 35% or more of their income on housing, which is much more than in other regions. This is likely due to many retirees on fixed incomes, where even property taxes and insurance constitute a significant portion of their budget.



Source: Wisconsin Realtors Association, Housing Statistics April 2025

Year Householder Moved In and Employment

Oakdale has experienced substantial movement into owner-occupied homes since 2015, with 51% of homes occupied by their current owners after that year, indicating rapid growth. In contrast, only 15% of homes have been occupied since 1999 or earlier, compared to higher rates in the County, State, and Nation.

Assistive Housing Policies

Federal and State programs, such as the U.S. Department of Housing and Urban Development's (HUD) Housing Choice Voucher program, can provide financial assistance to qualifying residents. These programs, aimed at reducing housing costs for low- and moderate-income households, could benefit Village residents who spend more than 30% of their income on housing. Additionally, the HOME Investment Partnerships program offers grant funding to restore community buildings, which can further improve Oakdale's housing infrastructure.

Table 1.8 Housing Units

Year	Village of Oakdale	Monroe County	Wisconsin	United States
2011	112	19,087	2,609,819	131,034,946
2021	146	19,766	2,718,369	139,647,020
% Change	30%	4%	4%	7%

Source: American Community Survey 2011 and 2021 5-Year Estimates - Table B25001 Housing Units

Table 1.8.1 Projected Housing Unit Demand

Years	Additional Units	Projected Total Units	% of Increase
2025-2030	6	151	3%
2030-2035	2	153	1%
2035-2040	2	155	1%

Table 1.9 Housing Structures by Type

Type of Structure	Village of Oakdale		Monroe County	Wisconsin	United States
	#	%			
1, detached	108	74%	73%	67%	63%
1, attached	0	0%	4%	5%	6%
2 apartments	1	1%	4%	6%	3%
3 or 4 apartments	0	0%	4%	4%	4%
5 to 9 apartments	17	12%	3%	5%	5%
10 or more apartments	2	1%	5%	12%	14%
Mobile home or other type of housing	18	12%	8%	3%	5%
Total Structures	146	100%	100%	100%	100%

Source: American Community Survey 2021 5-Year Estimates - Table DP04 Selected Housing Characteristics

Table 1.10 Housing Structures by Year Built

Year Built	Village of Oakdale		Monroe County	Wisconsin	United States
	#	%			
2020 or later	2	1%	0%	0%	0%
2010 to 2019	8	5%	7%	5%	7%
2000 to 2009	59	40%	13%	12%	14%
1980 to 1999	34	23%	17%	23%	27%
1960 to 1979	13	9%	11%	24%	25%
1940 to 1959	19	13%	14%	16%	15%
1939 or earlier	13	9%	6%	19%	12%
Total Structures	148	100%	100%	100%	100%

Source: American Community Survey 2021 5-Year Estimates - Table DP04 Selected Housing Characteristics

Table 1.11 Median Value of Owner-Occupied Housing Units

Village of Oakdale	Monroe County	Wisconsin	United States
\$165,200	\$163,600	\$200,400	\$244,900

Source: American Community Survey 2021 5-Year Estimates - Table B25077 Median Value (Dollars)

Table 1.12 Occupancy Rates

Occupancy Rates	Village of Oakdale	Monroe County	Wisconsin	United States
Percent Owner Occupied	89%	72%	71%	67%
Percent Renter Occupied	11%	28%	29%	33%

Source: American Community Survey 2021 5-Year Estimates - Table DP04 Selected Housing Characteristics

Table 1.13 Vacancy Rates

Statistic	Village of Oakdale	Monroe County	Wisconsin	United States
Vacancy Rate	20%	10%	12%	11%
Margin of Error	12%	1%	0%	0%

Source: American Community Survey 2021 5-Year Estimates, B25002 Occupancy Status

Table 1.14 Housing Affordability

Category	Village of Oakdale	%	Monroe County	Wisconsin	United States
Percent of Income Spent on Housing for Housing Units With A Mortgage					
Less than 20.0%	57	69%	52%	52%	47%
20.0 to 24.9%	15	18%	16%	16%	16%
25.0 to 29.9%	5	6%	9%	10%	10%
30.0 to 34.9%	0	0%	5%	6%	7%
35.0% or more	6	7%	18%	16%	21%

Category	Village of Oakdale	%	Monroe County	Wisconsin	United States
Percent of Income Spent on Housing for Housing Units Without A Mortgage					
Less than 10.0%	4	19%	47%	43%	46%
10.0 to 14.9%	3	14%	24%	22%	19%
15.0 to 19.9%	7	33%	9%	12%	11%
20.0 to 24.9%	1	5%	8%	7%	7%
25.0 to 29.9%	0	0%	4%	4%	4%
30.0 to 34.9%	0	0%	2%	3%	3%
35.0% or more	6	29%	7%	9%	11%
Percent of Income Spent on Housing for Renter-Occupied Units					
Less than 15.0%	2	15%	22%	17%	13%
15.0 to 19.9%	2	15%	17%	15%	13%
20.0 to 24.9%	1	8%	11%	14%	13%
25.0 to 29.9%	5	39%	12%	11%	12%
30.0 to 34.9%	1	8%	9%	8%	9%
35.0% or more	2	15%	29%	34%	40%

Source: American Community Survey 2021 5-Year Estimates, DP04 Selected Housing Characteristics

Table 1.15 Housing Tenure

Year Moved In	Village of Oakdale	Monroe County	Wisconsin	United States
Owner-Occupied Units				
Moved in 2019 or later	4%	4%	5%	6%
Moved in 2015 to 2018	47%	14%	19%	20%
Moved in 2010 to 2014	12%	16%	15%	16%
Moved in 2000 to 2009	23%	27%	26%	26%
Moved in 1990 to 1999	9%	18%	17%	16%
Moved in 1989 or earlier	6%	20%	19%	17%
Renter-Occupied Units				
Moved in 2019 or later	8%	16%	19%	18%
Moved in 2015 to 2018	46%	51%	48%	47%
Moved in 2010 to 2014	23%	18%	18%	19%
Moved in 2000 to 2009	23%	9%	10%	11%
Moved in 1990 to 1999	0%	3%	3%	3%
Moved in 1989 or earlier	0%	3%	2%	2%

Source: American Community Survey 2021 5-Year Estimates, DP04 Selected Housing Characteristics

Transportation

The following paragraph reflects the mandates of Wisconsin Statute 66.1001: Comprehensive Planning, which specifies the requirements each local governmental unit must include to develop a robust and future-oriented comprehensive plan. As mandated by the statute, the "Transportation" element includes:

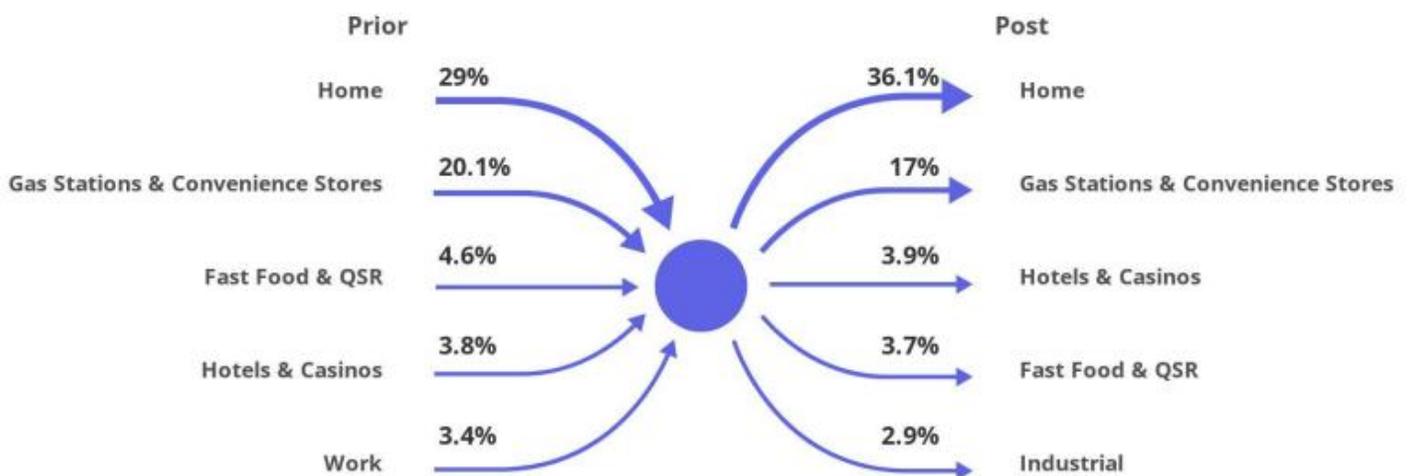
A compilation of objectives, policies, goals, maps and programs to guide the future development of the various modes of transportation, including highways, transit, transportation systems for persons with disabilities, bicycles, electric scooters, electric personal assistive mobility devices, walking, railroads, air transportation, trucking and water transportation. The element shall compare the local governmental unit's objectives, policies, goals and programs to state and regional transportation plans. The element shall also identify highways within the local governmental unit by function and incorporate state, regional and other applicable transportation plans, including transportation corridor plans, county highway functional and jurisdictional studies, urban area and rural area transportation plans, airport master plans and rail plans that apply in the local governmental unit.

Transportation Plans and Maps

Several state and regional plans guide Oakdale's transportation strategies. The Active Transportation Plan 2050 emphasizes the importance of walkability, cycling, and other active transportation methods, with a focus on safety, equity, mobility, connectivity, education, and collaboration. Other relevant plans include the Wisconsin State Freight Plan and Connect 2050, both of which inform the Village's transportation goals, policies, and programs.

Highways

Oakdale is strategically positioned along major highways, including I-90/94 and US Highway 12/16, which run directly through the Village. These highways generate significant traffic, benefiting local businesses, particularly the two major gas stations near the exit. Data from Placer.AI indicate that I-90/I-94 sees nearly 2,000 visitors per hour, with an average of 18,000 visits daily. The highway's division between Oakdale and the City of Tomah enhances the Village's potential as a transportation hub, supported by the proximity of several local trucking companies within seven miles. US Highway 12/16, running east-west through the Village, serves as an alternate route to I-90/I-94, with construction scheduled in 2025. County Highway PP provides access to rural areas north of the Village and was recently reconstructed, enhancing connectivity. County Highway N provides access to rural areas south of the Village. Table 1.16 on the next page displays traffic counts at numerous points in the Village, Map 1.0 shows the locations of these traffic counts.



Source: Placer.ai, Visitor Journey



Source: Mississippi River Regional Planning Commission

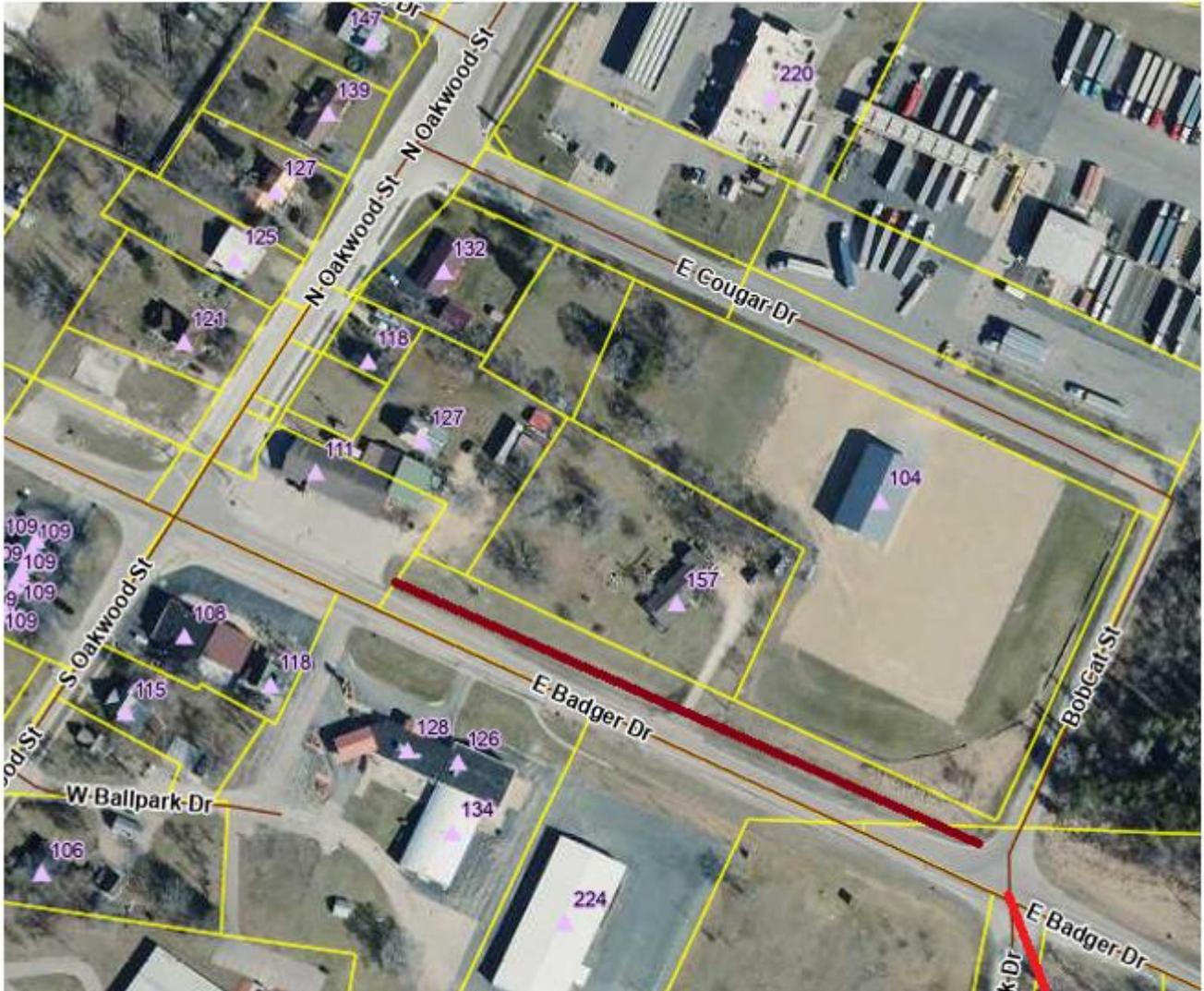
Table 1.16 Traffic Counts

Site ID	2006	2008	2011	2017	2021
87574	1500	2100	2800	3200	7083
87575	No data	440	6500	6800	6500
87577	1200	1400	1900	3000	7083
87579	1900	2100	2900	3500	7083
87578	No data	4800	4900	4900	4500
87576	1100	1500	1900	2000	7083

Source: WisDOT Traffic Counts TCMaP, WISLR Traffic Report

Pedestrian Transportation

A sidewalk along the south side of Oakwood Street spans from the elementary school on the west side of the Village east to Granger's providing an important transportation option for residents without access to a vehicle. However, the Village remains heavily car-dependent, as many municipal resources are sourced from nearby cities. The Wisconsin Active Transportation Plan could bring significant benefits by expanding pedestrian infrastructure, offering residents alternative transportation options and promoting physical activity. Recently, a new Multi-Use Trail has been created in the Village, with financial assistance from the Wisconsin DNR and Monroe County Snowmobile Clubs.



— Proposed Multi-Use Trail Extension

— Existing Multi-Use Trail



 Multi-Use Trail

Public Transportation

Public transportation options near Oakdale include the Tomah Amtrak station, located about eight miles away, offering access to major metropolitan areas across the U.S. Monroe County Safe Ride, based in Tomah, provides reliable taxi and limousine services throughout the County. The Tomah Transit Shared Ride Taxi Service, organized by the City of Tomah, offers affordable public transportation, with reduced rates for seniors, individuals with disabilities, and students.

Air Transportation

The closest public airport is Bloyer Field, primarily serving personal aircraft. The Mauston/New Lisbon Union Airport, located 17 miles southeast of Oakdale, is another small public airport. For more extensive air travel, the La Crosse Regional Airport, just under 50 miles away, offers commercial flights. Rochester International Airport in Minnesota, about 127 miles from the Village, is the nearest international airport, with Milwaukee International Airport located about 170 miles away. Dane County Regional Airport, in Madison, is about 90 miles away.

Other Relevant Transportation Plans

The Wisconsin Active Transportation Plan 2050, currently being developed by the Wisconsin Department of Transportation, aims to improve pedestrian infrastructure across the state. The plan focuses on promoting physical health, quality of life, economic opportunities, and alternative transportation options, while reducing vehicle emissions.



Utilities and Community Facilities

The following paragraph reflects the mandates of Wisconsin Statute 66.1001: Comprehensive Planning, which specifies the requirements each local governmental unit must include to develop a robust and future-oriented comprehensive plan. As mandated by the statute, the "Utilities and Community Facilities" element includes:

A compilation of objectives, policies, goals, maps and programs to guide the future development of utilities and community facilities in the local governmental unit such as sanitary sewer service, storm water management, water supply, solid waste disposal, on-site wastewater treatment technologies, recycling facilities, parks, telecommunications facilities, power-generating plants and transmission lines, cemeteries, health care facilities, child care facilities and other public facilities, such as police, fire and rescue facilities, libraries, schools and other governmental facilities. The element shall describe the location, use and capacity of existing public utilities and community facilities that serve the local governmental unit, shall include an approximate timetable that forecasts the need in the local governmental unit to expand or rehabilitate existing utilities and facilities or to create new utilities and facilities and shall assess future needs for government services in the local governmental unit that are related to such utilities and facilities.

Community Facilities

Within the Village, key facilities include the Village of Oakdale Hall, Town of Oakdale Hall and Shop, Oakdale Area Fire Department, Oakdale Credit Union, Oakdale Elementary School, Village Wastewater Treatment Plant, Water Utility, Oakdale Electric Cooperative, and the Post Office.

Healthcare Facilities

The nearest healthcare providers are located approximately seven miles away in Tomah, where Gundersen, Mayo, Tomah Veterans Administration (VA) Medical Center, and Tomah Health Hospital/Clinic offer a range of medical services.

Emergency Management and Services

Emergency management for the Village is coordinated by the Monroe County Emergency Management Department, which directs responses to emergencies, public safety protocols, and disaster management. Fire protection and emergency response are managed by the Oakdale Area Fire Department, covering Oakdale and nearby rural areas, while law enforcement is provided by the Monroe County Sheriff's Office, with additional support from the Tomah Police Department as needed. The Oakdale Area Fire Association addresses fires, vehicle accidents, rescue calls, and hazardous material incidents, while the Tomah Area Ambulance Service handles medical emergencies and Jaws of Life extrication services for the Village and surrounding areas.

Parks and Recreation

Oakdale maintains a baseball field and playground near the Village of Oakdale Hall. The Village also owns the Park Shelter which can be rented for private events. Additional recreation options include the Multi-Use Trail, the Oakdale KOA campground, and Granger's Campground. In the future, the Village has a goal to create an indoor facility to handle community events and be available for residents to rent for other functions. The facility will be constructed so that it can also be used as a storm shelter for area residents and visitors.



Electricity

The Oakdale Electric Cooperative is the primary power provider, servicing five counties in the region. As a nonprofit entity, the Cooperative offers affordable energy and is planning to expand its wind and solar power capacity while reducing reliance on coal.



Source: Oakdale Electric Cooperative. (2023).

Water and Wastewater

The Village of Oakdale’s wastewater treatment plant is approaching the end of its operational life and requires significant upgrades. Currently, the plant handles daily wastewater flows ranging from 16,000 to 40,000 gallons, with seasonal variations affecting demand. While the system generally meets capacity needs, it struggles to consistently meet certain effluent limits and is impacted by inflow and infiltration issues, highlighting the need for modernization.

Planned upgrades to the facility include the installation of prescreening tools, replacement of aging sand filters, phosphorus dosing equipment, and the addition of a standby generator. To manage the cost of these improvements, Oakdale is actively exploring regional partnerships. These upgrades will also involve replacing or updating the aging water utility infrastructure.

Oakdale’s current water system includes a single well and a 75,000-gallon water tower. The planned improvements aim to enhance system redundancy and resilience. These include drilling a second well, updating system maps and hydrants, and reinforcing infrastructure to ensure long-term reliability.

Looking ahead, Oakdale’s priorities center on improving the system’s reliability and resilience which is critical for regulatory compliance, operational efficiency, and preparation for future growth. The Wisconsin Department of Natural Resources strongly encourages, and may ultimately require, the addition of a second well to meet these goals.

Key reasons for a second well include:

- Placement on the east side of the I-90/94 corridor, increasing service coverage.
- Providing a backup water source for residents and businesses to ensure continuity of service.
- Creating a buffer from potential risks associated with nearby sand mining operations.

The Village has identified and agreed to purchase a parcel of land from Oakdale Electric Cooperative for the construction of this second well.

Utilities and Waste Disposal

The Village is served by Oakdale Electric Cooperative, Lynxx Phone and Internet Service, Brightspeed Telephone/Internet Service, WE Energies, and Spectrum Cable TV. Solid waste disposal is handled by Modern Disposal Systems, which provides trash and recycling services from facilities in Black River Falls, Sparta, and Tomah.



Community and Educational Facilities

Oakdale Elementary School, part of the Tomah Area School District, serves children in 3K, 4K, Kindergarten, and 1st Grade. The district includes several other schools located in nearby towns, such as Tomah High School, Tomah Middle School, Tomah Elementary and Wyeville Elementary School.

Future Planning

The Village will continue to evaluate and plan for the expansion and rehabilitation of its utilities and community facilities to match future population growth, ensuring the infrastructure remains robust and capable of meeting the needs of residents.

Water Usage Data

Monthly water usage data within commercial, public, and residential facilities.

Monthly Water Usage Date 2024													
	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2024	February 2024	12 MO. TOTAL
Love's	272,000	244,000	283,000	499,000	463,000	463,000	401,000	203,000	166,000	185,000	167,000	163,000	3,509,000
Road Ranger	41,000	39,000	42,000	47,000	48,000	46,000	40,000	50,000	44,000	40,000	34,000	31,000	502,000
Oakdale Electric	6,000	7,000	128,000	138,000	138,000	161,000	108,000	145,000	4,000	7,000	8,000	7,000	857,000
Other Commercial	93,800	119,300	142,000	138,300	141,800	128,300	120,400	142,000	72,300	78,200	136,800	93,800	1,407,000
Total Commercial	412,800	409,300	595,000	822,300	790,800	798,300	669,400	540,000	286,300	310,200	345,800	294,800	6,275,000
Total Multi-Family	100,300	82,500	89,400	88,800	97,600	94,700	66,200	78,000	71,700	83,300	83,800	83,100	1,019,400
Total Public Building	18,000	14,300	27,400	4,400	14,000	9,900	15,500	14,200	13,700	12,300	26,500	12,000	182,200
Total Residential	294,700	256,200	308,400	297,500	291,500	285,600	293,200	269,800	263,900	295,500	279,700	264,900	3,400,900
Total Monthly Usage	825,800	762,300	1,020,200	1,213,000	1,193,900	1,188,500	1,044,300	902,000	635,600	701,300	735,800	654,800	10,877,500

Current Sewer Facilities



Water Facilities



Agricultural, Natural, and Cultural Resources

The following paragraph reflects the mandates of Wisconsin Statute 66.1001: Comprehensive Planning, which specifies the requirements each local governmental unit must include to develop a robust and future-oriented comprehensive plan. As mandated by the statute, the "Agricultural, Natural, and Cultural Resources" element includes:

A compilation of objectives, policies, goals, maps and programs for the conservation, and promotion of the effective management, of natural resources such as groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources consistent with zoning limitations under s. 295.20 (2), parks, open spaces, historical and cultural resources, community design, recreational resources and other natural resources.

Groundwater and Soil Drainage

The Village's soil ranges from excessively drained to somewhat poorly drained, with moderately well-drained soil found toward its southern end. In Monroe County, 10% of nitrate samples exceed federal limits, according to the Wisconsin Environmental Public Health Tracking Program (2023), posing potential health risks. Given the region's strong agricultural presence, much of this nitrate contamination is likely tied to agricultural land use.

Forests and Natural Areas

Although much of Oakdale has been developed for commercial, residential, and community use, some modest forested areas remain within its northern boundaries, while agricultural and forested land borders the Village. Nearby, Mills Bluff State Park offers camping, hiking, and swimming, with Mill Bluff—standing at 1,123 feet—serving as the park's focal point. As part of the Ice Age National Scientific Reserve, the park has unique geological significance.



Source: Tripadvisor. 2023

Agricultural Land

Though much of the Village is developed, prime farmland and farmland of statewide importance still exist within its boundaries, most of which are already under agricultural use, according to the USDA.

Environmentally Sensitive Areas

There are no designated environmentally sensitive areas within Oakdale's limits.

Floodplain

Portions of land on the western side of the Village, including sections of I-90 and US Highway 12, fall within FEMA's 100-year floodplain zone (refer to floodplain map).

Recreational Areas

Oakdale maintains several natural and recreational areas, such as the Oakdale KOA and Granger’s Campground, offering various amenities including campgrounds, a pool, playground, and multi-use trails currently under proposed improvements. Oakdale Park features a ballfield and shelter for public use.

Human Health

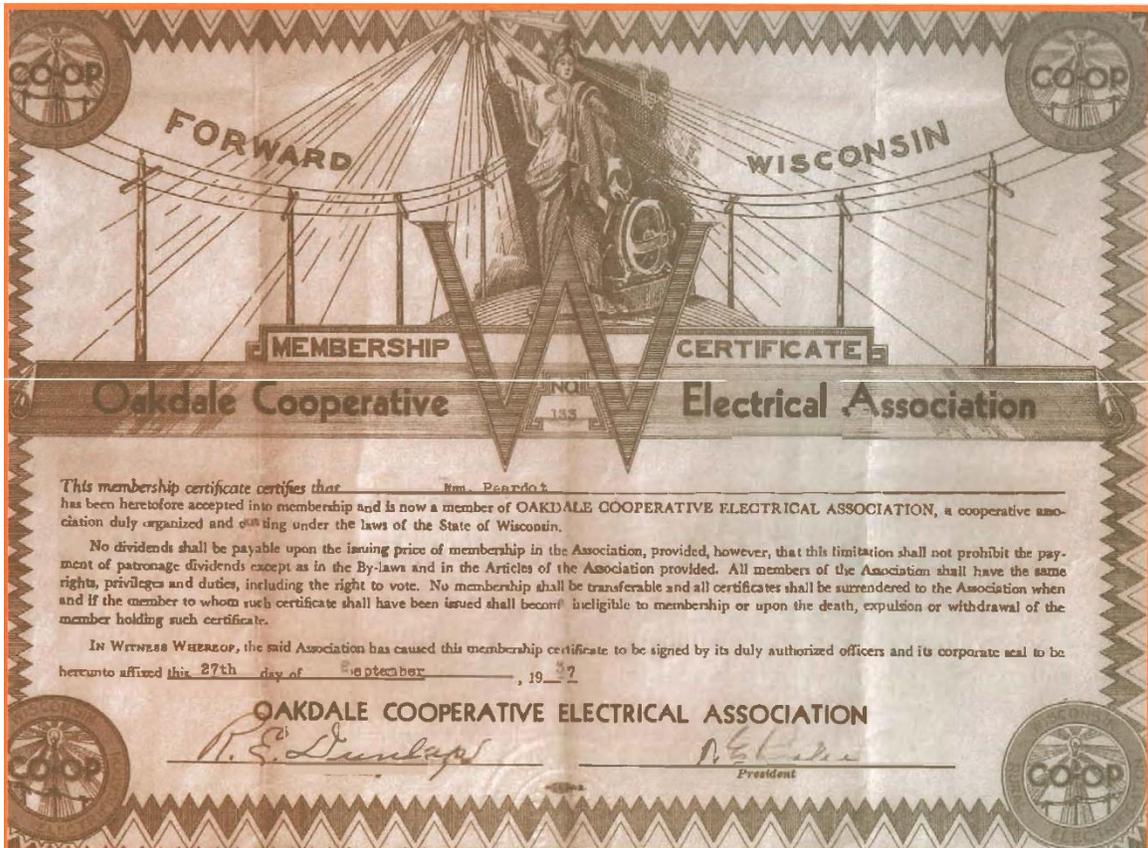
According to the Wisconsin Department of Health Services, Monroe County experiences higher rates of chronic obstructive pulmonary disease (COPD), poverty, and social vulnerability compared to the state average, which can impact the overall well-being of Oakdale’s residents.



Source: Oakdale Electric Cooperative. 2010

Historical and Cultural Resources

Oakdale has a rich history, having formed into a town in 1857 following the displacement of indigenous peoples and the arrival of European settlers. Preserving and promoting this history, as well as other cultural assets, is important for fostering a sense of community and identity.



Source: Oakdale Electric Cooperative.

Economic Development

The following paragraph reflects the mandates of Wisconsin Statute 66.1001: Comprehensive Planning, which specifies the requirements each local governmental unit must include to develop a robust and future-oriented comprehensive plan. As mandated by the statute, the "Economic Development" element includes:

A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit.

Current Industry Base and Workforce

The largest employment sector in Oakdale is Finance, Insurance, Real Estate, Rental, and Leasing, employing 22.5% of the workforce. This is followed by Educational Services, Healthcare, and Social Assistance, which employ 17.9% of residents. The Western Workforce Development Region, which includes Oakdale, anticipates growth in Professional and Business Services, Financial activities, and Construction, aligning with Oakdale's strengths and opportunities, Table 1.17.

Household Income and Poverty Levels

The Village and MRRPC questioned the data provided by the American Community Survey for 2021 as the median household income reported seemed higher than what was observed. Due to concerns regarding the discrepancies between the available Census/government related data, the Village conducted a Community Wide Resident Income Survey using the WI Department of Administration guidelines from 10/11/2024 – 11/27/2024. 105 of 148 Families completed the survey and the data showed **56.9%** LMI for Service Area/Survey Area. The U.S. Department of Housing and Urban Development (HUD) requires a measure of *families and population* (all individual residents) in the service area to meet the LMI National Objective. The survey had a participation rate of 70.9% with 105 families completing the survey which exceeded the minimum response rate required by HUD of 47 families. The survey information can be reviewed on Table 1.21.

According to the 2021 American Community Survey 5-year estimate (adjusted for inflation), Oakdale's median household income is \$81,719, surpassing County, State, and National averages, with 59.0% of households earning \$75,000 or more. These income levels do not seem to represent the actual household income of the Village. One possible factor contributing to this higher income level is the prevalence of multi-generational living, which is common in the Village. This arrangement doesn't necessarily indicate widespread affluence and, in some cases, may reflect economic challenges, as households pool resources out of necessity. While Oakdale's poverty rate appears to be slightly above that of Monroe County and Wisconsin, it remains below the National average.

Commuting Patterns

Most residents commute to work by personal vehicle, with a notable portion working from home, reflecting trends in flexible work arrangements. These commuting patterns highlight the importance of accessible transportation options and local amenities to support a mobile workforce.

Environmental Considerations

Oakdale has one active Bureau for Remediation and Redevelopment Tracking System (BRRTS) site, managed by the Wisconsin Department of Natural Resources. This site, opened in 1998 following a 3,300-gallon gasoline spill near the current Road Ranger gas station, remains open as additional environmental and soil testing are required for final closure. Future business development will be encouraged on environmentally impacted sites where appropriate, contributing to both economic growth and environmental remediation.

Economic Analysis and Future Opportunities

With few local jobs in key industries, Oakdale's workforce is likely to commute to nearby urban areas and military bases such as Fort McCoy and Camp Williams at Volk Field. The Village's economy shows strength through a concentration in finance, insurance, real estate, education, utilities, healthcare and emerging industry growth, indicating economic vitality. However, challenges such as higher poverty rates and a significant BRRTS site remain. Opportunities for new businesses well-suited to Oakdale include small retail, hospitality, health and wellness services, and family-friendly entertainment, aligning with community needs and the Village's rural character.



Strengths and Weaknesses for Business Attraction and Retention

The Village's strengths include its proximity to major transportation networks and a supportive community environment for small businesses. Weaknesses involve limited rental housing options, potential challenges from environmental remediation requirements, and the higher-than-average poverty rate. Designated spaces for new businesses should include underutilized or environmentally impacted sites, ensuring sustainable growth and efficient land use.

Alignment with Broader Economic Plans

County, regional, and State economic development plans applicable to Oakdale emphasize sustainable growth, revitalization of underutilized sites, and expansion in professional and financial services, aligning well with the Village's current objectives and development aspirations.



Table 1.17 Employment by Industry

Industry	Workers	% of Workers
Agriculture, forestry, fishing and hunting, and mining	5	3%
Construction	5	3%
Manufacturing	23	15%
Wholesale trade	0	0%
Retail trade	18	12%
Transportation and warehousing, utilities	4	3%
Information	4	3%
Finance and insurance, real estate and rental and leasing	34	23%
Professional, scientific, management, administrative, and waste management services	1	1%
Educational services, health care and social assistance	27	18%
Arts, entertainment, recreation, accommodation, and food services	3	2%
Public administration	15	10%
Other services	12	8%
Total civilian employed population 16 years and over	151	100%

Source: American Community Survey 2021 5-Year Estimates, S2407 Industry by Class of Worker for the Civilian Employed Population 16 Years and Over

Table 1.18 Projected Change in Employment by Industry

Industry	Projected Change from 2016 to 2026
Goods Producing	2.7%
Natural Resources and Mining	7.9%
Construction	10.3%
Manufacturing	-0.1%
Services Providing	8.4%
Trade, Transportation, and Utilities	9.2%
Information	-11.7%
Financial Activities	12.8%
Professional and Business Services	13.1%
Education and Health Services	8.7%
Leisure and Hospitality	9.8%
Other Services (except Government)	6.1%
Government	2.5%
Self-Employed	8.9%

Source: Western Wisconsin Workforce Development Board, WIOA Local Plan 2020-2023, Table 1

Table 1.19 Means of Transportation to Work

Means	Workers	%
Car, truck, or van (drove alone)	98	65%
Car, truck, or van (carpooled)	12	8%
Public transportation (excluding taxicab)	0	0%
Walked	5	3%
Taxicab, motorcycle, bicycle, or other means	2	1%
Worked from home	33	22%
Total	150	100%

Source: American Community Survey 2021 5-Year Estimates, B08101 Means of Transportation to Work by Age

Table 1.20 Unemployment Rate

Village of Oakdale	Monroe County	Wisconsin	United States
12%	10%	11%	13%

Source: American Community Survey 2021 5-Year Estimates, S1701 Poverty Status in the Past 12 Months

Table 1.21 Income

Income Categories	Village of Oakdale	Monroe County	Wisconsin	United States
Less than \$10,000	3%	3%	4%	6%
\$10,000 to \$14,999	5%	5%	4%	4%
\$15,000 to \$24,999	7%	8%	8%	8%
\$25,000 to \$34,999	5%	9%	9%	8%
\$35,000 to \$49,999	5%	14%	12%	11%
\$50,000 to \$74,999	15%	20%	19%	17%
\$75,000 to \$99,999	21%	15%	14%	13%
\$100,000 to \$149,999	37%	17%	17%	16%
\$150,000 to \$199,999	0%	5%	7%	8%
\$200,000 or more	2%	4%	6%	10%
Median income	\$81,719*	\$ 63,061	\$67,080	\$69,021

Source: American Community Survey 2021 5-Year Estimates, S1901 Income in the Past 12 Months (In 2021 Inflation-Adjusted Dollars) *The Village does not agree with this number and has conducted a Community Wide Resident Income Survey (using the WI DOA guidelines) from 10/11/2024 – 11/27/2024. 105 of 148 Families completed the survey and the data showed **56.9%** LMI for Service Area/Survey Area. Census Survey: Income Survey Results Income Tabulation Form is included on the next three pages.

(FORM 1A) Census Survey: Income Survey Results Income Tabulation Form

Instructions: Complete the yellow highlighted cells in the form. **FOR ALL FORMS IN THIS MICROSOFT EXCEL DOCUMENT:** Guidance for an entry field is denoted with the red triangle in the upper right corner of the cell. Hover computer mouse pointer over cell or right click the cell and select "Show/Hide Note" to view the complete note. **"Example" tabs** (with data entered) for each form (Forms 1A-Form 8) appear after the tab in which the blank form appears in this document. **Delete "Example" Tabs in this document** when submitting the Income Survey Data Forms to DEHCR for review.

(DO NOT ALTER FORM 1A FORMATTING & FORMULAS BELOW)

VILLAGE OF OAKDALE

Survey Area: **COMMUNITY WIDE**

Survey Start Date (date first survey was conducted/distributed): _____ **10/11/2024**

Survey Completion Date (date last survey was conducted/collected): _____ **11/27/2024**

Entry #:		
1	Number of families in the project Service Area/Survey Area	148
2	Minimum number of families needed to respond to meet HUD Margin of Error (MOE) standard	47
3	Number of families that completed a survey (i.e., survey respondents)	105
4	Maximum Margin of Error (MOE) for Survey Allowed	+/- 10.0
5	Actual Margin of Error (MOE) of Survey	+/- 4.4
6	Number of LMI families among survey respondents	90
7	Number of LMI persons among survey respondents	141
8	Average size of LMI families in sample/among respondents	1.57
9	Number of Non-LMI families among survey respondents	15
10	Number of Non-LMI persons among survey respondents	35
11	Average size of Non-LMI families in sample/among respondents	2.33
12	Number of all persons in all families among survey respondents	176
13	Average family size among all survey respondents	1.68
14	Number of non-responding families (families that did not return survey or returned invalid survey)	43
15	Estimated number of persons in non-responding families	72
16	Number of persons living in the Service Area (i.e., Service Area population): <i>Select one option below. Must enter as a whole number (no decimal places) for LMI calculation formula to generate correct percentage.</i>	
16(a)	Option 1 - Exact/Known: Exact population based on 100% survey responses	
16(b)	Option 2 - Estimate: STANDARD Calculated estimate by adding the estimated number of persons in non-responding families to the number of persons in responding families. <i>Formula: =ROUND(SUM(C24,C27),0)</i>	248
16(c)	Option 3 - Estimate: Calculated estimate by multiplying the average family size of survey respondents by the number of all families in the service area. <i>Formula: =ROUND(PRODUCT(C13,C25),0)</i>	
16(d)	Option 4 - Estimate: Total population based on the most recent U.S. Census American Community Survey 5-Year Estimates data. <i>(Requires pre-approval from DEHCR.)</i>	
16(e)	Option 5 - Estimate: OTHER - <i>Contact DEHCR to propose a different option than any of those listed above to adjust for statistical outliers or data anomalies. (Requires pre-approval from DEHCR.)</i>	
17	Total Project Area Beneficiaries (total population)	248
18	LMI Percentage for Service Area/Survey Area	56.9%

The Village of Oakdale plans to apply for a grant to help fund capital infrastructure projects. A grant can help reduce the burden of the project costs for residents of the Village. To determine if the Village is eligible to apply for the grant, we need to conduct another survey of Village residents to collect family income and demographic information.

Each family living in the Village will be asked to complete a survey. **Your participation is voluntary, but VERY IMPORTANT.** We are required to get responses from a high percentage of families for the survey to be valid and qualify us for grant eligibility. Please complete and return the survey in the enclosed self-addressed stamped envelope as soon as possible. **The responses to individual surveys will be kept confidential.** If you have questions, please contact the Village Clerk at (608) 372-2927 or E-Mail at clerk@villageofoakdalewi.gov.

Village of Oakdale Income Survey	
<p>INSTRUCTIONS: Please complete this survey form and return it by OCTOBER 25, 2024. You can return the survey by mailing it back in the postage paid envelope provided; dropping it off at the Village Hall – 133 Well Drive (can use the drop box if the office isn't open); or the survey can be dropped off at the Oakdale Credit Union.</p> <p style="text-align: center;"><u>SURVEY RESULTS REMAIN CONFIDENTIAL.</u></p> <p>If more than one family lives in your household, please have each family fill out a separate survey. Please contact the Village Hall at 608-372-2927 or E-Mail at clerk@villageofoakdalewi.gov to request additional copies of the survey form. Each must have a unique survey number.</p>	
<p>Q1. How many people live in your household at this address? <i>Please include yourself and all adults and children who live in or intend to live in the household more than 2 months during the year. Do not include people living in separate housing units on the property.</i></p>	<input style="width: 100%; height: 40px; border: 1px solid black;" type="text"/>
<p>Q2. How many of the people in your household are members of your family? <i>This is your "Family Size." The definition of family for this survey is: "people related by blood, marriage, or adoption."</i></p>	<input style="width: 100%; height: 40px; border: 1px solid black;" type="text"/>
<p>Q3. What is the total annual income of all of your family members combined? <i>If you prefer not to give your specific income, then go to Q4.</i> <i>Please only include the total income added together for yourself and your adult family members (age 18 and older) living in the household. Do not include the income of people in other families in the household. Each family member's income is either their Adjusted Gross Income (AGI) on their tax return for 2023 (if they filed taxes) or their total income before taxes (if they did not file a tax return for 2023). Income before taxes is money received from all earnings (wages, salary, tips, bonuses, commissions), interest, dividends, child support, alimony, welfare, social security, disability, unemployment, retirement payments, net income from businesses activities, farms, rents, royalties, trusts, estates, and any other income received regularly.</i></p>	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> \$ <input style="width: 80%; height: 30px; border: none;" type="text"/> </div>
<p>Q4. Respond on the reverse side only if you did not provide your family's total income in Q3. above. Indicate whether your family income is "At or Below" or "Above" the Income Level listed for your Family Size in the table. <i>Please find your family size (the number you entered in Q2.) in column A. Family Size. Then in the same row as your Family Size, in column C. Family Income, check "At or Below" if your family income (for adult family members age 18 and older living in your household) is the same as or less than the amount shown in column B. Income Level for your family size, or check "Above" if your family income is greater than the income level shown for your family size.</i></p>	

(Survey continued on reverse side) →

Village of Oakdale Income Survey

Q4. (continued)

A. FAMILY SIZE:	B. INCOME LEVEL:	C. FAMILY INCOME (CHECK ONE):
		Is your family income "At or Below" or "Above" the amount shown in column B. Income Level for your family size?:
Family of 1	\$48,550	<input type="checkbox"/> At or Below or <input type="checkbox"/> Above
Family of 2	\$55,450	<input type="checkbox"/> At or Below or <input type="checkbox"/> Above
Family of 3	\$62,400	<input type="checkbox"/> At or Below or <input type="checkbox"/> Above
Family of 4	\$69,300	<input type="checkbox"/> At or Below or <input type="checkbox"/> Above
Family of 5	\$74,850	<input type="checkbox"/> At or Below or <input type="checkbox"/> Above
Family of 6	\$80,400	<input type="checkbox"/> At or Below or <input type="checkbox"/> Above
Family of 7	\$85,950	<input type="checkbox"/> At or Below or <input type="checkbox"/> Above
Family of 8	\$91,500	<input type="checkbox"/> At or Below or <input type="checkbox"/> Above
Family of 9	\$97,044	<input type="checkbox"/> At or Below or <input type="checkbox"/> Above
Family of 10	\$102,588	<input type="checkbox"/> At or Below or <input type="checkbox"/> Above
Family of 11	\$108,132	<input type="checkbox"/> At or Below or <input type="checkbox"/> Above
Family of 12 or More	\$113,676	<input type="checkbox"/> At or Below or <input type="checkbox"/> Above

*If you have **more than 12 family members** living in your household, please either fill in your family income in **Q3.** or respond to the Family of 12 or More option in the table above for **Q4.***

Q5. Contact Information:

Please share your phone number below if we may contact you with questions about your survey responses if needed. We will not use your number for any other purpose.

Phone # (with Area Code):

()

INSTRUCTIONS: Please complete this survey form and return it by **Friday, OCTOBER 25, 2024.** You can return the survey by mailing it back in the postage paid envelope provided; dropping it off at the Village Hall-133 Well Drive (can use the drop box if the office isn't open); or, the survey can be dropped off at the Oakdale Credit Union. **SURVEY RESULTS REMAIN CONFIDENTIAL.**

MAKE SURE THE ADDRESS BELOW IS POSITIONED IN THE WINDOW OF THE ENCLOSED STAMPED ENVELOPE

VILLAGE OF OAKDALE
133 WELL DR
TOMAH, WI 54660

Intergovernmental Cooperation

The following paragraph reflects the mandates of Wisconsin Statute 66.1001: Comprehensive Planning, which specifies the requirements each local governmental unit must include to develop a robust and future-oriented comprehensive plan. As mandated by the statute, the "Intergovernmental Cooperation" element includes:

(g) Intergovernmental cooperation element. A compilation of objectives, policies, goals, maps, and programs for joint planning and decision making with other jurisdictions, including school districts, drainage districts, and adjacent local governmental units, for siting and building public facilities and sharing public services. The element shall analyze the relationship of the local governmental unit to school districts, drainage districts, and adjacent local governmental units, and to the region, the state and other governmental units. The element shall consider, to the greatest extent possible, the maps and plans of any military base or installation, with at least 200 assigned military personnel or that contains at least 2,000 acres, with which the local governmental unit shares common territory. The element shall incorporate any plans or agreements to which the local governmental unit is a party under s. 66.0301, 66.0307 or 66.0309. The element shall identify existing or potential conflicts between the local governmental unit and other governmental units that are specified in this paragraph and describe processes to resolve such conflicts.

Tomah Area School District

Oakdale is part of the Tomah Area School District, which serves over 3,000 students across 12 schools. One elementary school, located within the Village, serves the Oakdale area. With a staff of around 380, the district maintains a student-to-teacher ratio of 13.49 and is headquartered in the City of Tomah.

Monroe County

Situated on Monroe County's eastern edge, Oakdale receives law enforcement services from the Monroe County Sheriff's Office. The county also plays a significant role in maintaining and improving County Highways that pass through the Village. The Monroe Aging and Disability Resource Center (ADRC) operates a nutrition site in nearby Tomah, providing weekday meals to seniors and delivering food to those unable to travel.

Mississippi River Regional Planning Commission

Oakdale is part of the Mississippi River Regional Planning Commission, a quasi-public regional entity that coordinates local, regional, state, and federal planning efforts. The commission supports economic development, transportation, land use, environmental, and natural resource planning in a nine-county region. It also provides technical assistance to local governments, businesses, and citizens.

State of Wisconsin

The Village regularly interacts with several state agencies, including the Department of Natural Resources, the Department of Transportation, the Department of Administration, and the Department of Commerce. These relationships are essential for compliance, funding, and infrastructure development. The Wisconsin Department of Transportation is planning a reconstruction project on Highway 12/16 in 2025, which will impact transportation through the Village.

Adjacent Local Governments

The Village of Oakdale is surrounded by the Town of Oakdale. The nearest urban area is the City of Tomah, located seven miles to the northwest.

Town of Oakdale

The Village is located within the Town of Oakdale, which is primarily rural and includes cranberry marshes, farming/agriculture, and a sand mine. The Town Hall and shop are located within the Village limits. Mill Bluff State Park, a notable natural resource, is also located in the Town of Oakdale, with the nearest urban center being the City of Tomah, seven miles to the northwest.

Town of Tomah

Directly to the west of Oakdale, the Town of Tomah has limited interaction with the Village but remains a neighboring jurisdiction.

Town of Byron

Located to the north of Oakdale, the Town of Byron is mostly rural but includes the Village of Wyeville and the unincorporated communities of Valley Junction and Shennington. Byron is also home to several commercial cranberry operations.

Oakdale Area Fire Association

The Oakdale Area Fire Association is a joint fire department that serves multiple towns and villages, including Oakdale. The department responds to fires, vehicle accidents, rescue calls, and hazardous material emergencies across the Towns of Adrian, Byron, Clifton, Greenfield, LaGrange, Oakdale, and Tomah, as well as the Villages of Oakdale and Wyeville.



Source: Google Maps. 2012

Land Use

The following paragraph reflects the mandates of Wisconsin Statute 66.1001: Comprehensive Planning, which specifies the requirements each local governmental unit must include to develop a robust and future-oriented comprehensive plan. As mandated by the statute, the "Land Use" element includes:

(h) Land-use element. A compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property. The element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit, such as agricultural, residential, commercial, industrial and other public and private uses. The element shall analyze trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land-use conflicts. The element shall contain projections, based on the background information specified in par. (a), for 20 years, in 5-year increments of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based. The element shall also include a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, floodplains, wetlands and other environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities, as those terms are used in par. (d), will be provided in the future, consistent with the timetable described in par. (d), and the general location of future land uses by net density or other classifications.

Current Land Use and Zoning

According to the 2022 Wisconsin Department of Revenue Statement of Assessment for Monroe County, the majority of land within Oakdale is used for residential purposes, totaling 56.4% of all land. Business land use follows at 21.5%, with undeveloped land comprising 15.4%. Smaller areas are used as agriculture and forest lands, while no land is currently used for manufacturing, agricultural forest, or other uses. The Village's population density is highest in the southern-central area, as shown on Map 1.10.

Future Land Use and Projections

Oakdale's future land use plans include projections for residential, agricultural, business, and potential industrial uses over a 20-year period in five-year increments. These projections are based on past trends, population growth, and demand for new development. The Village expects a continued demand for residential land, with commercial growth anticipated to support the increasing population.

The Village aims to proactively manage land designated for new business developments, especially in areas with environmental challenges. By identifying available and underused parcels, Oakdale will collaborate with state and regional partners to repurpose land efficiently. Environmental remediation of sites like the DNR-monitored area next to Road Ranger will be prioritized for development. This approach allows Oakdale to balance economic growth with sustainability and responsible land use."

Trends, Demand, and Redevelopment Opportunities

Analyzing recent trends in land supply, demand, and pricing indicates strong interest in residential and commercial development, with limited agricultural and undeveloped land remaining. Redevelopment opportunities, particularly on underutilized or undeveloped commercial land, will be prioritized to increase land use efficiency. Potential land use conflicts, such as between residential and commercial zones, will be managed through proactive zoning and planning measures.

Utility and Community Facility Planning

Future development will also consider the expansion of utility and community facility service areas to ensure all new developments are adequately supported. Addition of the second well is also in the plan. This expansion will align with the Village's infrastructure plans, maintaining consistency with the utilities and community facilities section.

Maps and Classifications

Future maps will illustrate both current and projected land use, zoning classifications, and designated utility service areas. These maps will reflect the planned growth in residential, commercial, and other land uses, supporting Oakdale's long-term development vision.

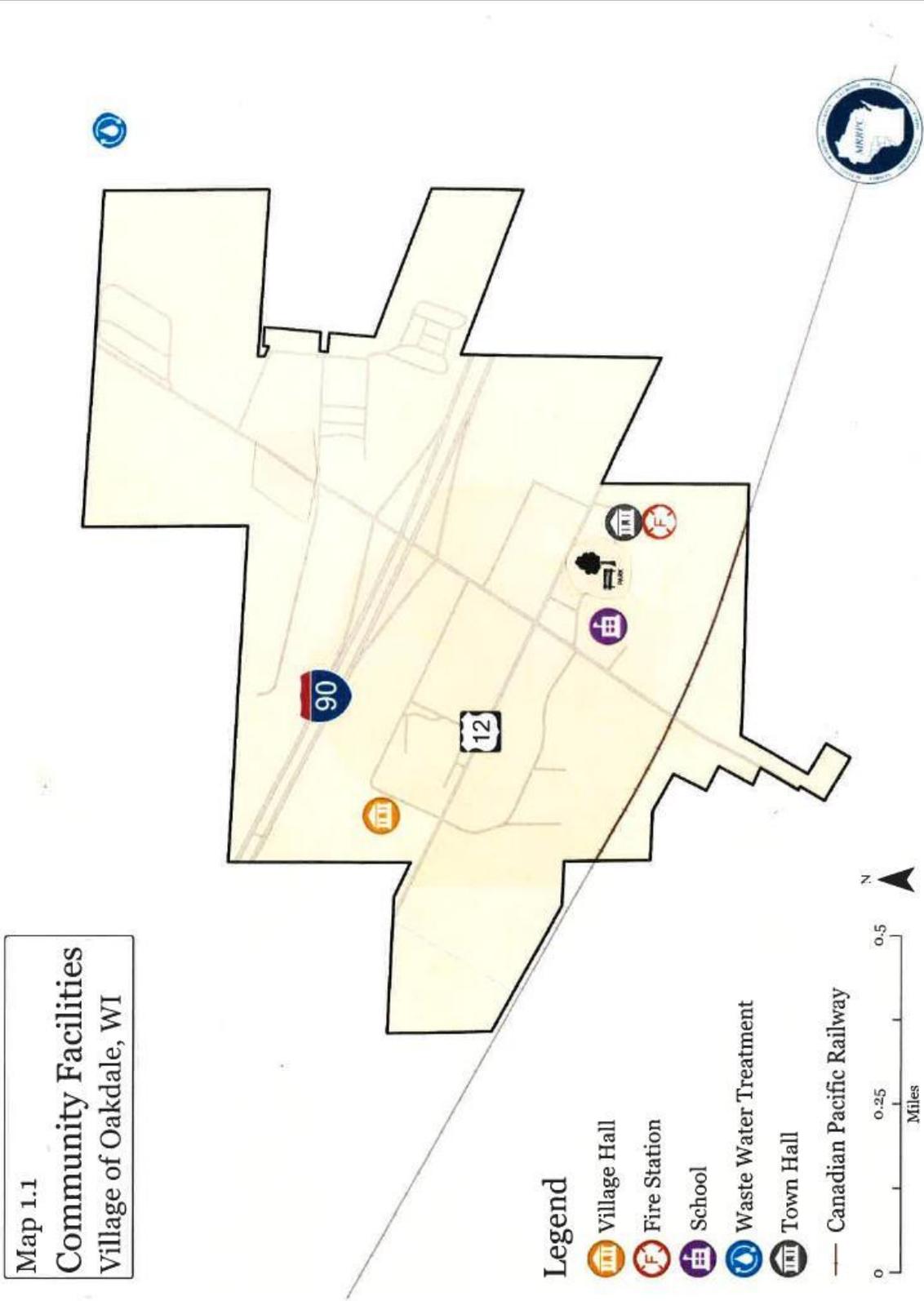
Table 1.22 Land Use

Land Use	Acres	Percent of Land Use
Residential	110	56%
Business	42	22%
Manufacturing	0	0%
Agricultural	7	4%
Undeveloped	30	15%
Agricultural Forest	0	0%
Forest Lands	6	3%
Other	0	0%
Total	195	100%

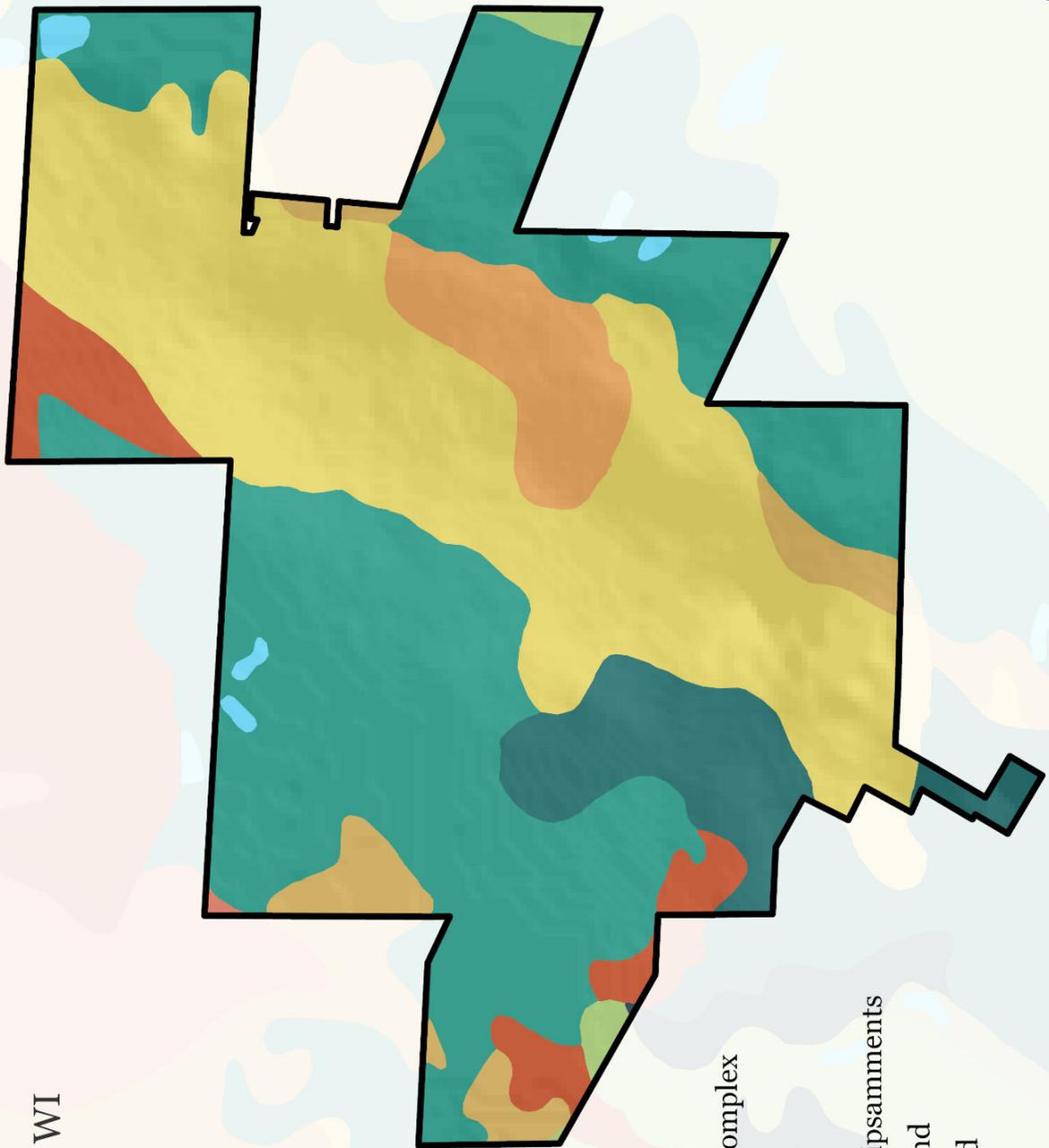
Source: Wisconsin Department of Revenue 2022 Statement of Assessment for Monroe County

Appendices

Appendix A: Maps



Map 1.2
Soil Classes
 Village of Oakdale, WI



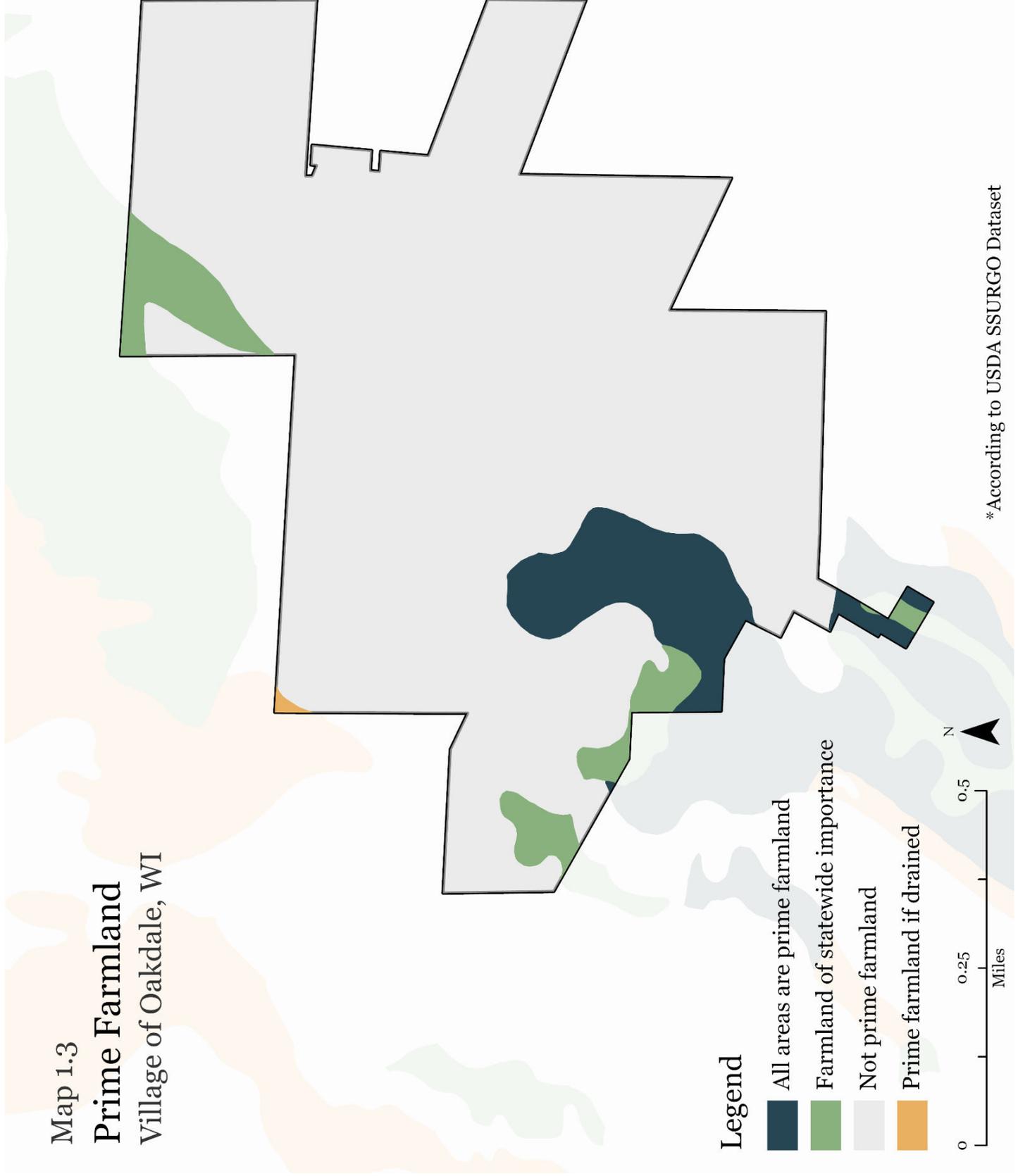
Legend

- Bilmod sandy loam
- Bilson sandy loam
- Majik
- Ponycreek-Dawsil complex
- Tarr sand
- Tint sand
- Udorthents and Udipsamments
- Wautoma loamy sand
- Wyeville loamy sand
- Water

N
 0 0.25 0.5
 Miles



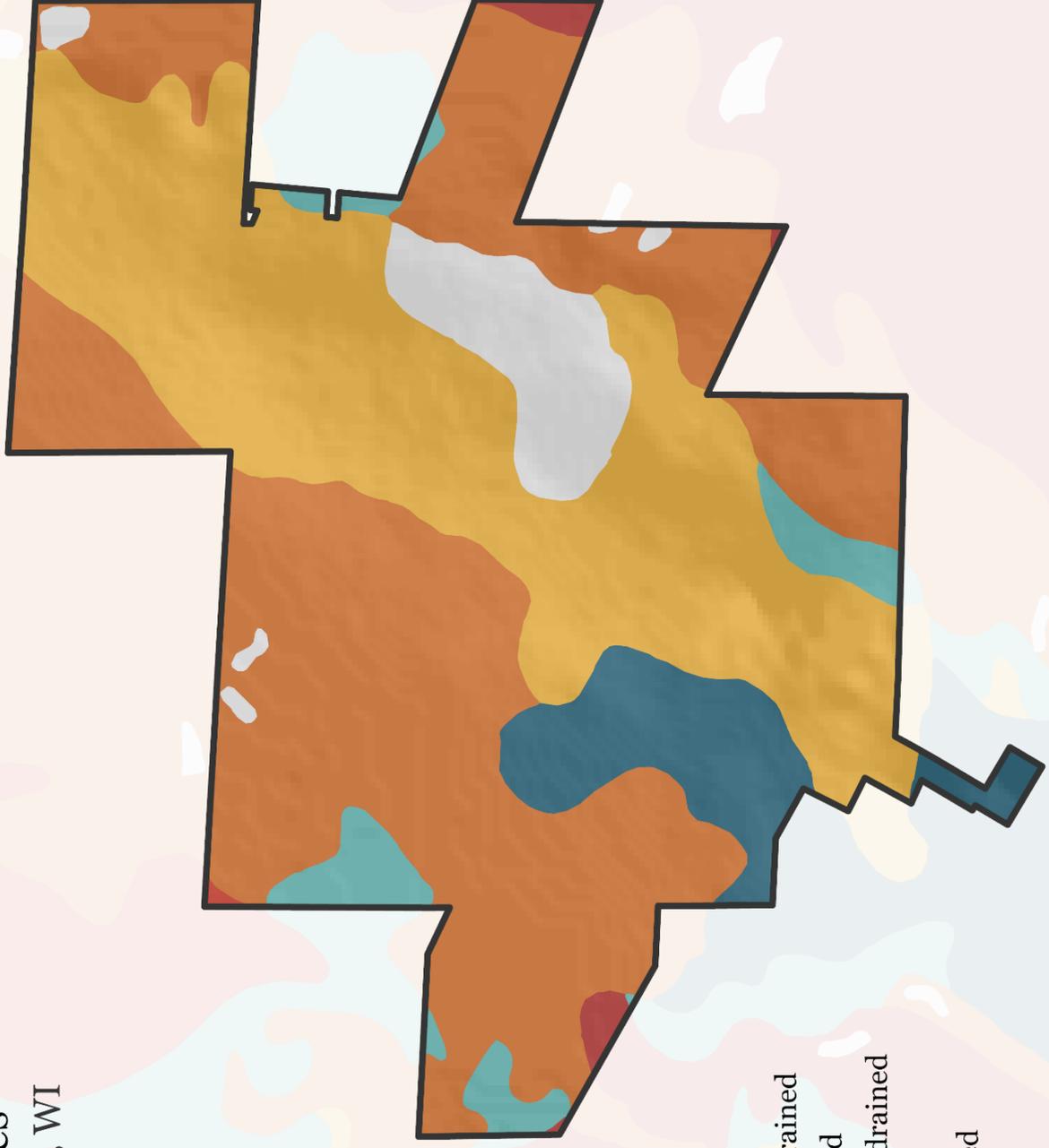
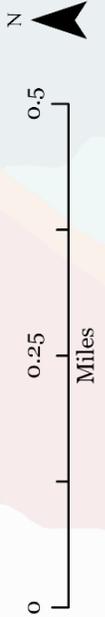
Map 1.3
Prime Farmland
Village of Oakdale, WI



*According to USDA SSURGO Dataset

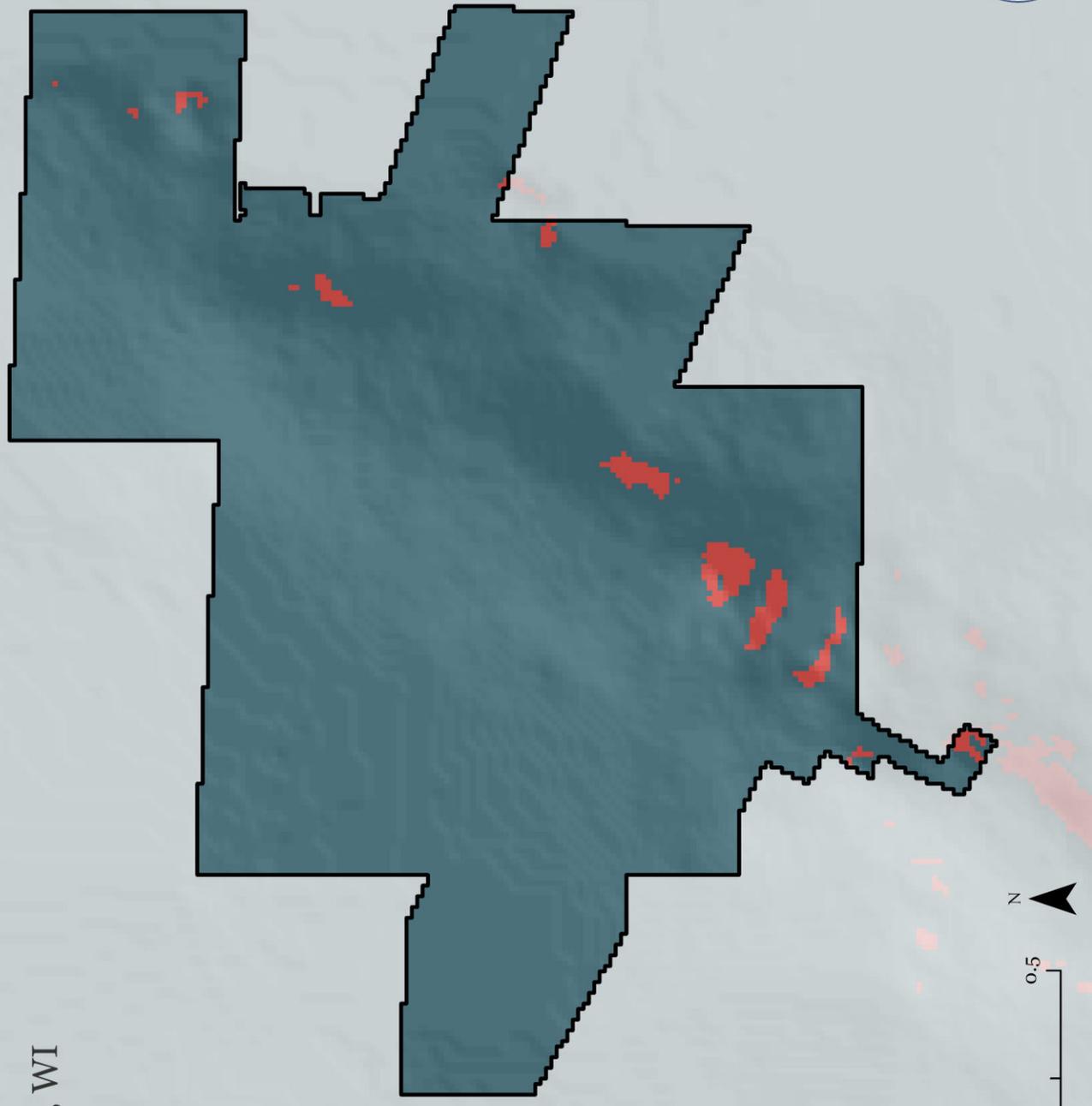
Map 1.4
Drainage Classes
Village of Oakdale, WI

- Legend**
- Well drained
 - Moderately well drained
 - Excessively drained
 - Somewhat poorly drained
 - Poorly drained
 - Very poorly drained
 - No Data





Map 1.6
Slope
Village of Oakdale, WI



Slope %

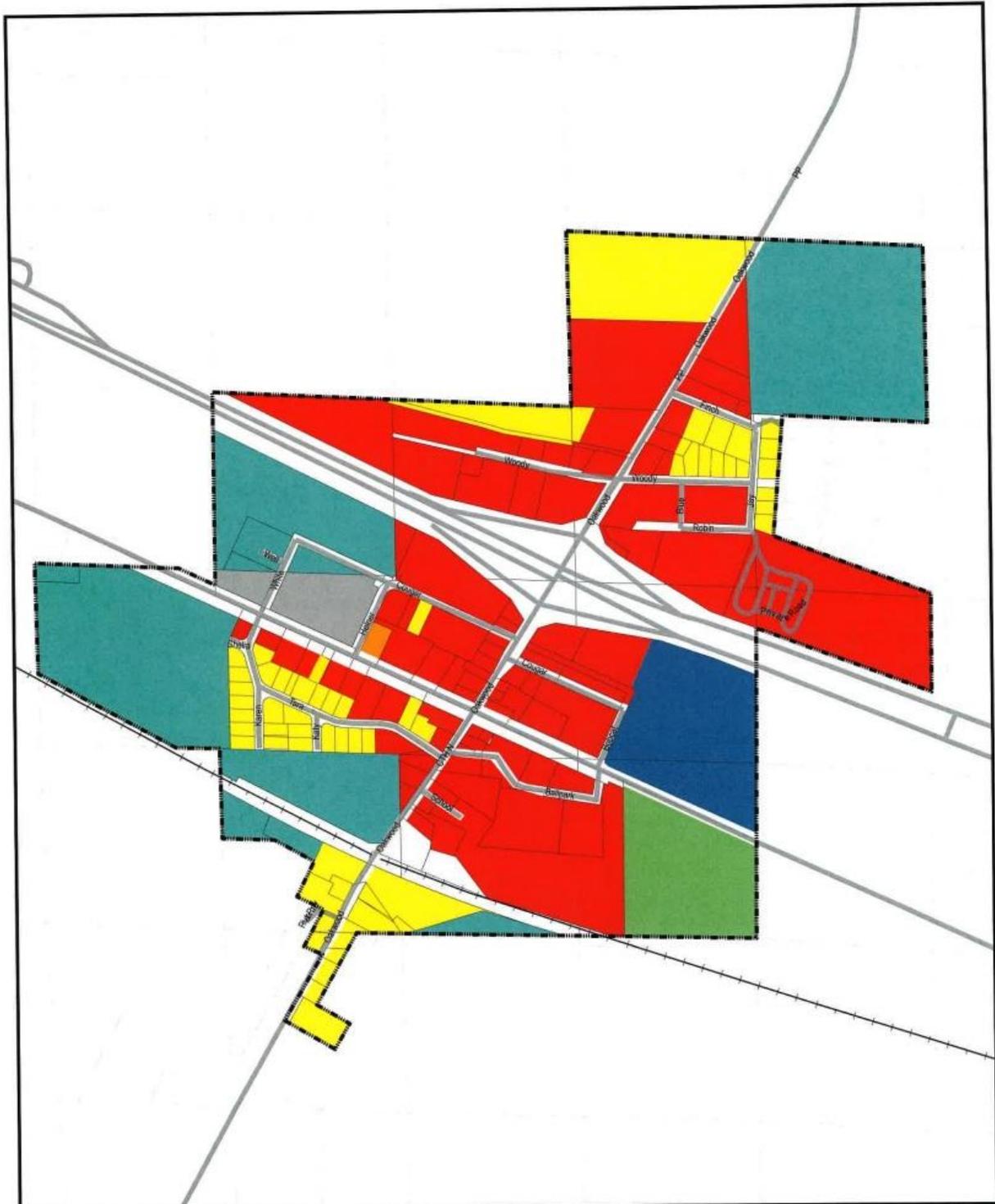
	0 - 20
	Over 20

0 0.25 0.5 Miles

Village of Oakdale

Monroe County, Wisconsin

Zoning District Map



Legend

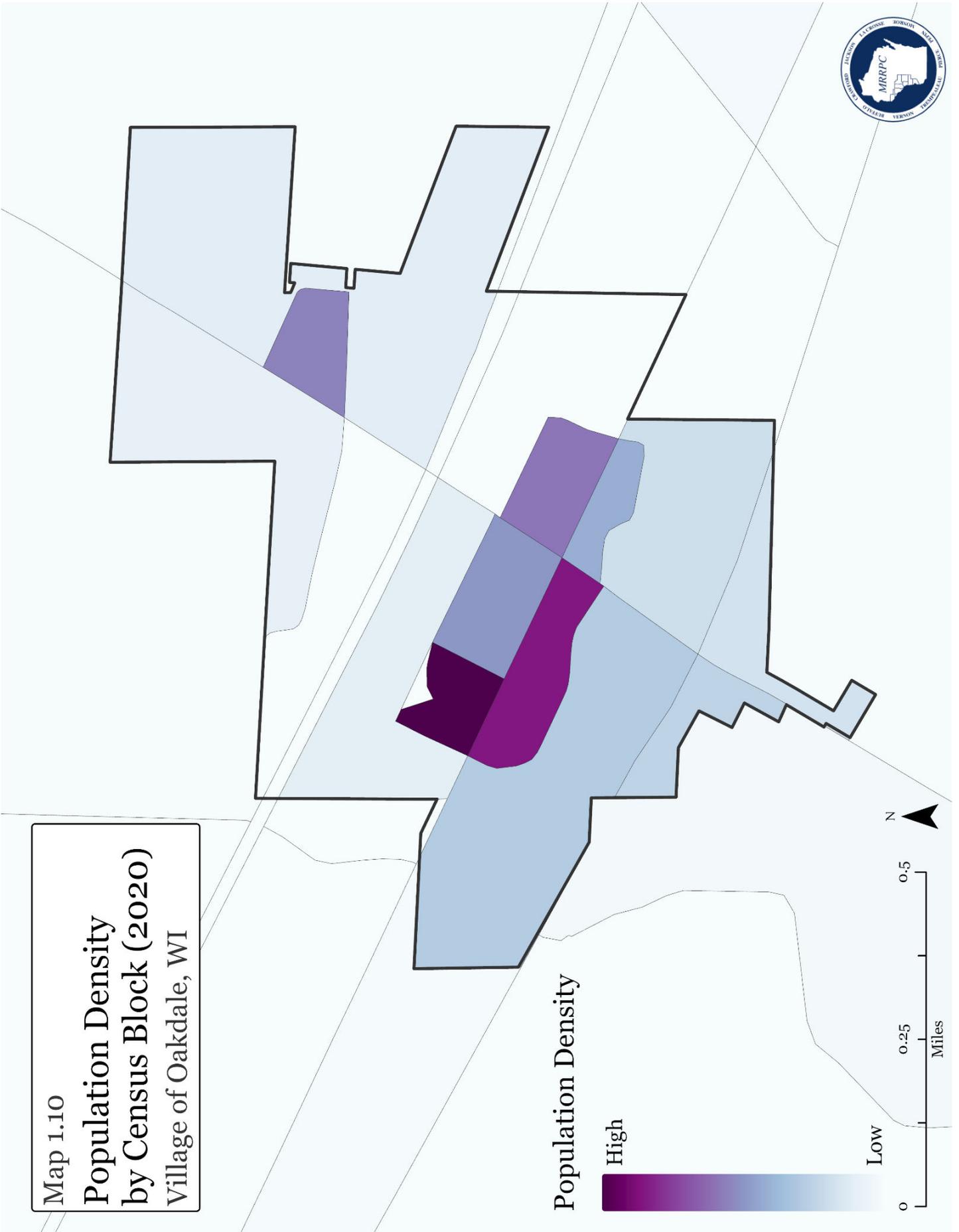
- Village limits
- Zoning
- District
 - Residential
 - Residential 2
 - Residential Mobile Home
 - Business
 - Industrial
 - Agricultural
 - Conservancy
 - County Tax Parcels 2010



1 inch = 700 feet
0 250 500 1,000 Feet

MW/City/Oakdale/Zoning.MXD
Drafted June 21, 2011







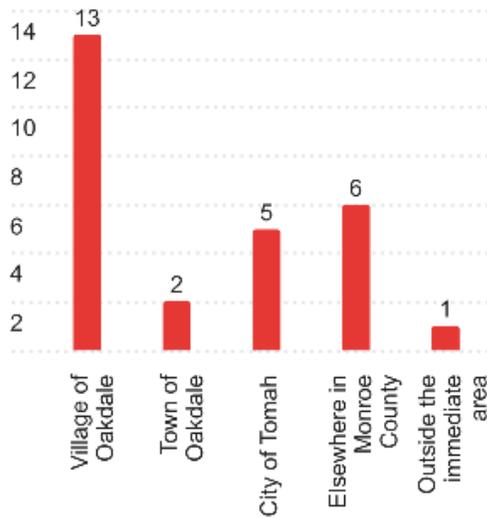
Map 1.12
Percent of Housing Owner
Occupied by Census Block (2020)
Village of Oakdale, WI

Village of Oakdale Survey Results

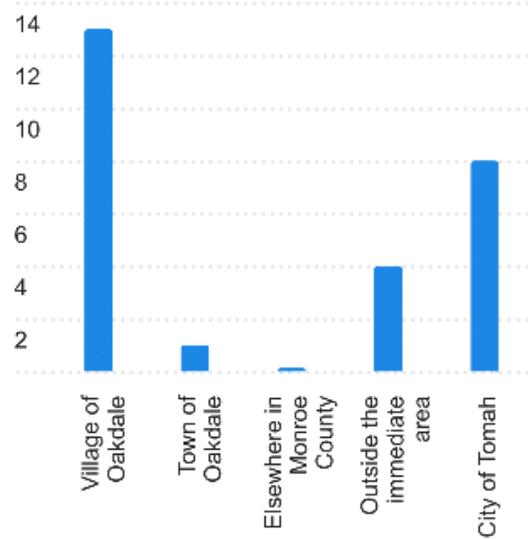


Double click to edit

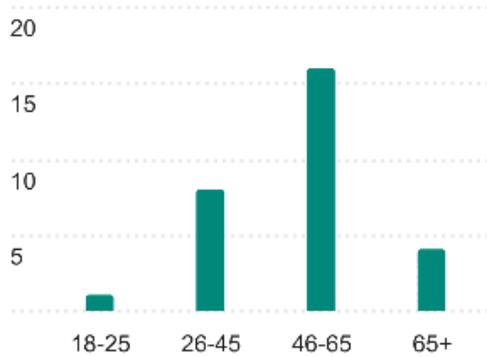
Indicate the Town, Village, or City where you live



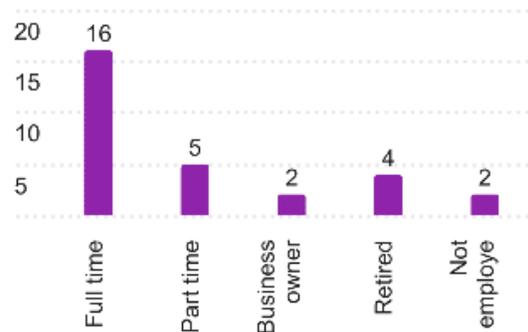
Indicate the Town, Village, or City where you work



Please indicate your age bracket:



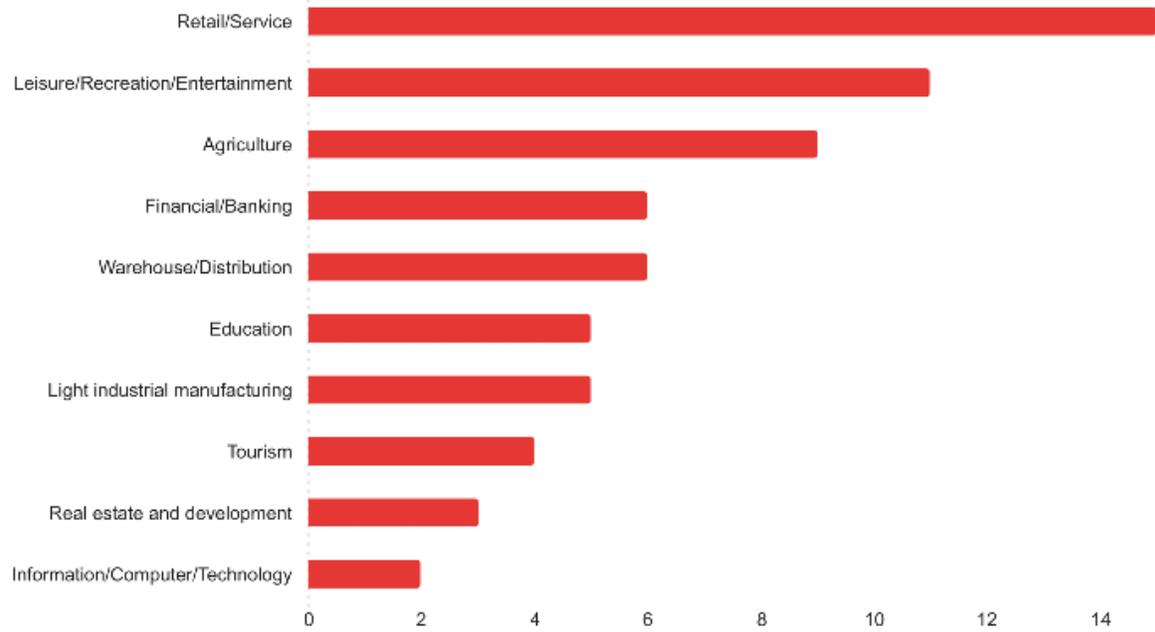
What is the status of your employment?



Q6 - Are you a property owner in the area?



Which of the following business sectors do you feel fit the Village of Oakdale community best?



Other – please specify - Text

Gas station

Q9 - Please rate the following items by importance to the Village of Oakdale.

Field	Mean	Responses
Village Infrastructure (i.e. roads, water, sewer, broadband, electrical...)	4.46	26
Community Input	4.23	26
Education	4.04	26
Natural resources	4.00	26
Economic opportunities	3.96	25
Business Development	3.96	26
Affordable housing	3.92	25
Rural character	3.88	26
Agriculture	3.84	25
Recreational opportunities	3.84	25
Job opportunities	3.84	25
Healthcare	3.38	24
Other – please specify	2.33	6

Q9_12_TEXT - Other – please specify - Text

Other – please specify - Text

Medical Emergency Clinic

Cleaning up on ramp areas for future commercial builds

Sidewalks and outdoor safe walking

Q10 - Rate the priority you feel these housing issues should be addressed with by...

Field	Mean	Responses
Density of housing units	3.20	25
Affordability	3.96	26
Proximity of housing to schools, services, retail, etc.	3.50	26
Proximity of housing to recreational areas	3.38	26
Zoning	3.60	25
Accessory dwelling units (additional housing unit on property)	2.96	25
Other – please specify	1.00	3

Q11 - Rate the priority you feel these issues relating to roads and trails should...

Field	Mean	Responses
Village roads	4.19	27
Traffic controls	4.04	26
Sidewalks	3.42	26
Bike/Pedestrian Trails	3.15	26
Stormwater and sewer	3.96	26
Seasonal maintenance (snow removal, pothole repair, etc.)	4.23	26
Other – please specify	2.33	3

Q11_9_TEXT - Other – please specify - Text

Other – please specify - Text

Traffic light at 4 way

Q12 - Rate the priority you feel these public transportation issues should be add...

Field	Mean	Responses
Taxi / Ride Hailing	3.54	26
ADRC Transit System	3.46	26
Bus Services	3.42	26
Other Transit Providers (Uber / Lyft)	3.60	25
Ride sharing	3.42	26
Other – please specify	1.00	1

Q13 - How do you rate the following services and facilities in the Village of Oak...

Field	Mean	Responses
Fire rescue	4.15	26
Village government	3.88	26
Waste management	3.77	26
Snow removal	3.69	26
Ambulance	3.69	26
Internet access	3.54	26
Stormwater management	3.50	26
Village Hall building	3.46	26
Road maintenance	3.27	26
Cell service	3.08	26

Q14 - Rate the priority you feel these issues relating to natural resources should...

Field	Mean	Responses
Maintenance or quality of county or community parks	3.23	26
Maintenance or quality of state parks	3.00	25
Public land and conservancies	2.88	26
Protection and maintenance of cultural and historic landmarks	2.85	26
Wildlife and game	2.77	26
Protection of forests	2.69	26
Protection of wetlands	2.58	26
Protection of lakes, rivers, and waterways	2.58	26

Q15 - Rate the priority you feel these topics regarding renewable energy and the...

Field	Mean	Responses
Agriculture pollution prevention	3.50	26
Water use	3.50	26
Distribution (ex: power lines)	3.19	26
Wind and solar energy	3.19	26
Climate change	2.96	26
Carbon emissions	2.85	26
Hydroelectric systems	2.69	26
Other	2.50	4

Other - Text

Oakdale electric need to get better with Solor costumes

Appendix C: Survey Questions

Village of Oakdale Comprehensive Survey

Start of Block: Default Question Block

Q1

This survey is to support the development of a Comprehensive Plan (required by State Statute) is a guide to the physical, social, and economic development in the Village of Oakdale.

These plans serve as a roadmap for decision making and provide a framework for the management of growth, resources, and services.

Thank you for participating in this survey for the development of a Comprehensive Plan for the Village of Oakdale. Your input is critical in shaping the future of the Village and ensuring that your community's wants and needs are reflected in all decisions made on topics like community development, land use, housing, transportation, economic development, among others. Your opinion matters to us.

Q2 Indicate the Town, Village, or City where you live

▼ Village of Oakdale (1) ... Outside the immediate area (14)

Q3 Indicate the Town, Village, or City where you work

▼ Village of Oakdale (1) ... Outside the immediate area (14)

Q4 Please indicate your age bracket:

- 18-25 (1)
 - 26-45 (2)
 - 46-65 (3)
 - 65+ (4)
-

Q5 What is the status of your employment?

- Full time (1)
 - Part time (2)
 - Business owner (3)
 - Self employed (4)
 - Student (5)
 - Retired (6)
 - Not employed (8)
-

Q6 Are you a property owner in the area?

- Yes, I own a home (1)
- Yes, I own a Business or Retail Establishment (5)
- Yes, I own agricultural land (2)
- Yes, I own recreational land (3)
- No (4)

Page Break

Q7 Which of the following business sectors do you feel fit the Village of Oakdale community best?

- Agriculture (1)
 - Tourism (2)
 - Retail/Service (3)
 - Light industrial manufacturing (4)
 - Heavy industrial manufacturing (5)
 - Warehouse/Distribution (6)
 - Healthcare (7)
 - Financial/Banking (8)
 - Leisure/Recreation/Entertainment (9)
 - Real estate and development (10)
 - Education (11)
 - Arts and culture (12)
 - Information/Computer/Technology (13)
 - Other – please specify (14)
-

Q8 What types of new businesses do you believe would fit the character of the Village of Oakdale or that you would like to have in the area?

Q9 Please rate the following items by importance to the Village of Oakdale.

	Very unimportant (1)	Somewhat unimportant (2)	Neither important nor unimportant (3)	Somewhat important (4)	Very important (5)
Education (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Village Infrastructure (i.e. roads, water, sewer, broadband, electrical...) (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Development (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural resources (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Input (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job opportunities (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rural character (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agriculture (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthcare (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic opportunities (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable housing (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other – please specify (12)	<input type="radio"/>				
-----------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Q10 Rate the priority you feel these housing issues should be addressed with by the Village of Oakdale.

	Not a priority, no need to address this (1)	Somewhat low priority (2)	Low priority (3)	Mid-level priority (4)	High priority, must be addressed now (5)
Density of housing units (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordability (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity of housing to schools, services, retail, etc. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity of housing to recreational areas (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zoning (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessory dwelling units (additional housing unit on property) (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other – please specify (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q11 Rate the priority you feel these issues relating to roads and trails should be addressed with by the Village of Oakdale.

	Not a priority, no need to address this (1)	Somewhat low priority (2)	Low priority (3)	Mid-level priority (4)	High priority, must be addressed now (5)
Village roads (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic controls (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sidewalks (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike/Pedestrian Trails (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormwater and sewer (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seasonal maintenance (snow removal, pothole repair, etc.) (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other – please specify (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Rate the priority you feel these public transportation issues should be addressed with by the Village of Oakdale. (Remember these systems are for Seniors, Disabled, Youth and Possibly Less use of personal vehicles)

	Not a priority, no need to address this (1)	Somewhat low priority (2)	Low priority (4)	Mid-level priority (5)	High priority, must be addressed now (3)
Taxi / Ride Hailing (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ADRC Transit System (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus Services (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Transit Providers (Uber / Lyft) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ride sharing (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other – please specify (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q13 How do you rate the following services and facilities in the Village of Oakdale?

	Bad, needs attention immediately (1)	Poor (2)	Neutral/no opinion (3)	Good (4)	Great (5)
Ambulance (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire rescue (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road maintenance (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste management (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snow removal (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Village government (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormwater management (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet access (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cell service (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Village Hall building (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q14 Rate the priority you feel these issues relating to natural resources should be addressed by the village government.

	Not a priority, no need to address this (1)	Somewhat low priority (5)	Low priority (2)	Mid-level priority (3)	High priority, must be addressed now (4)
Protection of lakes, rivers, and waterways (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public land and conservancies (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife and game (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protection of wetlands (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protection of forests (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protection and maintenance of cultural and historic landmarks (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance or quality of county or community parks (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance or quality of state parks (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q15 Rate the priority you feel these topics regarding renewable energy and the environment do you feel the village government should address.

	Not a priority, no need to address this (1)	Somewhat low priority (2)	Low priority (3)	Mid-level priority (4)	High priority, must be addressed now (5)
Wind and solar energy (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distribution (ex: power lines) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate change (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carbon emissions (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water use (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agriculture pollution prevention (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hydroelectric systems (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q16

Thank you for helping us develop a consensus of ideas and direction for the Village of Oakdale. We would like to ask one more question about an issue or idea that may not even be on our radar.

Specifically...

Q17 What "Big Idea" do you believe would benefit the Village of Oakdale?

Q18 You can also record your "Big Idea" here?

End of Block: Default Question Block

Appendix D: Business Analysis

Summary of Lightcast and Placer.ai Reports

Oakdale’s Economic Growth and Workforce Trends

According to Lightcast, Oakdale achieved rapid economic growth, with jobs increasing by 52.3% from 2018 to 2023, far surpassing the national average of 4.3%. This growth is driven by key industries including electric power generation, government, and financial investment, with employment expected to rise an additional 3.8% by 2028, supporting both local stability and regional demand.

The workforce in Oakdale aligns with its industrial needs, notably in transportation, material handling, office support, and sales, creating a local talent pool that supports these growing sectors. Median salaries around \$77,400 enhance workforce retention and appeal. Strong demand for skills in logistics, facility maintenance, and financial management highlights opportunities for local businesses to expand and address market needs.

Traffic and Commerce Insights

Placer.ai, a location analytics platform, provides detailed visitor data for Oakdale’s high-traffic locations, supporting insights into visitor patterns, demographics, and trends. This data is invaluable for Oakdale’s economic development efforts, helping local businesses capture and capitalize on regional traffic.

Metric	Einstein's	Oakdale Credit Union	Road Ranger	Love's Travel Stop	Oakdale I94/90 Westbound
Visits	32,700	45,600	276,100	939,900	3,800,000
Visitors	11,500	7,900	173,400	529,100	1,200,000

Source: Placer.ai

Love’s Travel Stop as a Commercial Hub

Love’s Travel Stop along I-94/I-90 westbound serves as Oakdale’s central commercial anchor, attracting nearly a million visits annually. Approximately 25% of interstate travelers passing Oakdale stop at Love’s, ranging from freight drivers on long hauls to casual travelers, with many coming from 250 miles or more. Visitors are diverse, with a significant portion originating from outside Oakdale, including from nearby Wisconsin regions and neighboring states like Illinois and Minnesota. This transient customer base creates high demand for dining, retail, and essential services, offering local businesses ample opportunity to capture travel-related spending.

The high visitor volume and diversity position surrounding businesses to adapt and expand offerings to meet travelers’ needs, reinforcing Oakdale’s competitive advantage along a major corridor.

Other High-Traffic Locations Enhancing Regional Spending

Beyond Love’s, other Oakdale establishments—such as Road Ranger, Einstein’s, and Oakdale Credit Union—also draw steady patronage from both locals and travelers. Placer.ai data shows that while local residents support these businesses, a substantial portion of visitors come from over 100 miles away, underscoring Oakdale’s strategic location as a midpoint for travelers between metro areas like Milwaukee, Madison, and Minneapolis.

Oakdale’s role as a travel hub creates opportunities for neighboring businesses to expand into dining, retail, lodging, and other services to meet a broad spectrum of visitor needs, enhancing both local and transient spending.

Lightcast Report

Report Parameters

1 Place

5558850 Oakdale village, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

335

Total Regional Employment

52.3%↑

Growth (2018-2023)

Projected growth for the next five years (2023-2028)

-0.9%↓

\$77.4K

Regional Median Salary

4.1%↑

Year over year growth

This highlights the importance for job seekers and industry analysts to consider salary trends as a key factor in employment decisions and market analyses.

Takeaways

Job Increase

From 2018 to 2023, jobs **increased by 52.3%** in Oakdale village, WI from 220 to 335. This change **outpaced the national growth rate of 4.3%** by 48.0%.

Top 3 Industries

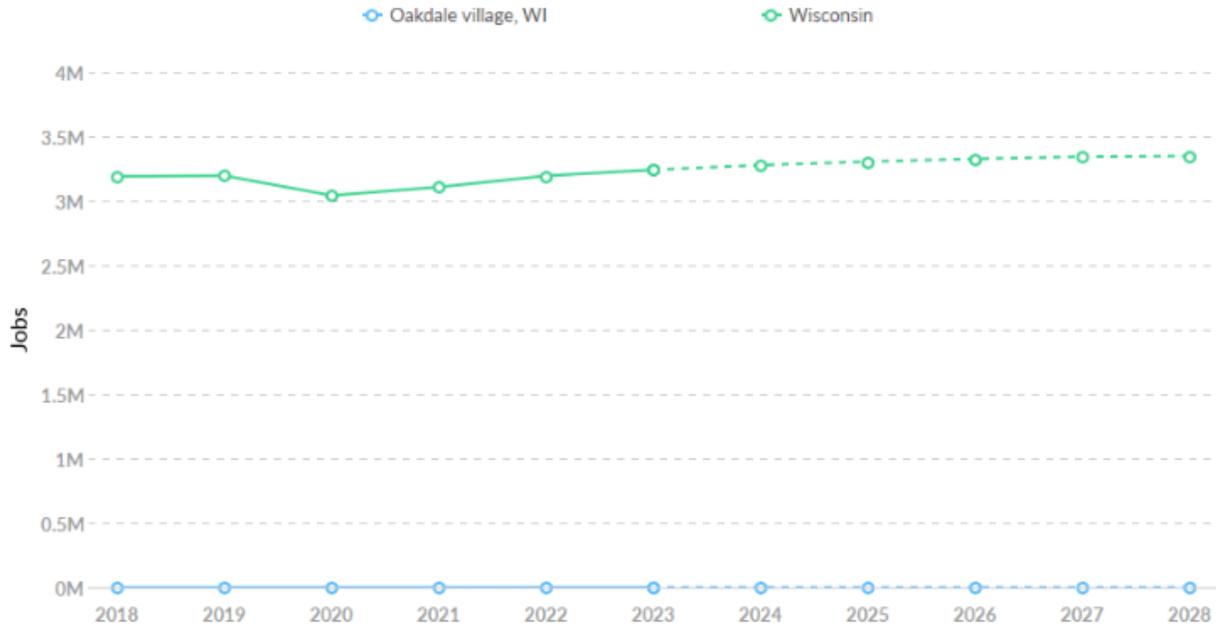
The top three industries in 2023 are Electric Power Generation, Transmission and Distribution, Federal Government, Civilian, and Other Financial Investment Activities.

Projected Employment Growth

As of 2023 the regions employment is expected to increase by 3.8% between 2023 and 2028, adding 17. This change is **less than the state growth rate of 4.7%** by 0.9%.

Job Trends

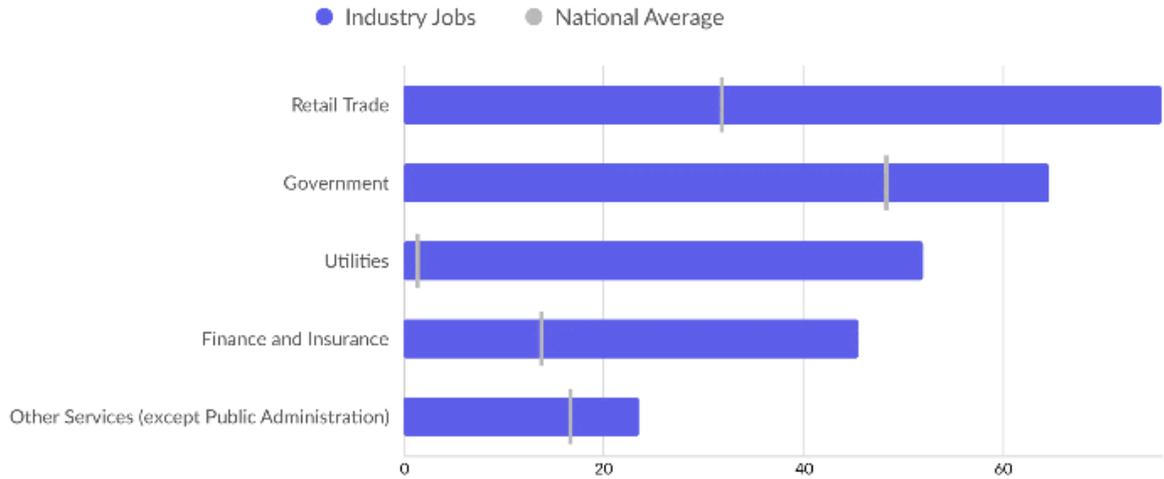
From 2018 to 2023, jobs increased by 52.3% in Oakdale village, WI from 220 to 335. This change outpaced the national growth rate of 4.3% by 48.0%.



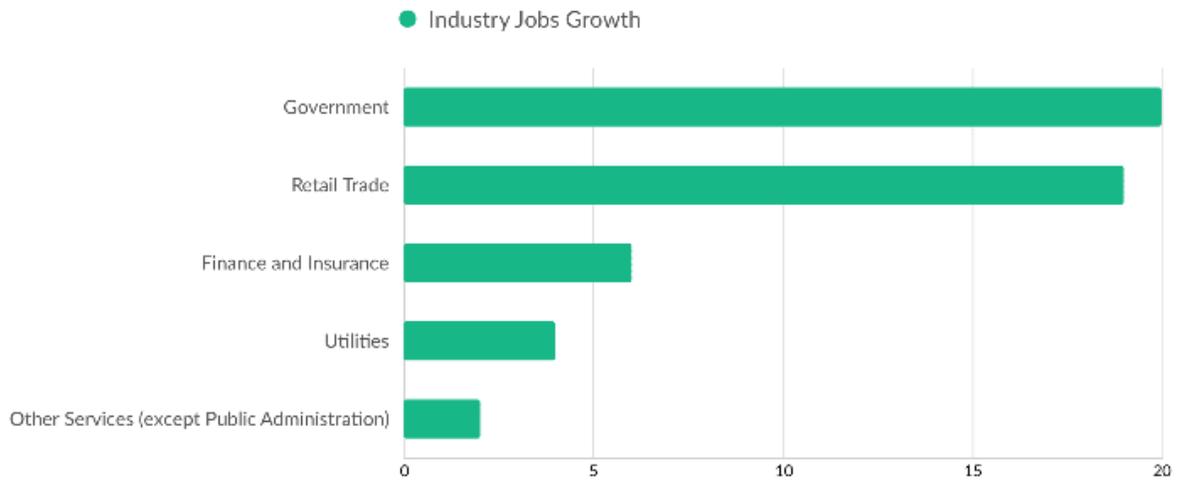
Timeframe	City Jobs	State Jobs	United States Jobs
2018	220	3,190,373	165,133,784
2019	266	3,195,284	167,032,978
2020	336	3,041,614	158,445,402
2021	338	3,107,626	162,549,638
2022	334	3,194,444	169,014,213
2023	335	3,241,311	172,265,362
2024	335	3,277,447	175,453,886
2025	334	3,305,001	178,041,493
2026	334	3,326,503	180,205,950
2027	333	3,343,015	182,035,023
2028	332	3,348,300	183,047,822

Industry Characteristics

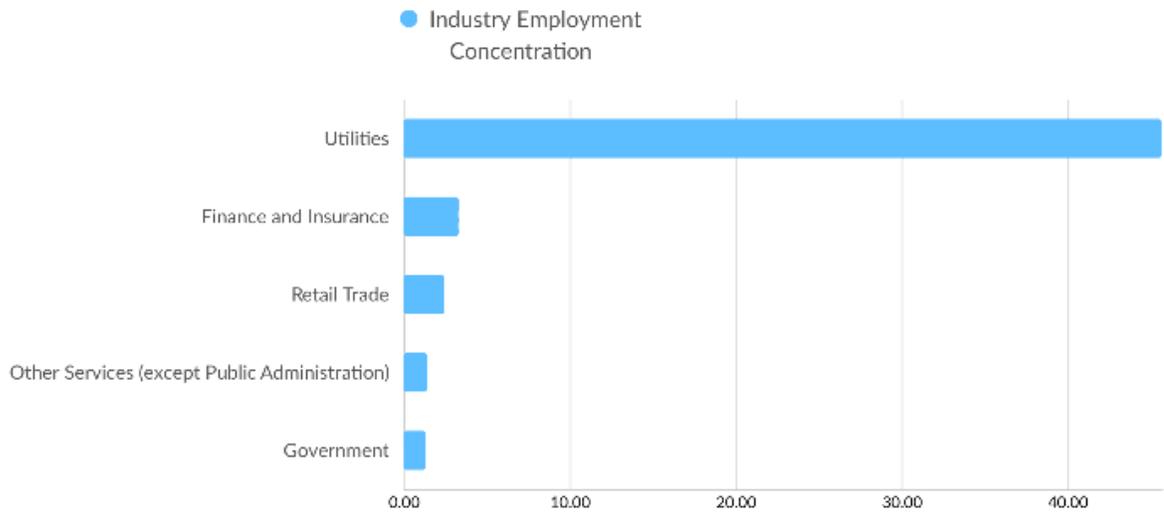
Largest Industries



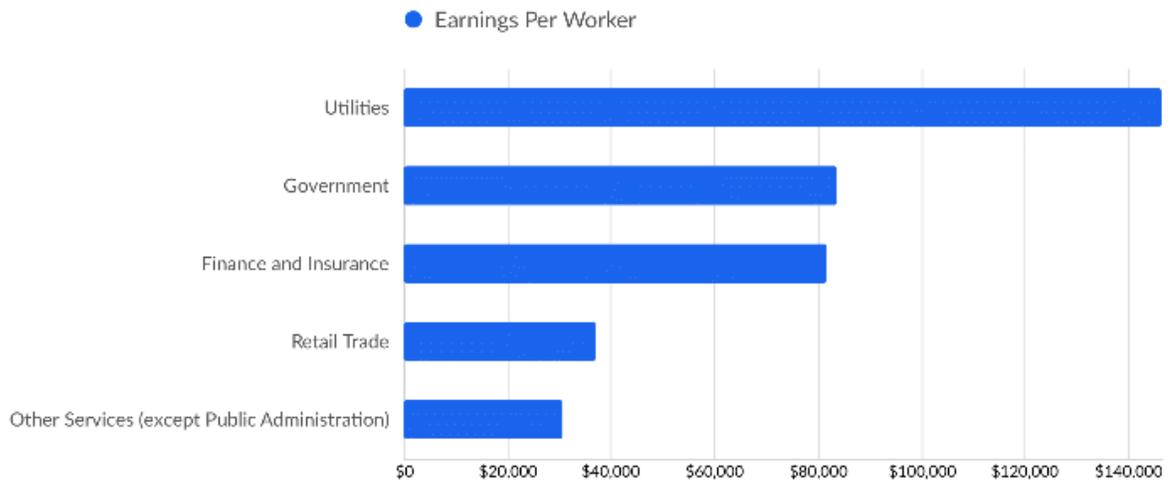
Top Growing Industries



Top Industry Employment Concentration



Top Industry Earnings



Business Characteristics

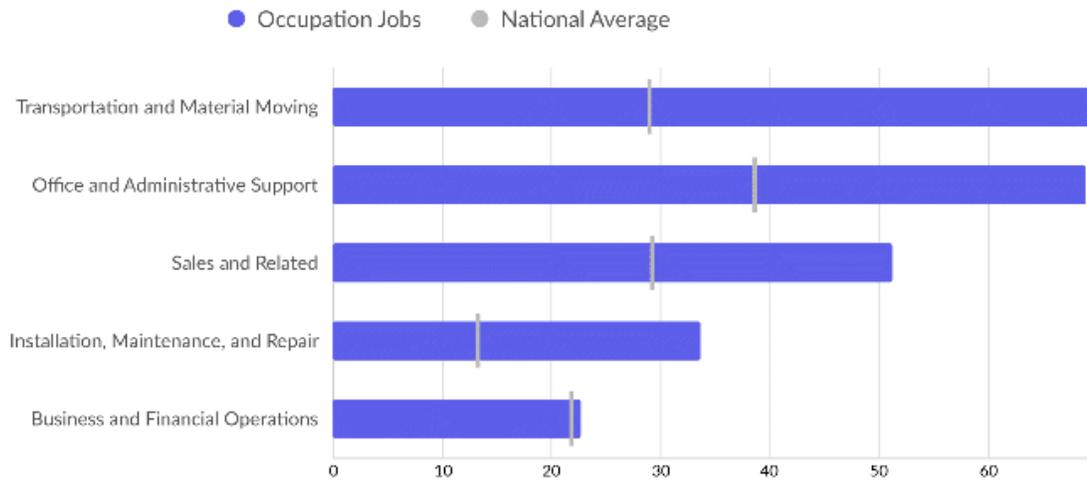
1 Company Employ Your Workers

Online profiles for your workers mention 1 company as an employer. In the last 12 months, 4 companies in Oakdale village, WI posted job postings.

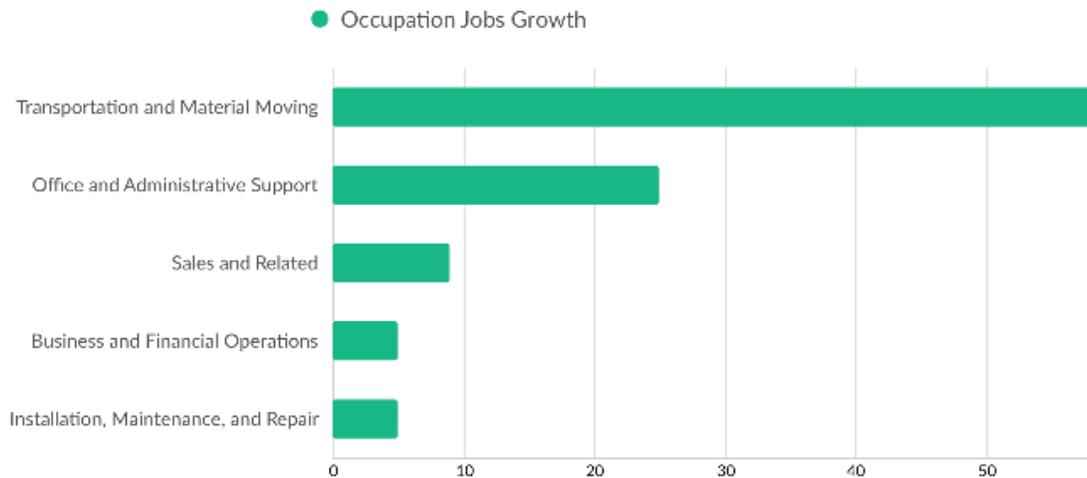
Top Companies	Profiles	Top Companies Posting	Unique Postings
Goodwill	1 	Love's	27 
		Snm Logistics	2 
		RPh on the Go	1 

Workforce Characteristics

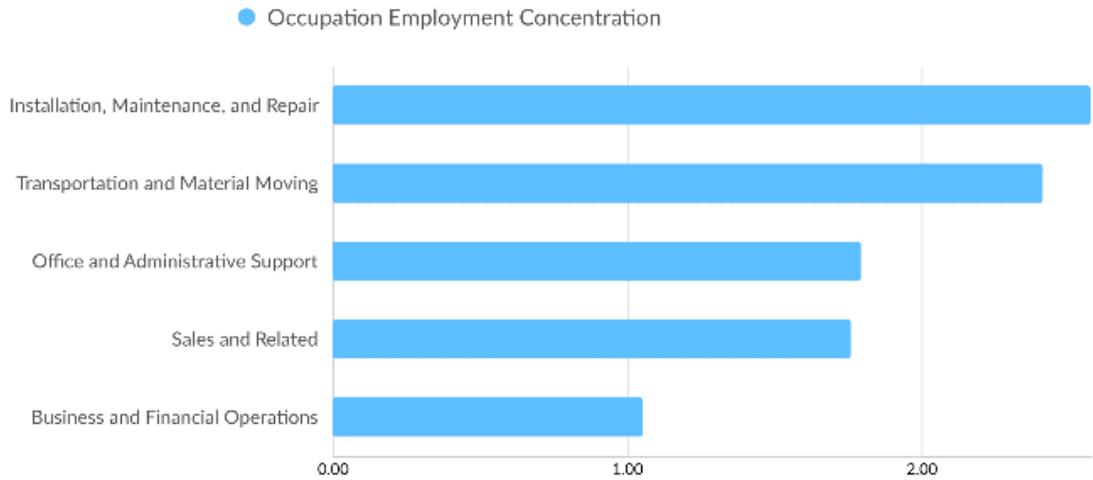
Largest Occupations



Top Growing Occupations



Top Occupation Employment Concentration

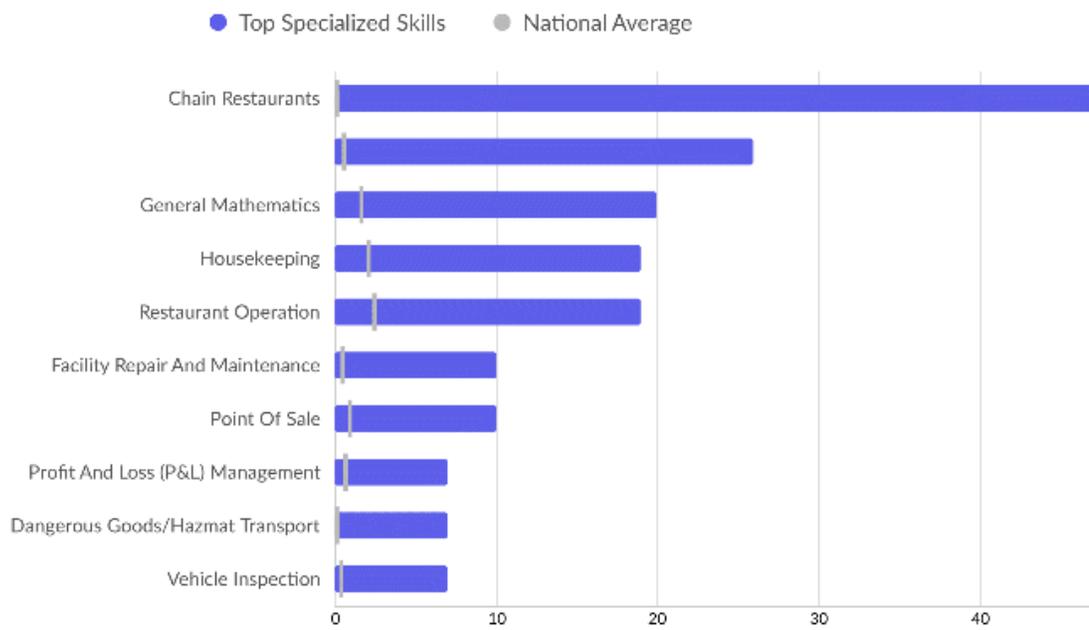


Top Occupation Earnings



Postings data is not available for the currently selected region.

In-Demand Skills





Event Template

Oct 1, 2023 - Sep 30, 2024

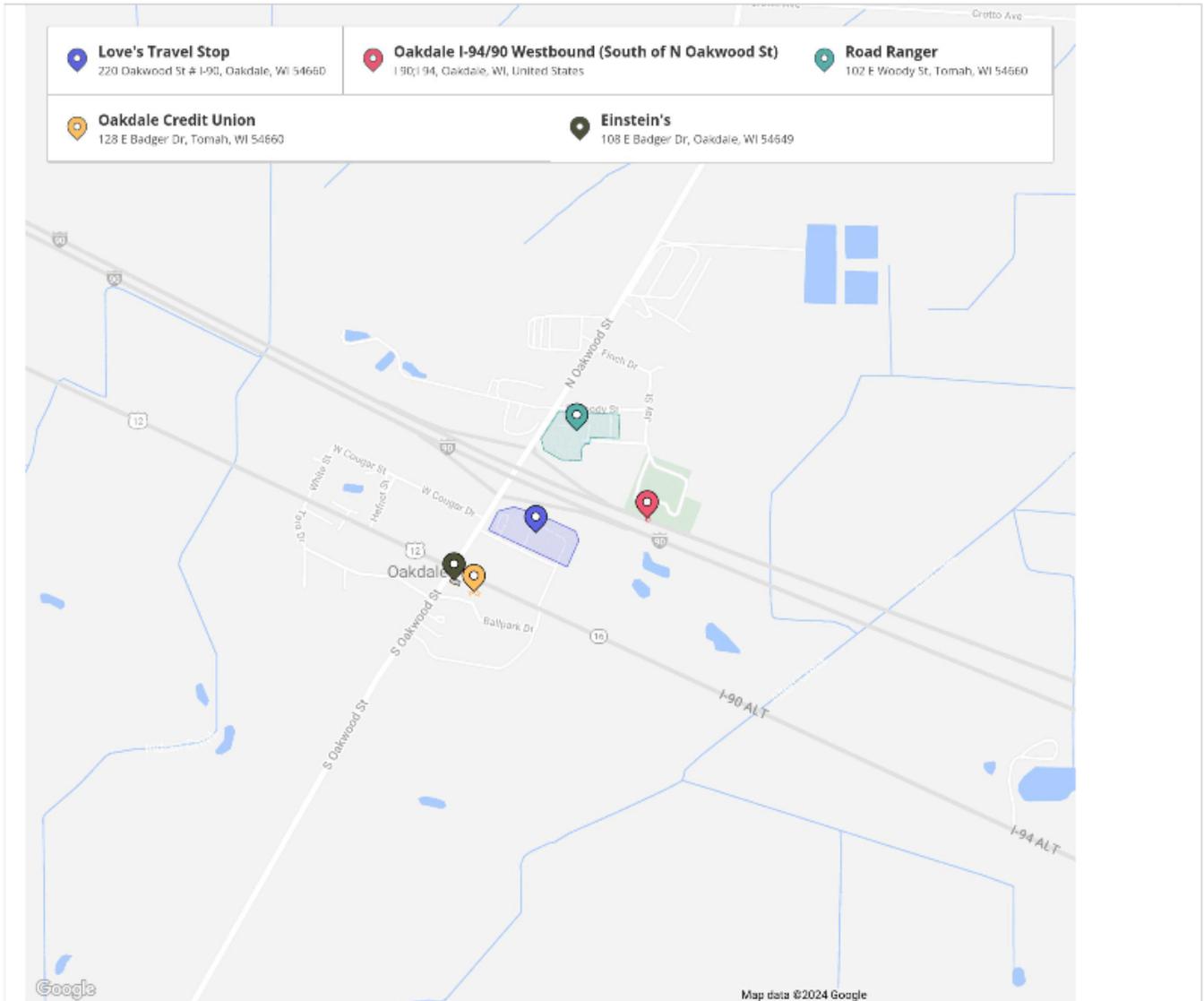
Properties:

- LT** **Love's Travel Stop**
220 Oakwood St # I-90, Oakdale, WI 54660
- OI** **Oakdale I-94/90 Westbound (South of N Oakwood St)**
I 90;I 94, Oakdale, WI 54649
- RR** **Road Ranger**
102 E Woody St, Tomah, WI 54660
- OC** **Oakdale Credit Union**
128 E Badger Dr, Tomah, WI 54660
- E** **Einstein's**
108 E Badger Dr, Oakdale, WI 54649



Event Template

Oct 1, 2023 - Sep 30, 2024



Event Template

Oct 1, 2023 - Sep 30, 2024



Metrics

Metric Name	Love's Travel Stop Oakwood St, Oakdale, WI	Oakdale I-94/90 Westbound (South of N Oakwood St) I 90; I 94, Oakdale, WI	Road Ranger E Woody St, Tomah, WI	Oakdale Credit Union E Badger Dr, Tomah, WI	Einstein's E Badger Dr, Oakdale, WI
Visits	939.9K	3.8M	276.1K	45.6K	32.7K
Visits / sq ft	31.2	N/A	0.94	9.94	6.63
Size - sq ft	30.1K	N/A	293.6K	4.6K	4.9K
Visitors	529.1K	1.2M	173.4K	7.9K	11.5K
Visit Frequency	1.78	3.27	1.59	5.76	2.81
Avg. Dwell Time	24 min	N/A	70 min	7 min	95 min
Panel Visits	63K	179.5K	18.4K	3.3K	2.3K
Visits YoY	-3.6%	+8.2%	-6.7%	-5%	+4.3%
Visits Yo2Y	-2.1%	+38.1%	-13.3%	-20.8%	+12%
Visits Yo3Y	+5.6%	N/A	+8.5%	-4.9%	+105.2%

Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

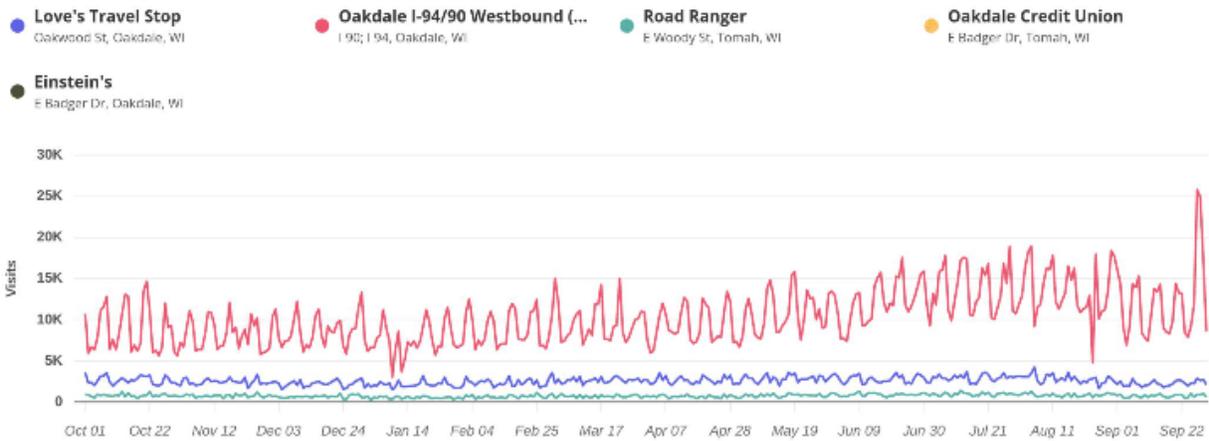


Event Template

Oct 1, 2023 - Sep 30, 2024



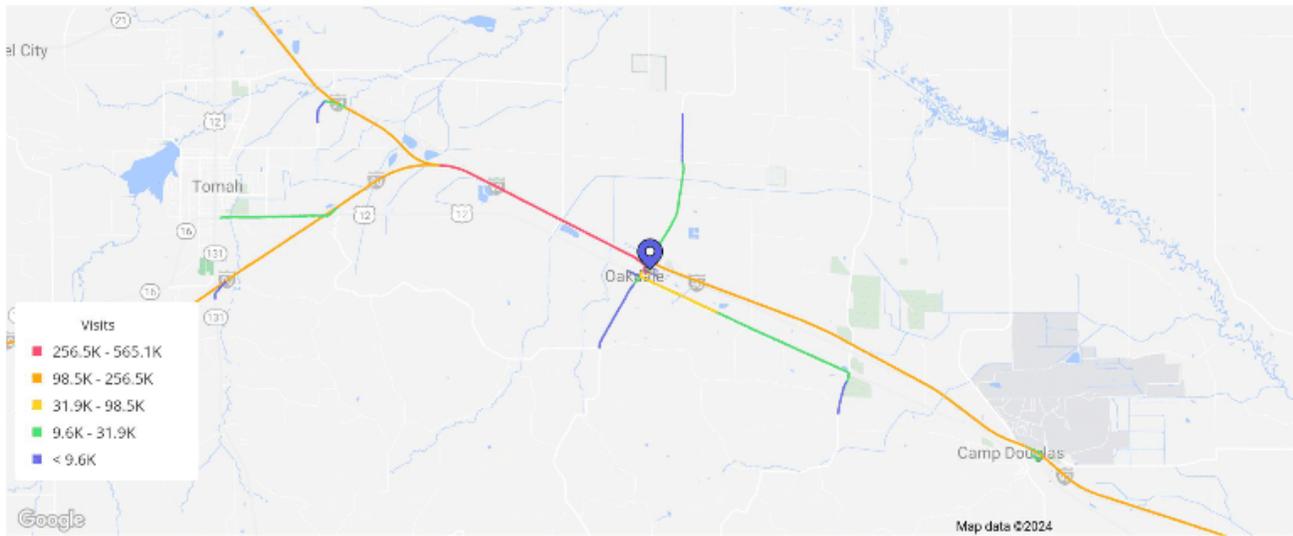
Visits Trend



Daily | Visits | Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

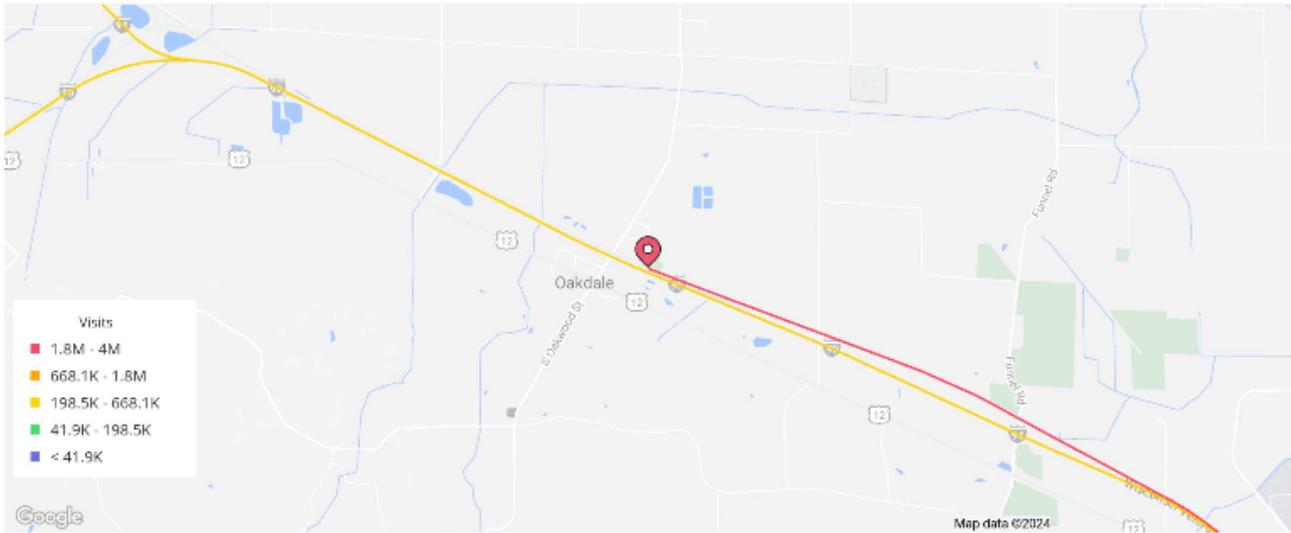


Event Template

Oct 1, 2023 - Sep 30, 2024



Visitor Journey - Routes

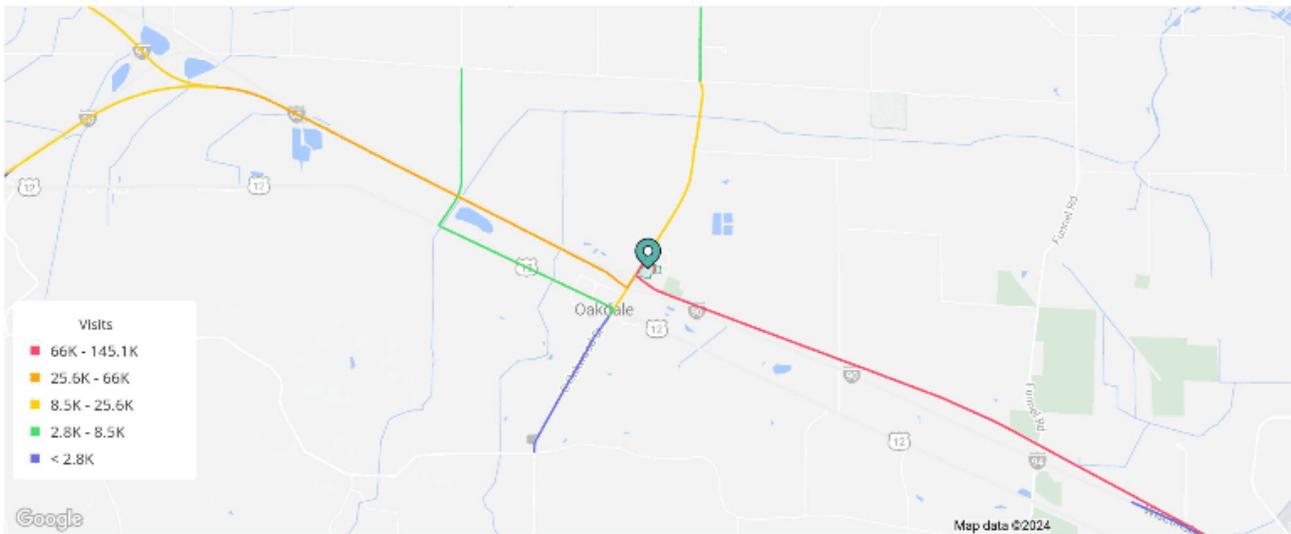


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Journey Direction: To Property | Oct 1st, 2023 - Sep 30th, 2024
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Journey Direction: To Property | Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

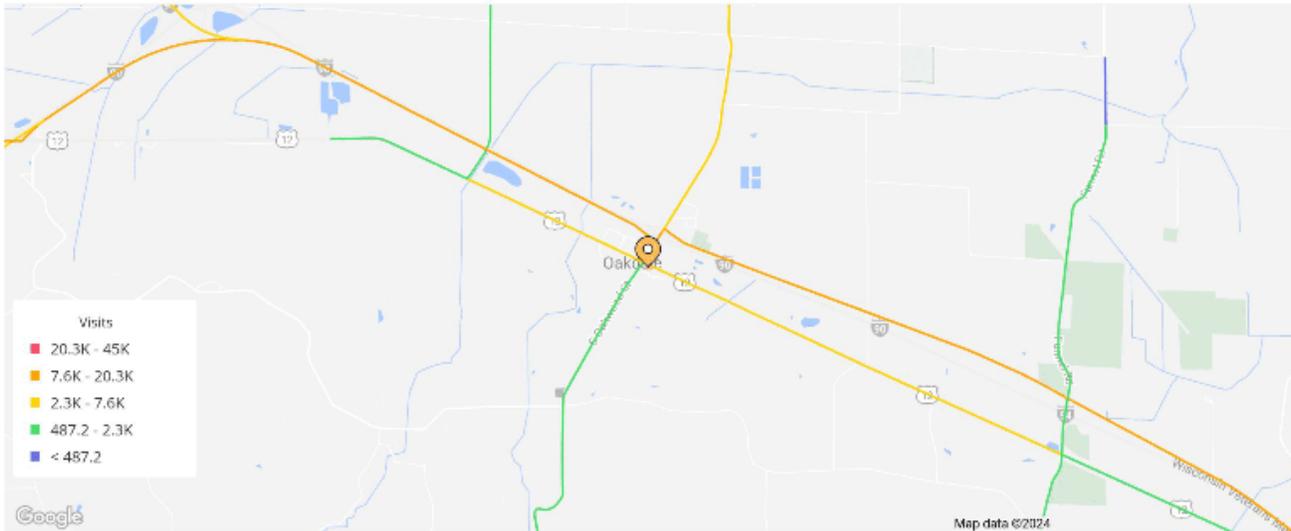


Event Template

Oct 1, 2023 - Sep 30, 2024



Visitor Journey - Routes

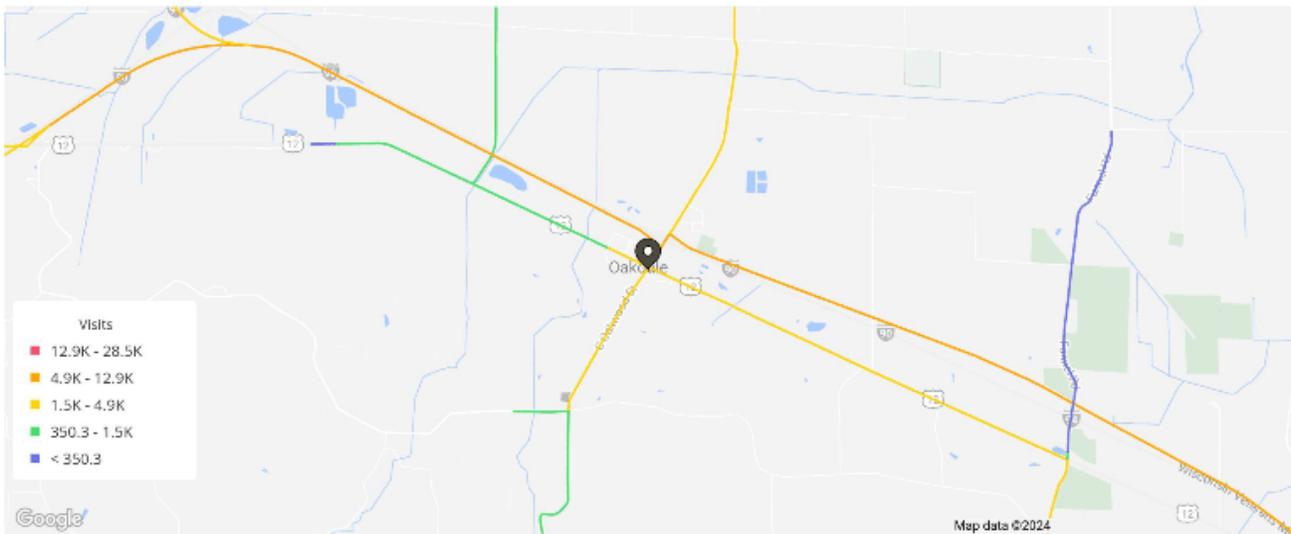


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Oct 1st, 2023 - Sep 30th, 2024
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Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Oct 1, 2023 - Sep 30, 2024



Prior / Post Compare

Love's Travel Stop / Oakwood St, Oakdale, WI

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Pilot / E Woody Dr, Oakdale, WI	1.8%	1	Pilot / E Woody Dr, Oakdale, WI	2.6%
2	TA / Brakke Dr, Hudson, WI	1%	2	Petro Truck Stops - Portage / North 5800 Kinne...	1.2%
3	Flying J / 70th Ave, Roberts, WI	0.8%	3	Love's Travel Stop / County Road Cs, Dekorra - ...	0.9%
4	Love's Travel Stop / Enterprise Drive, St. Charles...	0.7%	4	Kwik Trip / Gateway Ave, Mauston, WI	0.8%
5	Love's Travel Stop / Badger Dr, Menomonie, WI	0.7%	5	Menomonie Rest Area / Menomonie, WI	0.7%
6	7-Eleven / Pearl St, Belvidere, IL	0.6%	6	Kwik Trip / Hwy 128, Wilson, WI	0.7%
7	Oakdale Credit Union / E Badger Dr, Tomah, WI	0.6%	7	Road Ranger / Gardner St, South Beloit, IL	0.6%
8	Petro Truck Stops - Portage / North 5800 Kinne...	0.6%	8	TA / US-51, Deforest, WI	0.6%
9	Love's Travel Stop / Love's Crossing, Hampshire,...	0.6%	9	Edgerton Travel Plaza / Haugen Rd, Edgerton, WI	0.6%
10	Love's Travel Stop / Quality Dr, Roscoe, IL	0.6%	10	Belvidere Oasis / S. Pearl Street, Belvidere, IL	0.6%

Oct 1st, 2023 - Sep 30th, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Oct 1, 2023 - Sep 30, 2024



Prior / Post Compare

Oakdale I-94/90 Westbound (South of N Oakwood St) / I 90; I 94, Oakdale, WI

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Kwik Trip / Gateway Ave, Mauston, WI	2.1%	1	Walmart / W McCoy Blvd, Tomah, WI	3.4%
2	Wilderness Resort / E Adams St, Lake Delton, WI	1.4%	2	Love's Travel Stop / Oakwood St, Oakdale, WI	2.7%
3	Ho-Chunk Gaming Wisconsin Dells / County Ro...	1.2%	3	Kwik Trip / E Mccoy Blvd, Tomah, WI	1.7%
4	Kwik Trip / Wisconsin Dells Pkwy S, Baraboo, WI	0.7%	4	Pilot / E Woody Dr, Oakdale, WI	1.2%
5	Culver's / McEvoy St, Mauston, WI	0.7%	5	Walmart Distribution Center / Industrial Ave, T...	0.8%
6	Macs / Kalahari Dr, Baraboo, WI	0.7%	6	Aldi / N Superior Ave, Tomah, WI	0.8%
7	Petro Truck Stops - Portage / North 5800 Kinne...	0.6%	7	Flying J / State Highway 54, Black River Falls, WI	0.7%
8	Kwik Trip / E Mccoy Blvd, Tomah, WI	0.5%	8	University of Wisconsin, Ia Crosse / State St, La ...	0.7%
9	Knuckleheads Trampoline Park Rides Bowling / ...	<0.5%	9	Culver's / Wittig Rd, Tomah, WI	0.7%
10	Mt. Olympus Water and Theme Park / Wisconsi...	<0.5%	10	Best Western / E McCoy Blvd, Tomah, WI	0.7%

Oct 1st, 2023 - Sep 30th, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Oct 1, 2023 - Sep 30, 2024



Prior / Post Compare

Road Ranger / E Woody St, Tomah, WI

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Pilot / E Woody Dr, Oakdale, WI	6.2%	1	Pilot / E Woody Dr, Oakdale, WI	6.7%
2	Love's Travel Stop / Oakwood St, Oakdale, WI	5.5%	2	Love's Travel Stop / Oakwood St, Oakdale, WI	4.9%
3	7-Eleven / Pearl St, Belvidere, IL	0.8%	3	Flying J / 70th Ave, Roberts, WI	1%
4	Rest Area / Poynette, WI	0.7%	4	Menomonie Rest Area / Menomonie, WI	0.9%
5	Oakdale Credit Union / E Badger Dr, Tomah, WI	0.6%	5	Kwik Trip / Hwy 128, Wilson, WI	0.8%
6	Walmart Distribution Center / Industrial Ave, T...	0.6%	6	Flying J Travel Center / WI-54, Black River Falls, WI	0.7%
7	Koa Oakdale, WI / Oakdale, WI	0.6%	7	Walmart / W McCoy Blvd, Tomah, WI	0.6%
8	Edgerton Travel Plaza / Haugen Rd, Edgerton, WI	0.5%	8	Love's Travel Stop / Enterprise Drive, St. Charles...	0.6%
9	TA / US-51, Deforest, WI	0.5%	9	Love's Travel Stop / Badger Dr, Menomonie, WI	0.5%
10	Love's Travel Stop / County Road Cs, Dekorra - ...	<0.5%	10	Kwik Trip / Golf Rd, Eau Claire, WI	<0.5%

Oct 1st, 2023 - Sep 30th, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Oct 1, 2023 - Sep 30, 2024



Prior / Post Compare

Oakdale Credit Union / E Badger Dr, Tomah, WI

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Walmart / W McCoy Blvd, Tomah, WI	2.8%	1	Love's Travel Stop / Oakwood St, Oakdale, WI	9.6%
2	Kwik Trip / Superior Ave, Tomah, WI	2.2%	2	Walmart / W McCoy Blvd, Tomah, WI	5.2%
3	Pilot / E Woody Dr, Oakdale, WI	2.1%	3	Pilot / E Woody Dr, Oakdale, WI	4.1%
4	Love's Travel Stop / Oakwood St, Oakdale, WI	1.8%	4	Kwik Trip / Superior Ave, Tomah, WI	3.4%
5	Molter's Fresh Market / E Clifton St, Tomah, WI	1.5%	5	Molter's Fresh Market / E Clifton St, Tomah, WI	2%
6	Kwik Trip / W Bridge St, New Lisbon, WI	1%	6	Kwik Trip / W Bridge St, New Lisbon, WI	1.1%
7	BP / US Highway 12, Camp Douglas, WI	1%	7	Family Dollar / Superior Ave, Tomah, WI	1%
8	Bank First - Tomah / W Veterans St, Tomah, WI	0.7%	8	BP / US Highway 12, Camp Douglas, WI	0.9%
9	Kwik Trip / E Mccoy Blvd, Tomah, WI	0.6%	9	Aldi / N Superior Ave, Tomah, WI	0.8%
10	Mayo Clinic / Butts Ave, Tomah, WI	0.6%	10	Ace Hardware / N Superior Ave, Tomah, WI	0.8%

Oct 1st, 2023 - Sep 30th, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Oct 1, 2023 - Sep 30, 2024



Prior / Post Compare

Einstein's / E Badger Dr, Oakdale, WI

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Love's Travel Stop / Oakwood St, Oakdale, WI	7.3%	1	Oops! Saloon & Grill / Main St, Camp Douglas, WI	5.6%
2	Oops! Saloon & Grill / Main St, Camp Douglas, WI	3.9%	2	Love's Travel Stop / Oakwood St, Oakdale, WI	4.3%
3	Backwater Bar & Grill / State Highway 21, Wyevi...	2%	3	Stagecoach Saloon / County Hwy N, Camp Doug...	3.1%
4	Pilot / E Woody Dr, Oakdale, WI	1.8%	4	Backwater Bar & Grill / State Highway 21, Wyevi...	1.7%
5	Stagecoach Saloon / County Hwy N, Camp Doug...	1.7%	5	Kwik Trip / Superior Ave, Tomah, WI	1.7%
6	Kwik Trip / Superior Ave, Tomah, WI	1.7%	6	Pilot / E Woody Dr, Oakdale, WI	1.5%
7	The Break Room Sports Bar / Superior Ave, To...	1.3%	7	The Body Shop Bar and Grill / Hwy A, New Lisbo...	1.2%
8	Hustle Inn / E Main St, Hustler, WI	1.2%	8	Crow Bar / Superior Ave, Tomah, WI	1%
9	Crow Bar / Superior Ave, Tomah, WI	1.2%	9	Elbow Room Bar / W Benton St, Tomah, WI	0.8%
10	The Body Shop Bar and Grill / Hwy A, New Lisbo...	1.1%	10	Walmart / W McCoy Blvd, Tomah, WI	0.8%

Oct 1st, 2023 - Sep 30th, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)



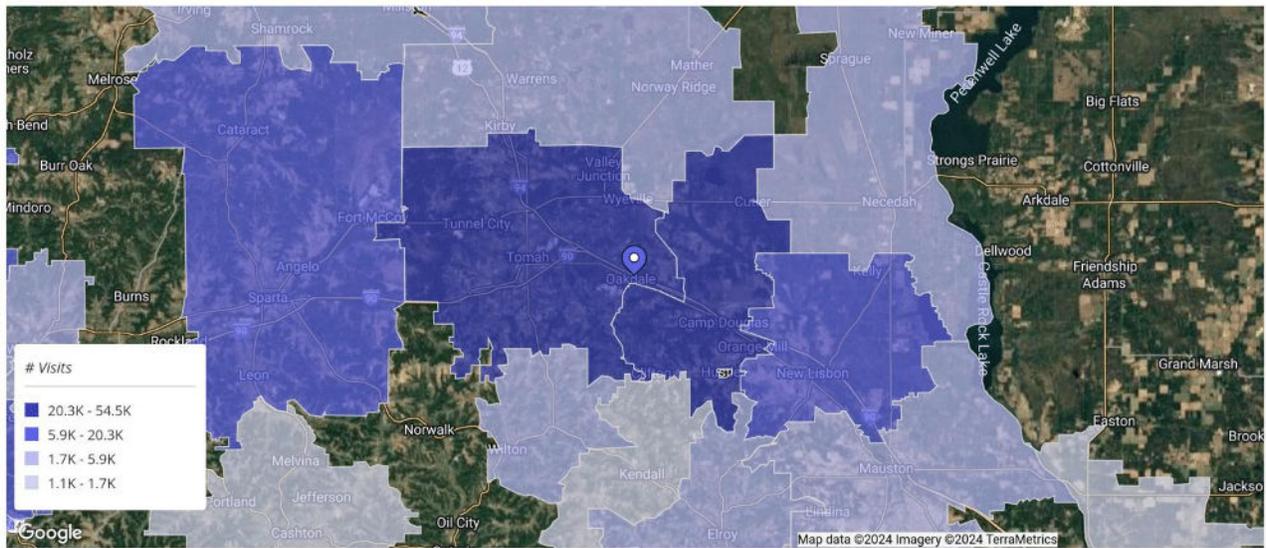
Event Template

Oct 1, 2023 - Sep 30, 2024



Visitors By Origin

● **Love's Travel Stop**
220 Oakwood St # I-90, Oakdale, WI 54660



● **Love's Travel Stop**
220 Oakwood St # I-90, Oakdale, WI 54660

Zipcode / City	Visits (% of Total)
54660 Oakdale, WI	54.5K (5.8%)
54618 Camp Douglas, WI	30.2K (3.2%)
54601 La Crosse, WI	13.2K (1.4%)
54656 Cataract, WI	11.2K (1.2%)
53950 New Lisbon, WI	11.1K (1.2%)
54636 Holmen, WI	7.5K (0.8%)
54666 Mather, WI	5.6K (0.6%)
54650 Onalaska, WI	5.3K (0.6%)
53948 Mauston, WI	5K (0.5%)
54615 Black River Falls, WI	4.5K (0.5%)

Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

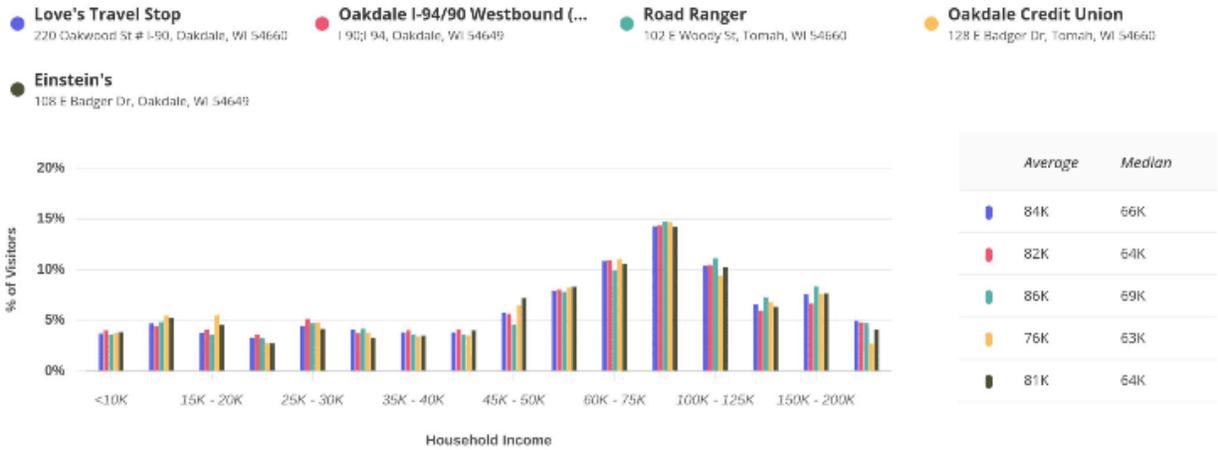


Event Template

Oct 1, 2023 - Sep 30, 2024



Household Income

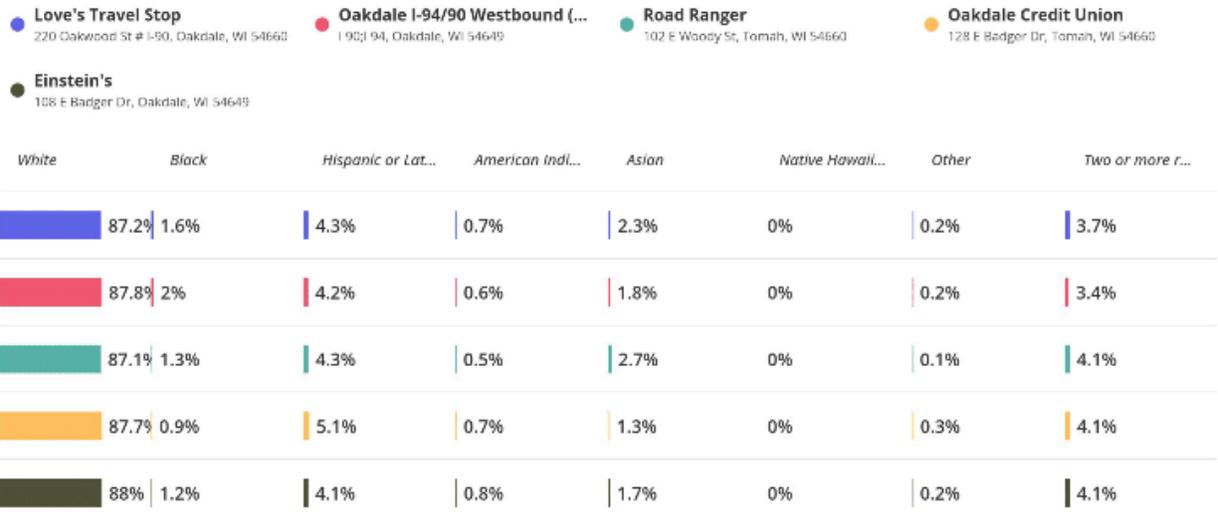


*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

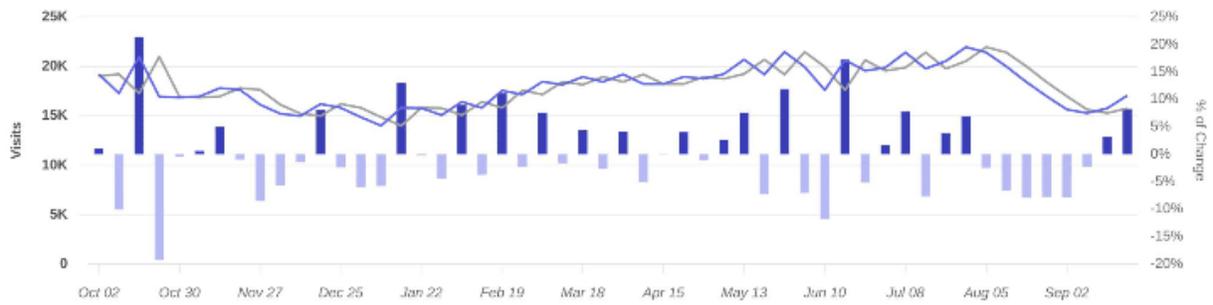


Event Template

Oct 1, 2023 - Sep 30, 2024



Visits Variance



Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Variance



Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Oct 1, 2023 - Sep 30, 2024



Visits Variance



Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Oct 1, 2023 - Sep 30, 2024



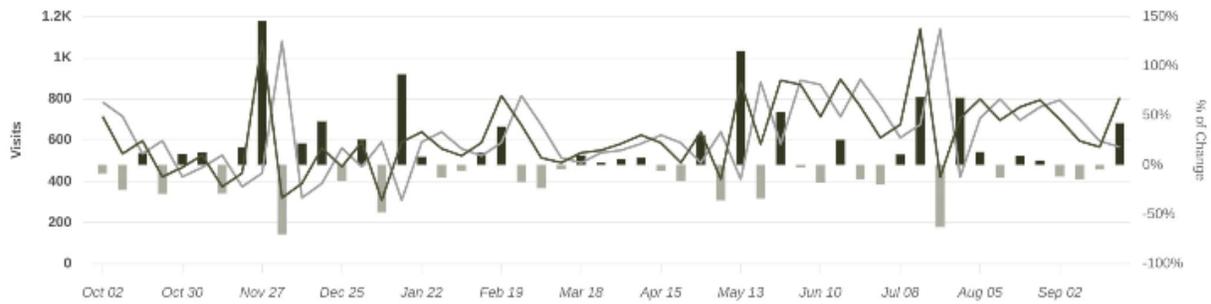
Visits Variance



Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Variance



Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

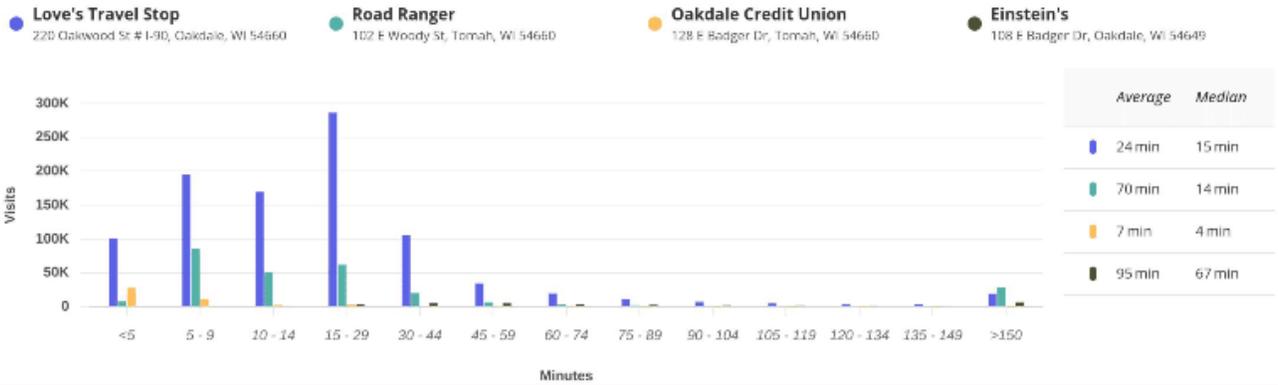


Event Template

Oct 1, 2023 - Sep 30, 2024



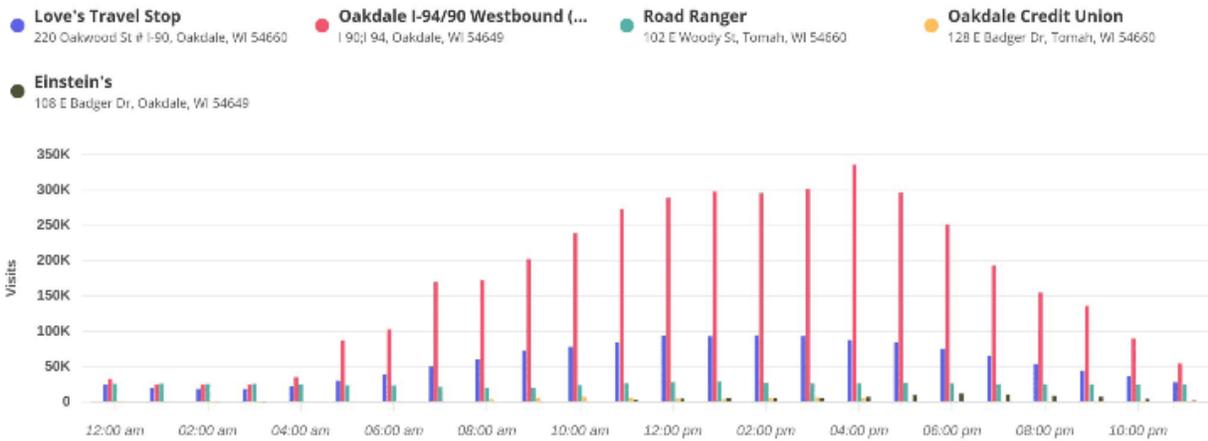
Visit Duration



Visits | Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits



Visits | Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Oct 1, 2023 - Sep 30, 2024



Favorite Places

Love's Travel Stop / Oakwood St, Oakdale, WI

Rank	Name	Distance	Visitors
1	Minneapolis - Saint Paul International Airport / 4300 Glumack Dr, Minneapolis, MN 55450	153.9 mi	140.8K (26.6%)
2	Mall of America / 60 East Broadway, Bloomington, MN 55425	154.4 mi	124K (23.4%)
3	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	185.3 mi	109.5K (20.7%)
4	Kwik Trip / 310 E Mccoy Blvd, Tomah, WI 54660	7.4 mi	79.9K (15.1%)
5	Kwik Trip / 611 Gateway Ave, Mauston, WI 53948	19.3 mi	76.4K (14.4%)
6	Love's Travel Stop / W9493 County Road Cs, Dekorra - Poynette, WI 53955	60.1 mi	71.2K (13.5%)
7	Loves' # 322 - Roscoe / Rockton Road, Roscoe, Illinois 61073	125.1 mi	69.3K (13.1%)
8	Love's Travel Stop / 13477 Quality Dr, Roscoe, IL 61073	125 mi	64.9K (12.3%)
9	Belvidere Oasis / 2510 S. Pearl Street, Belvidere, IL 61008	142.4 mi	61.6K (11.6%)
10	Love's Travel Stop / 14553 OH-49, Edon, OH 43518	326.8 mi	59.3K (11.2%)

Category: All Categories | Min. Visits: 1 | Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Oct 1, 2023 - Sep 30, 2024



Favorite Places

Oakdale I-94/90 Westbound (South of N Oakwood St) / I 90; I 94, Oakdale, WI

Rank	Name	Distance	Visitors
1	Outlets at the Dells / 210 N Gasser Rd Suite 105, Baraboo, WI 53913	39.7 mi	240.1K (20.8%)
2	Minneapolis - Saint Paul International Airport / 4300 Glumack Dr, Minneapolis, MN 55450	154.1 mi	218.7K (19%)
3	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	185.2 mi	216.6K (18.8%)
4	Valley View Mall / 3800 WI-16, La Crosse, WI 54601	41.5 mi	212K (18.4%)
5	Mall of America / 60 East Broadway, Bloomington, MN 55425	154.6 mi	204.2K (17.7%)
6	Commerce Street Commercial Area / 130 Commerce St, Wisconsin Dells, WI 53965	38.1 mi	188.8K (16.4%)
7	Prairie Lakes / 2804 Prairie Lakes Dr, Sun Prairie, WI 53590	77.8 mi	157.4K (13.7%)
8	West Towne Mall / 66 W Towne Mall, Madison, WI 53719	76 mi	152.1K (13.2%)
9	Walmart / 3107 Market Pl, Onalaska, WI 54650	40.8 mi	150K (13%)
10	Valley Square Shopping Center / 9380 WI-16, Onalaska, WI 54650	41.8 mi	143.3K (12.4%)

Category: All Categories | Min. Visits: 1 | Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Oct 1, 2023 - Sep 30, 2024



Favorite Places

Road Ranger / E Woody St, Tomah, WI

Rank	Name	Distance	Visitors
1	Pilot / 102 E Woody Dr, Oakdale, WI 54660	0 mi	166.9K (96.2%)
2	Minneapolis - Saint Paul International Airport / 4300 Glumack Dr, Minneapolis, MN 55450	153.9 mi	45.1K (26%)
3	Love's Travel Stop / 220 Oakwood St # I-90, Oakdale, WI 54660	0.2 mi	43K (24.8%)
4	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	185.4 mi	38.5K (22.2%)
5	Kwik Trip / 310 E Mccoy Blvd, Tomah, WI 54660	7.4 mi	34.2K (19.7%)
6	Mall of America / 60 East Broadway, Bloomington, MN 55425	154.4 mi	33.4K (19.2%)
7	Kwik Trip / 611 Gateway Ave, Mauston, WI 53948	19.4 mi	32.3K (18.7%)
8	Belvidere Oasis / 2510 S. Pearl Street, Belvidere, IL 61008	142.5 mi	27.1K (15.6%)
9	Petro Truck Stops - Portage / North 5800 Kinney Road, Portage, null 53901	54.7 mi	20.9K (12.1%)
10	Crossing Meadows / 1260 WI-157, Onalaska, WI 54650	42.2 mi	20.2K (11.7%)

Category: All Categories | Min. Visits: 1 | Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Oct 1, 2023 - Sep 30, 2024



Favorite Places

Oakdale Credit Union / E Badger Dr, Tomah, WI

Rank	Name	Distance	Visitors
1	Walmart / 222 W McCoy Blvd, Tomah, WI 54660	7.7 mi	7.1K (89.2%)
2	Kwik Trip / 1504 Superior Ave, Tomah, WI 54660	6.3 mi	6.5K (82.2%)
3	Kwik Trip / 310 E Mccoy Blvd, Tomah, WI 54660	7.4 mi	5.7K (71.8%)
4	Love's Travel Stop / 220 Oakwood St # I-90, Oakdale, WI 54660	0.2 mi	5.1K (64.4%)
5	McDonald's / 2015 N Superior Ave, Tomah, WI 54660	7.5 mi	5.1K (64.3%)
6	Culver's / 147 Wittig Rd, Tomah, WI 54660	7.4 mi	4.7K (60.1%)
7	Valley View Mall / 3800 WI-16, La Crosse, WI 54601	41.1 mi	4.7K (59.3%)
8	Kwik Trip / 108 W Bridge St, New Lisbon, WI 53950	11.9 mi	4.6K (58.7%)
9	Ace Hardware / 1110 N Superior Ave, Tomah, WI 54660-1126	7 mi	4.5K (56.4%)
10	Molter's Fresh Market / 701 E Clifton St, Tomah, WI 54660	5.9 mi	4.4K (56.2%)

Category: All Categories | Min. Visits: 1 | Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Event Template

Oct 1, 2023 - Sep 30, 2024



Favorite Places

Einstein's / E Badger Dr, Oakdale, WI			
Rank	Name	Distance	Visitors
1	Walmart / 222 W McCoy Blvd, Tomah, WI 54660	7.7 mi	6.9K (59.7%)
2	Kwik Trip / 1504 Superior Ave, Tomah, WI 54660	6.2 mi	6K (51.9%)
3	Kwik Trip / 310 E Mccoy Blvd, Tomah, WI 54660	7.4 mi	5.8K (50.1%)
4	Love's Travel Stop / 220 Oakwood St # I-90, Oakdale, WI 54660	0.2 mi	5.6K (48.2%)
5	Valley View Mall / 3800 WI-16, La Crosse, WI 54601	41.1 mi	5.2K (45.3%)
6	Crossing Meadows / 1260 WI-157, Onalaska, WI 54650	41.9 mi	4.8K (41.9%)
7	Ace Hardware / 1110 N Superior Ave, Tomah, WI 54660-1126	7 mi	4.5K (39.2%)
8	McDonald's / 2015 N Superior Ave, Tomah, WI 54660	7.4 mi	4.4K (37.9%)
9	Molter's Fresh Market / 701 E Clifton St, Tomah, WI 54660	5.8 mi	4.3K (37.5%)
10	Culver's / 147 Wittig Rd, Tomah, WI 54660	7.3 mi	4.3K (37.1%)

Category: All Categories | Min. Visits: 1 | Oct 1st, 2023 - Sep 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Appendix E: Public Participation Plan

PUBLIC PARTICIPATION PLAN

for the Update of the Village of Oakdale Comprehensive Plan 2023-2024

1. Introduction

Section 66.1001(4)(a) of Wisconsin Statutes requires the governing body of the local government unit to adopt written procedures designed to foster public participation, including open discussions, communication programs, information services, and public meetings for which advance notice is provided, in every stage in the preparation of the updated comprehensive plan. These written procedures contained within this Public Participation Plan have been developed to meet this requirement. This Plan will guide public participation throughout the Village's Comprehensive Planning Update Process.

This Public Participation Program offers all citizens, businesses, other units of government, and other parties a range of opportunities to participate through the planning process in a meaningful way to shape the future of the Village. Effective public input is critical for the success of this planning process because it is the citizens, businesses, and other organizations that will experience the results of the objectives, policies, goals and programs of the Comprehensive Plan in the future.

The participation program is designed to be inclusive. It encourages people to participate in the process and to maximize the effectiveness of their contributions. The opportunities are open to everyone.

Our public participation process will:

- Ensure all planning decisions are open to public comment;
- Produce better planning decisions;
- Support and add credibility to all Village decision-making processes
- Provide opportunities to disseminate information about the Plan and process to all segments of the Village
- Strengthen the relationship between our decision makers, residents, and stakeholders

2. Public Participation Methods and Opportunities

Village of Oakdale has established the following list of public participation methods and opportunities.

a. Open Plan Commission/Committee Meetings

Plan Commission/Committee meetings scheduled during the Village of Oakdale Comprehensive Plan update process will have an agenda item providing the opportunity for any public comment on or regarding the Village of Oakdale Comprehensive Plan.

b. Review and Distribution of the Planning Documents

During the Comprehensive Plan update process, the public may review and obtain copies of proposed, alternative, or amended elements of the Village's Comprehensive Plan from the Village upon request. This information may also be distributed through the Village's website.

c. Website

The Village will post on its website information related to the Village of Oakdale Comprehensive Plan update planning process. This information may include agendas, minutes, draft plan elements, amendments, reports, maps, and photographs.

d. Written Comments

The Village will always welcome and consider written comments and will respond either in writing or by public comment during public meetings and/or through the media.

e. Meeting Notices

The Village will post meeting notices for each meeting and event in a timely manner at accessible locations, and the notices will meet the requirements for proper notification regarding purpose of meeting, date, time and location.

f. Public Hearing

The Comprehensive Planning Law requires local units of government to hold at least one (1) formal public hearing with a Class 2 public notice prior to adoption of a revised Comprehensive Plan resolution or ordinance. Prior to adoption of the revised Comprehensive Plan, the Village will conduct this required public hearing.

g. Plan Recommendation Resolution

The Plan Commission/Committee or other body of the Village that is authorized to amend the Village of Oakdale Comprehensive Plan may recommend the adoption or amendment of the Comprehensive Plan only by adopting a resolution by a majority vote of the entire commission or other body. The vote shall be recorded in the official minutes of the committee or other body. The resolution shall refer to maps and other descriptive material that relate to one or more elements of a comprehensive plan. Upon adoption of the plan amendment, the Plan and its resolution shall be distributed by the Village to recipients listed in Section 66.1001(4)(b) of the Wisconsin Statutes.

h. Plan Adoption by Ordinance

No comprehensive plan that is recommended for adoption or amendment may take effect until the Village Board enacts an ordinance that adopts the comprehensive plan or amendment. Upon adoption of this ordinance, it shall be filed with all the entities specified in Section 66.1001(4)(b) of the Statutes.

i. Other

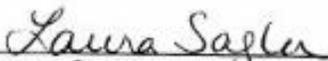
Planning is a continuous process that does not end with the adoption of a Comprehensive Plan. Since new issues and unforeseen circumstances will always arise, the Village may amend its Comprehensive Plan with proper public input and in accordance with Village policies and State Statutes at any time.

3. Adoption

Village of Oakdale adopted this Public Participation Plan on this 16th day of October, 2023.



Richard Lee, President
Village of Oakdale President



Laura Sagler, Clerk
Village of Oakdale Clerk

Appendix F: Oakdale Affidavit of Publication



AFFIDAVIT OF PUBLICATION

State of Florida, County of Broward, ss:

Enrique Diaz, being first duly sworn, deposes and says: That (s)he is a duly authorized signatory of Column Software, PBC, duly authorized agent of Monroe County Herald, a newspaper printed and published in the City of Sparta, County of Monroe, State of Wisconsin, and that this affidavit is Page 1 of 1 with the full text of the sworn-to notice set forth on the pages that follow, and the hereto attached:

PUBLICATION DATES:

- Mar 6, 2025

NOTICE ID: ZXrgRpFwR58hcD7YOxZa

PUBLISHER ID: ZXrgRpFwR58hcD7YOxZa

NOTICE NAME: Public Hearing Comp Plan Village of Oakdale

Publication Fee: \$21.85

I declare under penalty of false swearing under the law of Wisconsin that the foregoing is true and correct.

SIGNED:

(Signed) Enrique Diaz

VERIFICATION

State of Florida
County of Broward



Subscribed in my presence and sworn to before me on this: 03/07/2025

S. Smith
Notary Public

Notarized remotely online using communication technology via Proof.

NOTICE OF PUBLIC HEARING
MONDAY, APRIL 7, 2025 AT 4:00 P.M.

VILLAGE OF OAKDALE
A public hearing will be held on Monday, April 7, 2025 at 4:00 P.M. at the Village Hall, 133 Well Drive, Tomah, WI 54660. The purpose of the hearing is to receive public input regarding the Village's updated version of the 2025-2045 Comprehensive Plan. If you would like to review or discuss the draft copy of the document, or if you would like additional information, you may contact Laura Sagler, Village Clerk/Treasurer at 608-372-2927 or E-Mail clerk@villageofoakdalewi.gov. You may also contact Jon Bingol at the Mississippi River Regional Planning Commission at jon@mrrpc.com. Laura Sagler, Village Clerk/Treasurer
3/6 WNAXLP

Appendix G: Plan Approval by Planning Commission

RESOLUTION NO. 2025-05-05-02
VILLAGE OF OAKDALE, MONROE COUNTY, WISCONSIN
PLANNING COMMISSION REGARDING RECOMMENDATION FOR ADOPTION OF
2025-2045 COMPREHENSIVE PLAN

A Resolution to recommend adoption of the "Village of Oakdale Comprehensive Plan 2025-2045" to the Village of Oakdale Board of Trustees.

Whereas, it is the Village Planning Commission's responsibility to prepare and recommend for adoption a Village Comprehensive Plan to the Village Board pursuant to Section 62.23(2) and (3) and 66.1001(4) of Wisconsin Statutes.

Whereas, the Village Planning Commission has prepared a comprehensive plan as defined in Sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Whereas, the Village Comprehensive Plan contains the following nine elements: Issues and Opportunities; Land Use; Housing; Transportation; Economic Development; Utilities and Community Facilities; Intergovernmental Cooperation; Agricultural, Cultural and Natural Resources; and Plan Goals and Implementation.

Whereas, the Village Comprehensive Plan contains a compilation of objectives, policies, goals, maps and programs to guide future development of the Village.

Whereas, to receive public input on the Comprehensive Plan a public participation plan was adopted and several public information meetings were held.

Whereas, all comments received were considered.

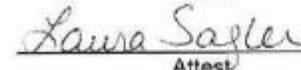
Whereas, the Planning Commission held a public hearing regarding the Comprehensive Plan on April 7th, 2025.

Now Therefore Be It Resolved that the Village of Oakdale Planning Commission hereby recommends referring the Village of Oakdale 2025-2045 Comprehensive Plan to the Village Board and recommends adoption of this Comprehensive Plan by the Village of Oakdale Board of Trustees.

Adopted this 5th day of May, 2025.

 _____, Planning Commission Chairman
Signature

Debra Wendt
Name

 _____, Planning Commission Secretary
Attest

Laura Saqler, Village Clerk/Treasurer
Name

Appendix H: Village Adoption of Comprehensive Plan

Ordinance No. 2025-05-02-B

An Ordinance to Adopt the Comprehensive Plan for the Village of Oakdale, Monroe County Wisconsin

The Village Board of the Village of Oakdale, Wisconsin, do ordain as follows:

Section 1. Pursuant to section [59.69(2) and (3)(for counties)/62.23(2) and (3)(for cities, villages, and towns exercising village powers under 60.22(3))] of the Wisconsin Statutes, the Village of Oakdale, is authorized to prepare and adopt a comprehensive plan as defined in section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Section 2. The Village Board of the Village of Oakdale, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

Section 3. The Planning Commission of the Village of Oakdale, by a majority vote of the entire commission recorded in its official minutes, has adopted a resolution recommending to the Village Board the adoption of the document entitled "Comprehensive Plan of the Village of Oakdale," containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

Section 4. The Village has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

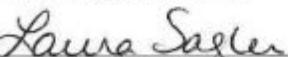
Section 5. The Village Board of the Village of Oakdale, Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, "Comprehensive Plan of the Village of Oakdale," pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

Section 6. This ordinance shall take effect upon passage by a majority vote of the members-elect of the Village Board and publication as required by law.

Adopted this 12th day of May, 2025



Richard Lee, Village President

Attest: 

Laura Sager, Village Clerk/Treasurer

Approved: Ayes 4 Nays 0 1 Absent

Date Published/Posted: 5-12-25