Appendix B
COMMUNITY INDICATORS

Appendix B Contents

B1 Appendix B: Community Indicators

The Community Indicators Report is a summary of current conditions and recent trends in the Village of Holmen based on the best available data. The purpose of those indicators is to enable informed choices about the future of the Village. This report is included as an appendix to the Comprehensive Plan so that it may be easily updated from time to time as new data becomes available.

» Demographics
» Housing
» Mobility & Transportation
» Economic Prosperity
» Agriculture & Natural Resources
» Community Facilities & Services
» Community Character
» Collaborations & Partnership
» Land Use

ABOUT THE DATA

These indicators utilize a mixture of local, county, state, and federal data sources. The U.S. Census has historically been a key source of data for many community indicators. Much of the information previously collected by the decennial U.S. Census is now collected only by the American Community Survey (ACS). The ACS is an ongoing survey that collects sample data every year and reports estimates of population and housing characteristics. For communities smaller than 20,000 people, the best available estimates are reported as rolling averages over 5-year periods – they indicate average conditions over the reporting period rather than a snapshot of a single point of time. Because the ACS estimates are based on a sample of the population, they include some error. The margin of error is reported for each estimate, and is an indication of how reliable the estimate is. As a general rule, the ACS data is quite reliable at the State level, generally reliable at the County level, and less reliable at the municipal level.

The second important note when using ACS estimates is that they cannot be compared to decennial census data because they are measured in different ways. While some of the tables in this report show both decennial census data and ACS data, caution should be used when trying to draw conclusions about trends by comparing the two sets of numbers.

Note: This report is a summary of current conditions and recent trends in the Village of Holmen, based on the best available data. The purpose of these indicators is to enable informed choices about the future of the Village.

DEMOGRAPHICS

POPULATION

The Village of Holmen is characterized as a family friendly, Midwestern community nestled in the scenic upper Mississippi River Basin, approximately five miles north of La Crosse, WI. The Village was incorporated on May 7, 1946. It has grown substantially over the past decades from a small rural farming community in the 1960s and 1970s to a rapidly expanding urban center of 10,661, according to the 2020 Census.

The 2020 population for the Village is 10,661; roughly 1,800 persons per square mile. From 2000 through 2020, the population in the Village of Holmen increased by 72%. This significantly surpassed the growth rate for the City of Onalaska (13%), La Crosse County (7%) and the State (10%).

Based on Wisconsin Department of Administration (WIDOA) data, the Village's 2050 population is projected to be 17,690 which is an increase of 66% from 2020. This exceeds the projected growth rate in the City of Onalaska (18%), La Crosse County (2%) and the State's (-1%) during the same period.

AGE & SEX

In 2020, the median age in the Village was 37.6, which is lower than the median age for the City of Onalaska (40.7) but higher than La Crosse County (37.0). The largest age cohort is that of 35 to 54 year olds. They comprise 26.9% of the total population. The Village of Holmen has a slightly lower proportion of "senior citizens" (i.e. 65 and over) as compared to the City of Onalaska and the County.

In 2020, 48% of the population was male and 51% female.

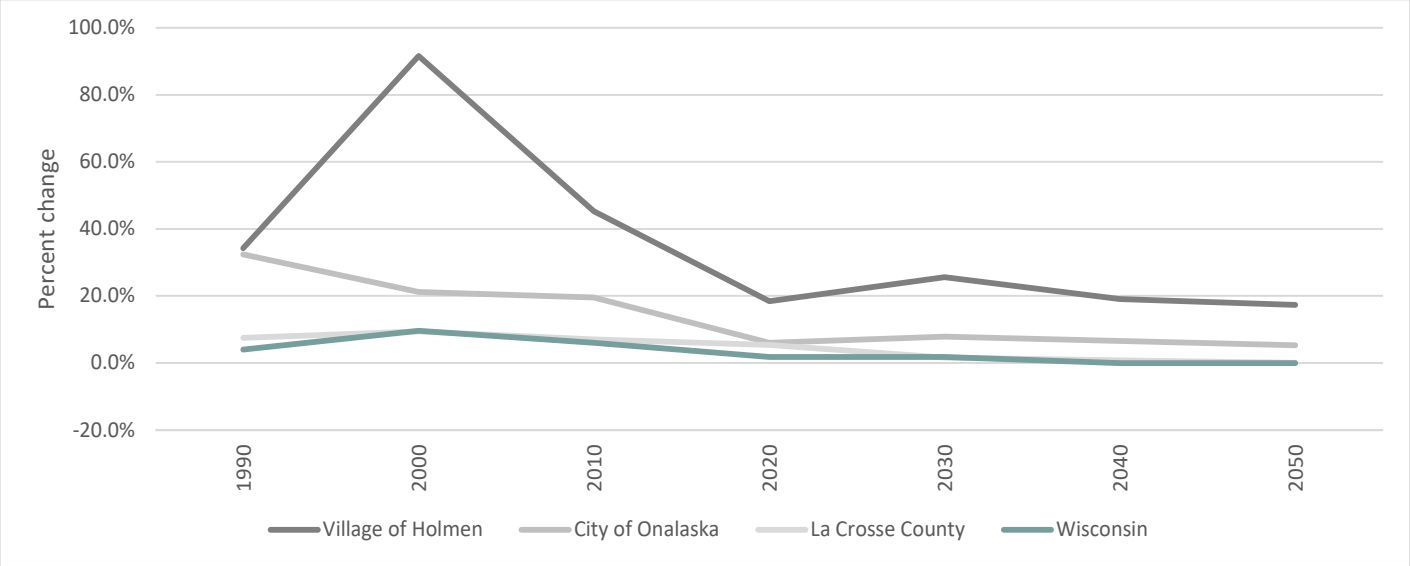
Population Trends & Projections

Source 2010 and 2020 Census; 2015 American Community Survey, Wisconsin Dept. of Admin for Projections*.

	Village of Holmen	Town of Holland	Town of Onalaska	City of Onalaska	La Crosse County	Wisconsin
1980	2,411	2,153	3,433	9,249	91,056	4,705,642
1990	3,236	2,486	4,259	12,247	97,904	4,891,769
2000	6,200	3,042	5,210	14,839	107,120	5,363,675
2010	9,005	3,701	5,623	17,736	114,638	5,686,986
2015	9,432	3,799	5,699	18,255	117,048	5,790,352
2020	10,661	4,530	5,835	18,803	120,784	5,893,718
2025*	12,162	4,603	5,828	19,544	121,772	5,892,317
2030*	13,386	4,872	5,820	20,285	122,760	5,890,915
2035*	14,549	4,994	5,770	20,821	122,763	5,866,268
2040*	15,711	5,115	5,720	21,356	122,765	5,841,620
2045*	16,701	5,205	5,651	21,754	122,260	5,775,870
2050*	17,690	5,294	5,582	22,151	121,755	5,710,120

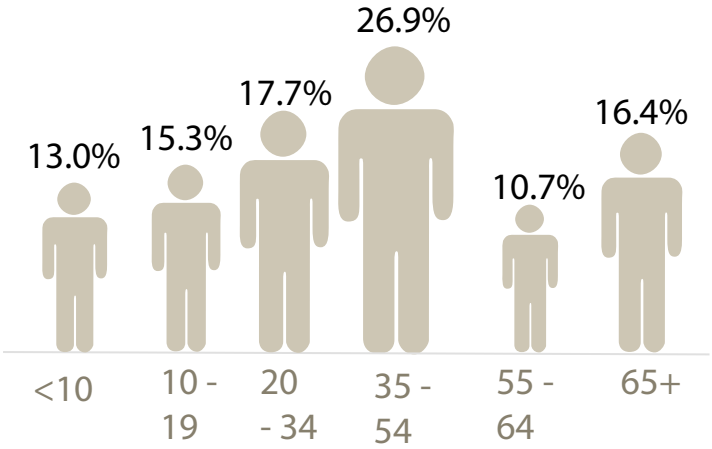
Population Trends & Projections

Source 2010 and 2020 Census; 2015 American Community Survey, Wisconsin Dept. of Admin.



Age Profile, 2020

Source: 2020 Census



Note: According to the WIDOA, predictions of the population are based on the primary assumption that past demographic and economic patterns, on a large scale, will hold true into the future. Population projections are not a statement of what will happen, but an inference of what might happen, If past patterns and probable future trends hold true.

HOUSING

HOUSEHOLD COUNTS

From 2010 - 2010, a 13% increase in the number of households occurred in the Village of Holmen. This significantly surpassed the increases in the City of Onalaska (10%) and La Crosse County (4%).

The Village's "persons per household" dropped from 2.75 in 2000 to 2.30 in 2020 which is a reduction of 16.36%, or 0.82% per year. This trend is consistent with national trends over the past several decades and can be attributed to smaller family sizes, increases in life expectancy, and increases in single parent households.

As shown, the Village of Holmen may see an increase of 1,886 households between 2020 and 2040. This equates to an addition of 2,266 housing units, an increase of 51.7%. A 2% vacancy rate was used to project housing units between 2025-2040.

OCCUPANCY & HOUSING STOCK

The housing stock in the Village of Holmen is more diverse than the typical housing stock in a community with a population less than 10,000 people in the Midwest. In 2022, the Village had more multi-family units than is typical. Still, the most prevalent typic of unit is single family homes (63%), followed by 28% multi-family unit buildings, and 9% mobile homes/trailers.

As of 2020, approximately 66% of Village residents live in owner-occupied housing with a vacancy rate of 2.2%, as compared to 3.4% in the year 2010. The 2022 rolling estimates suggest the vacancy rate is holding around 2.0%.

The Year Structure Built provides several insights to the Village of Holmen's housing stock, as listed below:

- Approximately 10% of the Village's housing stock was built prior to 1970. These older homes are prone to needing more maintenance and are likely to have components known to be unsafe due to structure/product make-up (e.g. lead pipes, lead paint and asbestos).
- Between 1990-2000, the Village saw a significant increase in home construction. This correlates to the 92% increase in population the Village saw during the same period. Home construction has stayed steady over the last couple decades, even as events like the Great Recession and the Pandemic slowed construction across the entire nation. Holmen is currently one of the fastest growing communities in the region.
- After 2000, the Village saw a significant increase in home construction, with about 56% of the homes being constructed from 2000 to 2025.

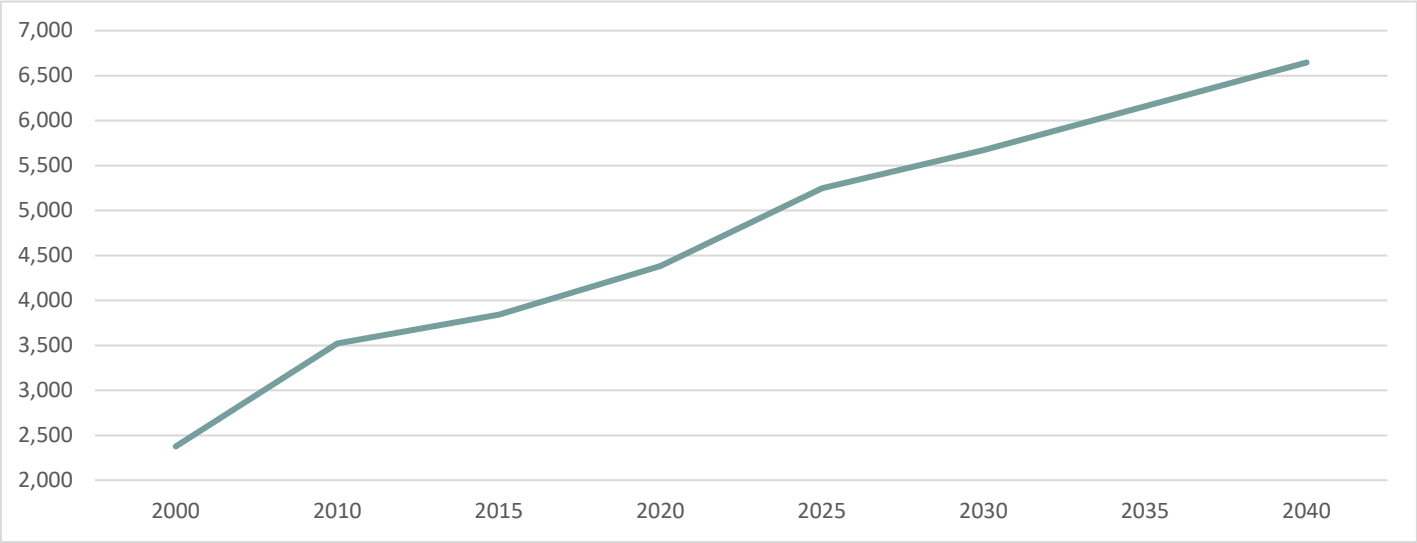
Household Trends & Projections

Source: Source: 2010 and 2020 Census Data, 2015 American Community Survey; Wisconsin Dept. of Adminstration and MSA for Projections*

	Village of Holmen		Town of Holland		Town of Onalaska		City of Onalaska		La Crosse County		Wisconsin	
Year	*Number*	*Persons Per**	*Number*	*Persons Per**	*Number*	*Persons Per**	*Number*	*Persons Per**	*Number*	*Persons Per**	*Number*	*Persons Per**
1980	700	3.44	718	3.00	1,184	2.90	3,285	2.82	35,706	2.55	1,652,261	2.85
1990	1,108	2.92	888	2.80	1,521	2.80	4,710	2.60	41,599	2.35	1,822,118	2.68
2000	2,258	2.75	1,014	3.00	1,777	2.93	5,893	2.52	45,832	2.34	2,084,544	2.57
2010	3,400	2.65	1,302	2.84	2,035	2.76	7,331	2.42	47,798	2.40	2,279,768	2.49
2015	3,841	2.46	1,420	2.68	1,968	2.89	7,413	2.45	46,345	2.53	2,299,107	2.52
2020	4,632	2.30	1,217	3.16	2,281	2.53	8,108	2.31	51,698	2.34	2,377,935	2.48
2025*	5,096	2.39	1,703	2.70	2,304	2.53	8,963	2.18	52,480	2.32	2,600,538	2.27
2030*	5,560	2.41	1,828	2.67	2,378	2.45	9,449	2.15	53,262	2.30	2,697,884	2.18
2035*	6,039	2.41	1,935	2.58	2,427	2.38	9,868	2.11	54,158	2.27	2,764,498	2.12
2040*	6,518	2.41	2,041	2.51	2,475	2.31	10,260	2.08	54,930	2.23	2,790,322	2.09
2045	6,997	2.39	2,309	2.25	2,610	2.16	10,892	2.00	56,025	2.18	2,959,692	1.95
2050	7,475	2.37	2,497	2.12	2,697	2.07	11,413	1.94	57,003	2.14	3,065,781	1.86

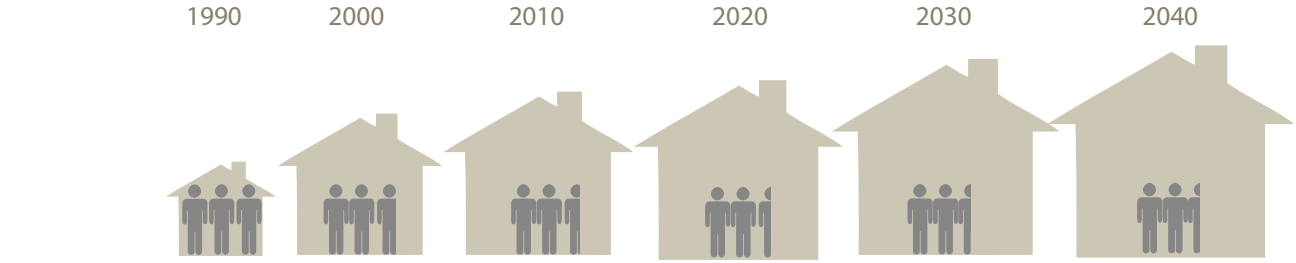
Housing Units Projections 2000-2040

Source: Source: 2010 and 2020 Census Data, 2015 American Community Survey; Wisconsin Dept. of Adminstration and MSA for Projections*



Household Trends & Projections

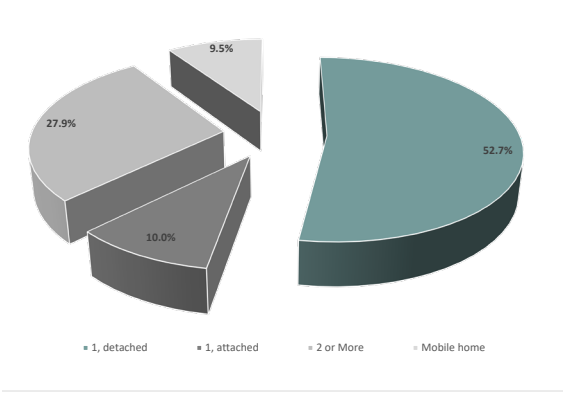
Source: Source: 2010 and 2020 Census Data, 2015 American Community



	1990	2000	2010	2020	2030	2040
Households:	1,108	2,258	3,400	4,632	5,560	6,518
Persons Per:	2.92	2.75	2.65	2.30	2.41	2.41

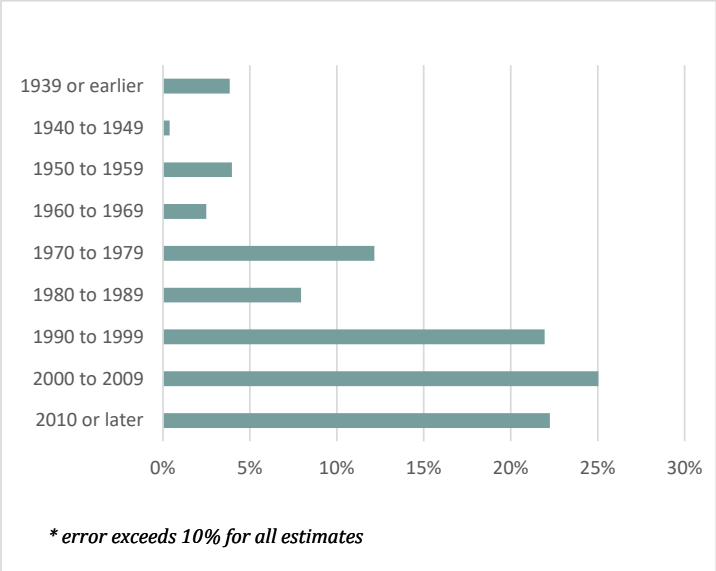
Unit Type, 2022

Source : American Community Survey



Year Structure Built, 2022 Average*

Source : American Community Survey

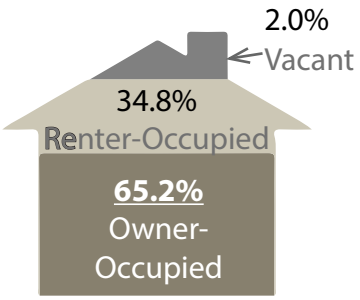


Unit Occupancy

Source: 2010 and 2020 U.S. Census Bureau & 2022 American Community Survey

	2010		2020	
	Number	*Percent*	*Number*	*Percent*
Owner Occupied	2,437	69%	2,901	66%
Renter Occupied	963	27%	1,386	32%
Vacant	121	3.4%	95	2.2%
Homeowner Vacancy Rate	-	*0.8%*	-	*0.9%*
Rental Vacancy Rate	-	*5.8%*	-	*3.1%*
TOTAL	3,521	-	4,382	-

2022 ACS



AFFORDABILITY & VALUE

Affordable housing opportunities are often provided through the sale of older housing units. Housing in generally considered "affordable" when the owner or renter's monthly housing costs do not exceed 30% of their gross monthly income. Based on the rolling average between 2018-2022, roughly 16% of Village homeowners and 39% of renters exceeded the "affordable" threshold. While these numbers are important indicators of affordability, it is also important to note that some residents may consciously choose to devote more than 30% of their income to household and lifestyle expenses, homeowners in particular.

The median value of a home in the Village is assumed to be around $258,000 (based on the rolling average 2018-2022), which is similar to the City of Onalaska ($258,200) but is greater than the County's median home value of $226,600.

2022
Median Value:
$258,000

Gross Rent as Percentage of Income, 2022

Source: American Community Survey

	Village of Holmen	La Crosse County
Less than 15 percent	14.1%	14.0%
15.0 to 19.9 percent	16.7%	14.9%
20.0 to 24.9 percent	13.2%	13.2%
25.0 to 29.9 percent	11.0%	11.0%
30.0 to 34.9 percent	11.0%	7.6%
35 percent or more	28.2%	34.9%
Not Computed	5.8%	4.5%

Selected Monthly Owner Costs, 2022

Source: American Community Survey

	Village of Holmen	La Crosse County
Less than 20 percent	66.4%	61.0%
20.0 to 24.9 percent	8.7%	14.3%
25.0 to 29.9 percent	8.5%	7.5%
30.0 to 34.9 percent	2.5%	4.1%
35 percent or more	13.8%	0.0%
Not computed	0.0%	0.3%

Gross Rent

Source: American Community Survey

	2010	2022
	%	%
Less than $500	0.0	4.0
$500 to $999	1.3	31.5
$1,000 to $1,499	5.2	53.7
$1,500 to $1,999	30.8	10.0
$2,000 to $2,499	39.9	0.8
$2,500 to $2,999	19.0	0.0
$3,000 or more	3.8	0.0
No Rent Paid	0.1	0.1
Median Rent	$809	$1,093

Value (For Homes with Mortgages)

Source: American Community Survey

	2010	2022
	%	%
Less than $50,000	14.3	7.3
$50,000 to $99,999	7.5	2.4
$100,000 to $149,999	20.6	4.3
$150,000 to $199,999	34.7	14.2
$200,000 to $299,999	20.1	44.6
$300,000 to $499,999	2.1	26
$500,000 or more	0.6	1.3
Median Value - Owner Occupied	$160,200	$258,000

HOUSING PROGRAMS

Public Housing: Public housing programs provide publicly-owned and publicly-operated housing for low-income families and individuals. Local housing authorities set income limits, and rent may not exceed 30% of income. Contact the La Crosse County Housing Authority for information.

Section 8 Housing Subsidies: The federal Department of Housing and Urban Development (HUD) contracts, either directly or through a local housing authority, with owners of new, existing or rehabilitated housing units. HUD pays the difference between rent charged on the private market and the tenant's contribution, which is based on income. The participating owners may be public or private. Apartments, houses and rented mobile homes may be eligible. Another type of Section 8 program provides a rent subsidy certificate to a qualified applicant who then finds a landlord who is willing to participate. Sometimes it is possible to obtain a subsidy for the tenant's current dwelling. Contact the La Crosse County Housing Authority for details.

Rural Rent Assistance: In rural areas, the Rural and Economic Development office administers a rent assistance program similar to the Section 8 program. The rural program uses the same income guidelines to establish eligibility. The rent charged to the tenant is generally limited to 30% of the tenant's income. Priority is given to tenants in program-sponsored projects who are paying the highest percentage of their income toward rent. Contact the local Rural and Economic Development office for details, which is generally located at the county seat.

Rural & Economic Development Loans: Rural and Economic Development "Section 502" loans are available to rehabilitate homes that fail to meet minimum standards for "decent, safe and sanitary" housing, and to make homes accessible to persons with disabilities. Contact the local Rural and Economic Development office.

Home Improvement Loan Program: The Wisconsin Housing and Economic Development Authority (WHEDA) administers the Home Improvement Loan Program (HILP) and the Home Energy Loan Program (HELP). These programs are designed to enable homeowners with low or moderate incomes to repair and improve their homes. The program makes FHA-insured home improvement loans available at an interest rate below the market rate. A third program, the Home Energy Incentive Program, is used with HILP for energy conservation projects. To apply for a loan, visit a participating lending institution, or call 800-334-6873.

Low-Income Energy Assistance Program: The Low-Income Energy Assistance Program provides energy assistance for low-income renters and homeowners. Eligibility is limited to households that have an income not greater than 150% of the poverty level, and that show an "energy burden". This means the household must directly pay a fuel provider or pay rent that includes heat. Applications usually must be made through the county Energy Assistance Office. Payments are made based on a multi-tier schedule depending on income, household size, and fuel type. One payment at the appropriate benefit rate is made for the entire heating season.

Weatherization Programs: Couleecap's Weatherization program helps low-income households realize significant savings in energy bills. Common services include insulating attics and sidewalls, air-sealing the structure, furnace inspections, and energy conservation measures such as lighting and refrigerator replacement. Call Couleecap at 608-634-7821 for further information.

Home Rehabilitation Assistance: Couleecap's Home Rehabilitation Assistance program provides help to low- and moderate-income homeowners to rehabilitate their homes. Focus is on rehabilitation that makes the home safe, sanitary and energy efficient. Call Couleecap at 608-632-6512 for further information.

MOBILITY & TRANSPORTATION

COMMUTING

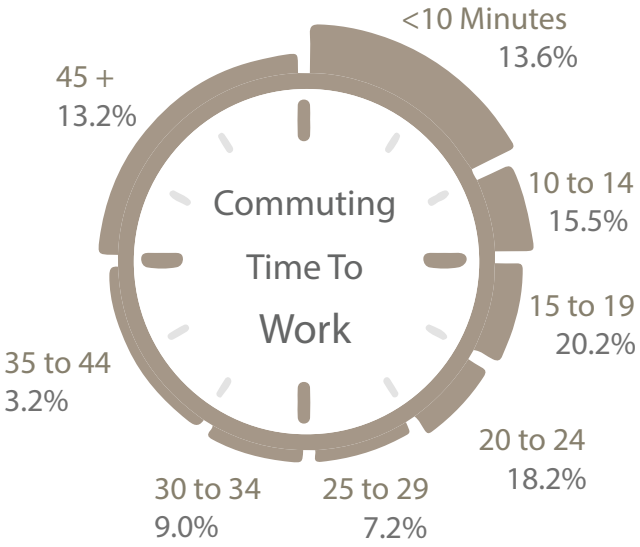
In general, the Village of Holmen's workforce (16 years or older) is commuting further than the workforce within La Crosse County, but approximately the same distance as the State as a whole. Below are a couple notable differences between these geographies.

- Approximately 9% of the Village's workforce commutes outside of the county, which is approximately the same as the workforce within the County as a whole (6.4%).
- Approximately 32% of the Village's workforce commutes 25 or more minutes to work, which is higher than the County's workforce (22%), but similar to the State as a whole (34%).

Commuting in the Village of Holmen is mostly done by car, with 81.2% of commuters traveling in a single occupant vehicle. This number is higher than both the County (77.4%) and the State as a whole (77.0%). One difference in commuting methods is by those walking to work with 0.2% of the Village of Holmen's workforce walking compared to 4.1% in La Crosse County and 2.8% in the State as a whole.

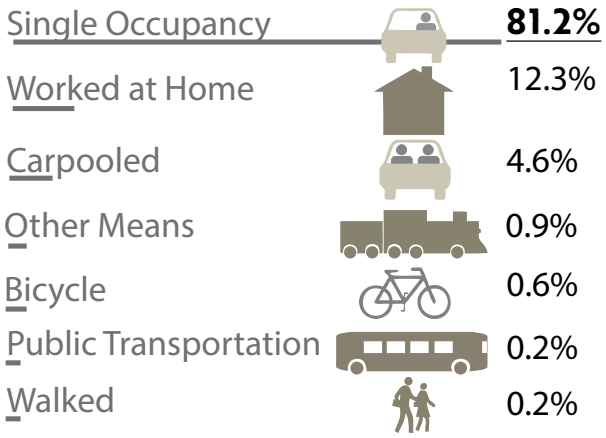
Commuting Time to Work, 2022

Source: American Community Survey



Percentage of Residents Commuting, 2022

Source: American Community Survey



MAJOR MODES OF TRAVEL

Holmen is connected to a vast regional transportation network. The Village is served by air, rail, shipping, trucking and a variety of roadways which serve different types of traffic

Aviation Service: Commercial air passenger and light freight service are available at the La Crosse Regional Airport, located 11 miles from Holmen just west of the Black River. General aviation service is also available. The airport was constructed between 1933 and 1935. The original runway layout is still in use, but improvements and expansions have taken place over the years.

The airport generally serves as a commuter hub connecting passengers through Chicago/ Minneapolis/St. Paul and Milwaukee. American Airlines and Delta service the airport with a total of 180,000 total passengers annually.

Railroad Service: Holmen is served by the Burlington Northern/ Santa Fe Railroad, which runs north and south along the shore of the Mississippi River just west of the Village. No rail spurs are located in Holmen.

Passenger service (AMTRAK) between Chicago and the Pacific Northwest via Minneapolis/St. Paul is available in Winona, Minnesota and La Crosse.

Water Transit: The Port of La Crosse is 11 miles south of Holmen and serves incoming and outgoing barge traffic on the Mississippi River. The port handles nearly one million metric tons of commodities annually and offers connections to the upper Midwest and the world, including Russia, South America, Mexico, China and other counties.

In addition to cargo, the port also serves an active excursion boat trade, hosting Delta Steamboat Company boats on over 20 stops annually. The port also has two seasonal excursion tour boats and one of five surviving steam powered riverboats.

Holmen residents also use the Sunset Bay Marina in Trempealeau for recreational purposes. The marina is located about 10 miles west of downtown Holmen and offers full marina services.

Truck Routes: Trucking is an important transportation element and is used extensively throughout the region because of the intermodal transfer options, including the Interstate and National Highway network, Mississippi River, freight rail and aviation facilities. Truck routes exist in Holmen along the state and county highway systems.

Road Classifications: All federal, state, county, and local roads are classified into categories under the "Roadway Functional Classification System" based upon the type of service they provide (see map on the next page for road classifications in the Plan Area). In general, roadways with a higher functional classification should be designed with limited access and higher speed traffic.

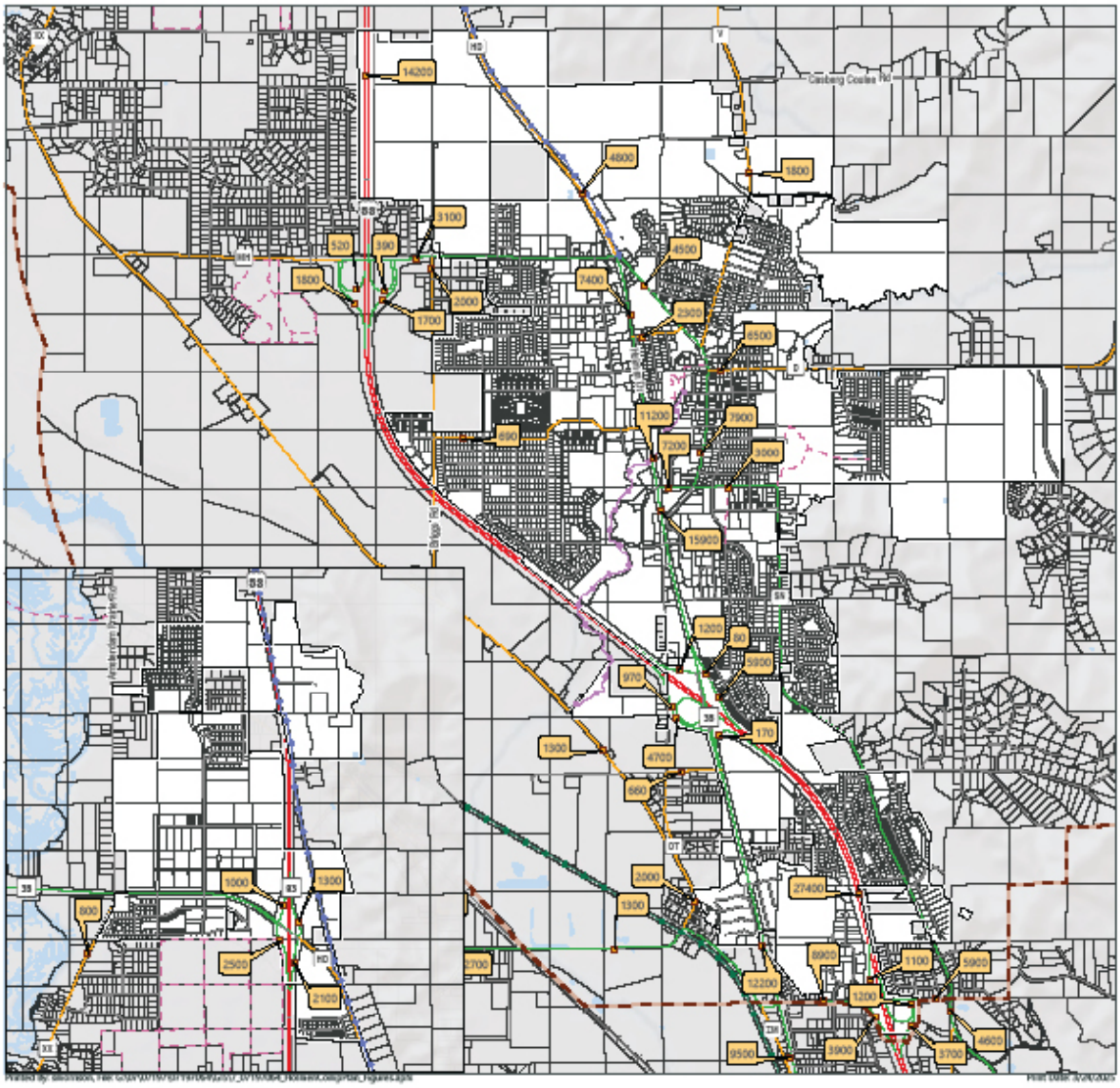
Roadway Improvement Projects: Wisconsin's Six Year Highway Improvement Program identifies projects by county and project limits. This list provides projects to be completed between 2023 and 2028. Detailed information on project dates, location, cost estimates, mileage, and description could be found on:

https://wisconsindot.gov/Pages/projects/6yr-hwy-impr/proj-info/default.aspx

Commuting Methods to Work, 2022

Source: American Community Survey

	Village of Holmen	La Crosse County
Within La Crosse County	87.9%	90.4%
Outside of County, Within State	9.0%	6.4%
Outside of State	3.1%	3.1%



Existing Transportation

Comprehensive Plan Update

Village of Holmen
La Crosse County, WI

- 2021: Annual Average Daily Traffic
- Planning Area (1.5 miles)
- Village of Holmen
- Surrounding Municipality
- Parcel Boundary
- Great River State Trail
- Halfway Creek Trail
- Holland Bluffs Trail
- Other La Crosse County Trail

Functional Classification

- Principle Arterial
- Minor Arterial
- Collector
- Local Road
- Railroad

Data Sources:
La Crosse County GIS (2024)
WisDOT (2024)
AADT Filtered 2021
Copyright(c) 2014 Esri

MSA 0 0.25 0.5 Miles

BIKE, PEDESTRIAN & TRANSIT

Sidewalks, Trails, & Routes: Pedestrian and bicycle transit are vital parts of transportation and recreation networks. Sidewalks exist sporadically around the Village in residential areas and some commercial areas. Bicycle facilities in Holmen are limited. However, many roads have paved shoulders that allow for bicycle transportation. Halfway Creek Trail (map on B-12) follows the creek through the Village and connects with the Great River Trail, which connects to the southwest corner of the Village. Also, the Holland Bike Trail runs from the Town of Holland to the Village of Holmen.

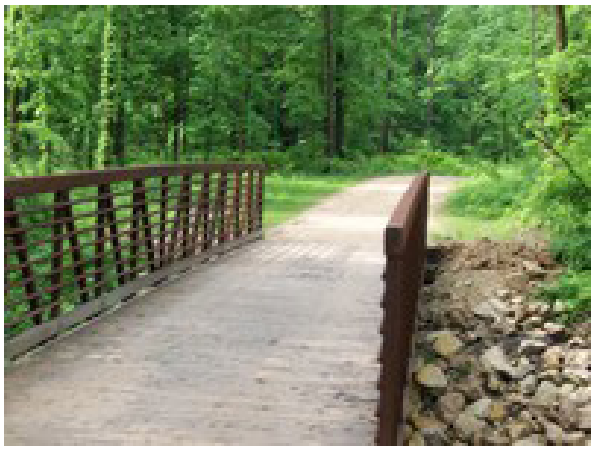
Holmen is fortunate to have connections to the Great River Trail, which is managed by the Wisconsin Department of Natural Resources as part of its extensive state trail system. The 24-mile Great River Trail runs along the Mississippi River between Onalaska and Trempealeau. The trail offers year round recreational opportunities and spectacular views of the surrounding area. Trail passes cost $5 for a daily pass and $25 for an annual pass and may be purchased at numerous businesses throughout the region.

The Great River Trail links with the La Crosse River State Trail in Onalaska. The La Crosse River State Trail connects to the Sparta-Elroy trail, offering another 76 miles of beautiful biking trails. Holmen is situated in an excellent location for regional bike trail access.

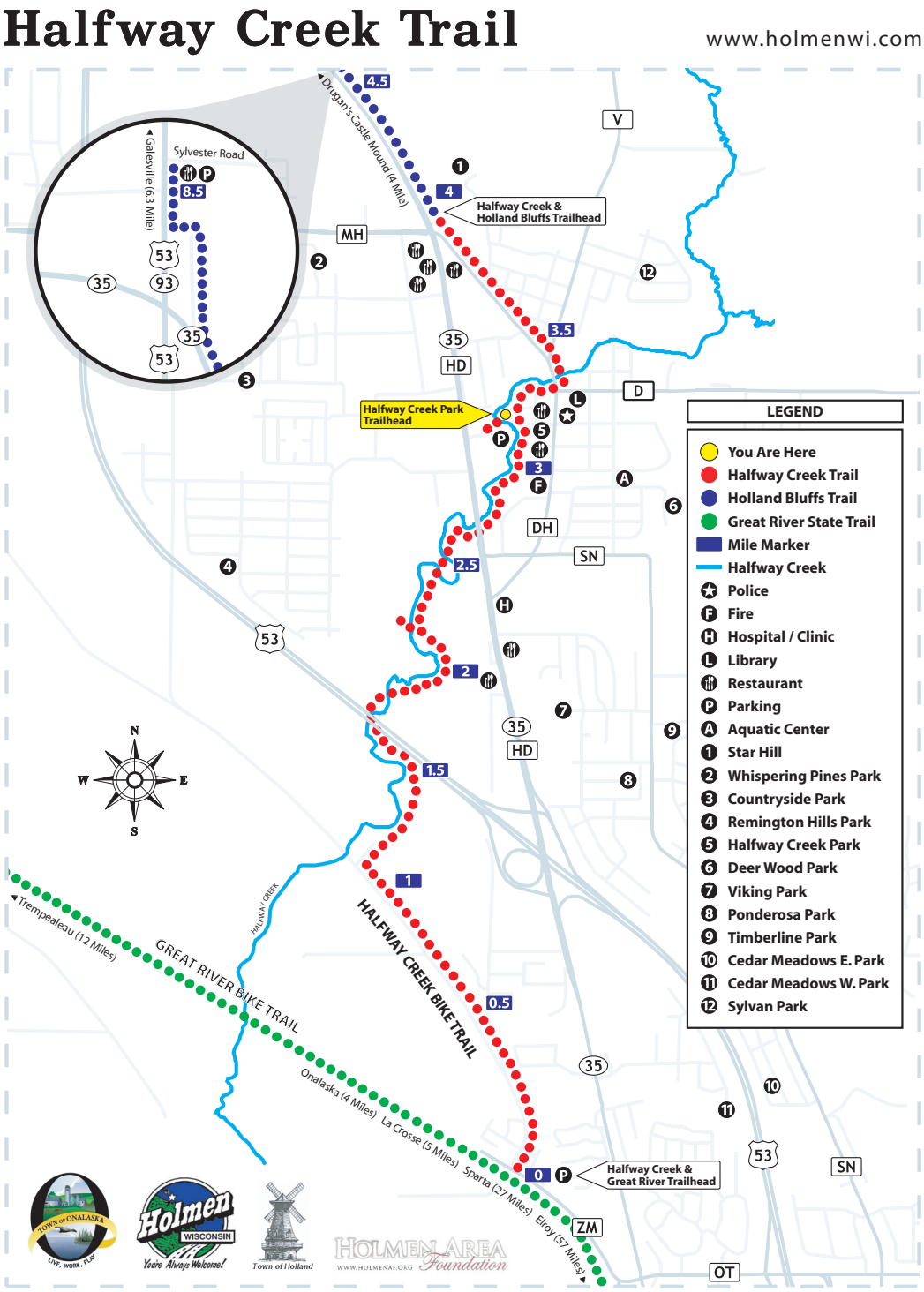
The La Crosse Area Planning Committee has created a La Crosse Area Bike Route Map which illustrates regional and local routes, hospitals and clinics, bike shops, local eateries, and covered public bicycle parking. The Holmen - Brice Prairie section is shown on B-13.

Transit Service: Transit service for Holmen residents includes the Onalaska/Holmen/West Salem Shared Ride Taxi service and the La Crosse County mini-bus program. The shared ride taxi offers door-to-door service at a customer's request. This service is available daily from 6:30 a.m. to 7 p.m. Adult fares are $4.00, students are $3.50 and special senior and disabled fares are $3.50.

The La Crosse County mini-bus program is a door-to-door service that provides rides for seniors to meal sites and doctor's appointments. The service is provided through First Transit. Fares range between $3.50 and $4.50 for one-way depending on which zone a person is travelling in. A 24 or 48-hour reservation notice is required.



OTHER TRANSPORTATION MAPS



OTHER TRANSPORTATION MAPS

La Crosse County Bicycle Map

Source: Wisconsin Department of Transportation

ECONOMIC PROSPERITY

EDUCATION AND INCOME

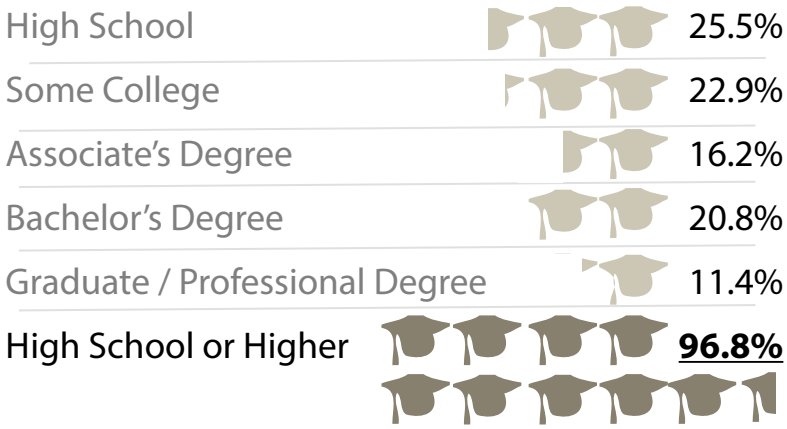
Education attainment can provide valuable insight into the existing labor force, including availability of skilled and professional workers and demand for training opportunities. In the year 2010, approximately 92% of Village of Holmen residents 25 years or older have at least a high school diploma, which is similar to La Crosse County (90%) and higher than the State as a whole (89%). Looking at high education, only 10.2% of residents obtained a graduate/professional degree which is similar to the County (10.4%) and higher than the State (8.6%). More recent data from the American Community Survey (2022) suggests that the Village residents have similar education attainment to the County and the State in having at least a high school diploma and graduate/professional degrees.

In 2010, the Village of Holmen's median family income levels was similar to the County and State's income level. The Household median income was higher than the county and the state. More recent data from the American Community Survey (ACS) suggests that the Village has outpaced the County and the State in these two income indicators. The ACS data also suggests the number of persons below the poverty level in the Village of Holmen (4.4%) is significantly lower than the County (11.8%) and the State (10.7%).

Note: The Census Bureau uses a set of income thresholds that vary by family size and composition to detect who is poor. If the total income for a family or unrelated individual falls below the relevant poverty threshold, then the family or unrelated individual is classified as being "below the poverty level".

Educational Attainment, 2022

Source: American Community Survey



Income Trends

Source: American Community Survey

		2022
Village of Holmen	Per Capita	$39,379
	Median Family	$105,127
	Median Household	$77,880
	Below Poverty (%)	4.4%
County	Per Capita	$39,498
	Median Family	$94,779
	Median Household	$68,731
	Below Poverty	11.8%
Wisconsin	Per Capita	$40,130
	Median Family	$92,974
	Median Household	$72,458
	Below Poverty	10.7%

EXISTING LABOR FORCE

Based on the tables and graphs below, the following can be inferred regarding the Village's existing labor force:

- The economy is still recovering from the Great Recession, which has impacted the nation since the late 2000s. Currently the County and State as a whole have reduced their unemployment rates to 3.1% and 3.4% respectively. Based on the American Community Survey (2022), the Village of Holmen unemployment rate (1.8%) is well below the State and the County.
- A majority (83.2%) of workers in the Village of Holmen earn a private wage and salary, slightly lower than the County at 83.7% and slightly higher than the State at 82.3%.
- Occupations in the Village of Holmen are weighted towards "Management, Professional & Related" and "Sales and Office". Both of these occupational categories are similar to the County and State. The Village's "Service" category is below those of the County and State.
- The largest occupations by industry in the Village are "Education, Health, Social" , "Manufacturing", and "Retail Trade". This is similar to both the County and the State.

Note: A community's labor force includes all people over the age of 16 classified as employed or unemployed as well as members of the U.S. Armed Forces. Those not included in the labor force statistics include students, homemakers, retired workers, seasonal workers not currently looking for work, institutionalized people, and those doing only incidental unpaid family work.

Employment Status

Source: American Community Survey

	Village of Holmen	La Crosse County	Wisconsin
In Labor Force (2010)	4,603	64,453	3,078,465
Unemployment Rate	5.8%	5.2%	6.7%
In Labor Force (2022)	5,845	65,844	3,129,606
Unemployment Rate	1.8%	3.1%	3.4%

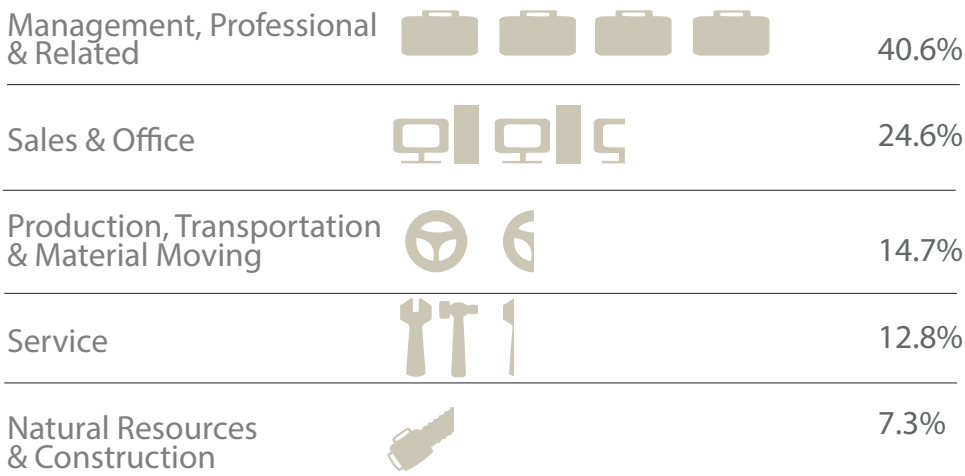
Class of Worker

Source: American Community Survey

	Village of Holmen	La Crosse County	Wisconsin
Private Wage & Salary	83.2%	83.7%	82.3%
Government Worker	13.4%	12.5%	12.4%
Self-employed & Not-for-Profit Worker	2.8%	3.6%	5.1%
Unpaid family Worker	0.6%	0.2%	0.2%

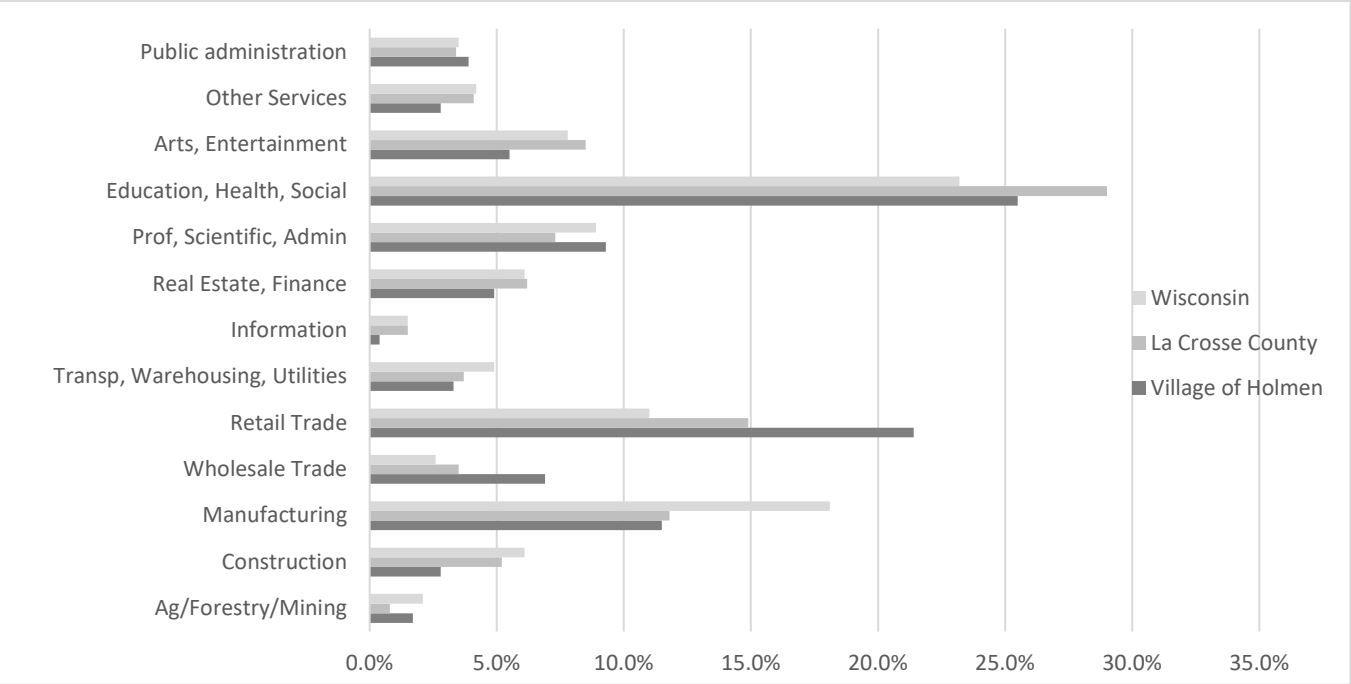
Employment by Occupation, 2022

Source: American Community Survey



Employment by Industry, 2022

Source: American Community Survey



LABOR PROJECTIONS

Based on American Community Survey data, the fastest growing industries in at the Village are "Wholesale Trade and Professional, Scientific, management, and administrative and waste management services".

MAJOR EMPLOYERS

The major employers in the Village of Holmen (all of which employ 50 or more employees) are listed in the table below.

Major Employers in Holmen 2024

Source: Job Center of Wisconsin

Major Employers	Number of Employees	Industry
Northern Engraving Corp	100-249	Signs and Advertising Specialist
Holmen High School	100-249	Schools
olmen Village Parks and R	100-249	Parks
Festival Foods	100-249	Grocers - Retail
Holmen Middle School	50-99	Schools
McDonald's	50-99	Limited-Service Restaurant
Prairie View Elementary	50-99	Schools
Features	50-99	Restaurants
Sand Lake Elementary	50-99	Schools
Viking Elementary School	50-99	Schools
ergreen Elementary Scho	50-99	Schools
gan's Castle Mound Gold	50-99	Golf Courses
Bluffview Memory Care	50-99	Nursing Home
D Lux Screen Printing Inc	50-99	Screen Printing

Growing Industries

Source: American Community Census 2010, 2022

Industry	% Increase
Wholesale trade	154%
Professional, scientific, and management, and administrative and waste management services	140%
Retail trade	100%
Public administration	54%
Other services, except public administration	36%

ECONOMIC DEVELOPMENT PROGRAMS

La Crosse County Economic Development Revolving Loan Fund: The La Crosse County Economic Development Fund (LCEDF) serves as the County's Industrial Development Agency. LCEDF manages the revolving loan fund and makes loans to businesses in the County that promote economic development and job creation/retention. Funds were established through a combination of County, Federal and State Funding.

Village of Holmen Increment Financing (TIF): The Village of Holmen has two active TIF districts. TIF provides funds to promote development opportunities and expand the future tax base.

Wisconsin Economic Development Corporation: As the state's lead economic development organization, the Wisconsin Economic Development Corporation (WEDC) nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve. The WEDC administers a variety of economic and community development programs for private businesses and municipalities. Visit www.inwisconsin.com to learn more.

Community Development Block Grant - Public Facilities for Economic Development (CDBG-PFED) Program: The CDBG-PFED is a federally funded program administered by the Wisconsin Department of Administration (WIDOA). This grant is designed to assist communities that want to expand or upgrade their infrastructure to accommodate businesses that will create new jobs.

Community Development Block Grant - Economic Development (CDBG-ED) Program: The CDBG-ED is a federally funded program administered by the Wisconsin Department of Administration (WIDOA). It is designed to assist businesses that will invest private funds and create jobs as they expand or relocate to Wisconsin. WIDOA awards funds to a local unit of government as a grant, which then loans the funds to a business that commits to create jobs for low- and moderate-income residents. When the business repays the loan, the community retains the funds to start a revolving loan fund.

Community Development Zones: This is a special designated areas in the State. Once created they exist for twenty years with a potential for extending the zone for another five years. The zones range from small rural areas to large metropolitan areas. A certified employer in a zone can earn a tax credit against a Wisconsin income tax liability for job creation and for environmental remediation.

Rural Economic Development (RED) Early Planning Grant Program: The RED grant is a program designed to assist rural business with twenty-five employees or less. Grants may only be used for professional services such as preparation of a feasibility study, market study, or business plan.

WI Development Fund (WDF) Programs: There are two WDF programs. The Technology Development Fund helps finance products research and development, and commercialization. The Major Economic Development Program provides financial assistance for business startups or expansions that can create or retain a significant number of jobs and to leverage private capital investment.

Transportation Facilities Economic Assistance and Development Program: This funds transportation facilities improvements (e.g. road, rail, harbor and airport) that are part of an economic development project.

AGRICULTURAL & NATURAL RESOURCES

NATURAL RESOURCES

Physiography

Scenic ridges, bluffs, valleys, wetlands and rivers characterize the topography of the Coulee Region, where Holmen is located. The area is in the unglaciated region, or Driftless Area, of Wisconsin and was not affected by the last Ice Age, around 15,000 years ago. The steep topography contributes much to the attractiveness of the area as a place to live and recreate. The region has been dissected by a maze of high, narrow ridges and steep, broad coulees worn down by streams.

Vegetation

Holmen is located in a region of the country known as the Prairie-Forest Border, which forms the transition zone between the plains to the south and west and the forests to the north and east. Before European settlement and the resulting fire suppression, the vegetation in this region consisted of oak savanna and southern oak forest. The remaining forest cover is generally broad-leaved deciduous forest.

Soils

The geology of the area is of the Cambrian System and the Prairie du Chien group of the Ordovician System. The geology is comprised of sandstone with some dolomite and shale.

Soils in the area are characterized as forested and silty. Soils types are highly variable and include: bertrand silt loam, Chaseburg silt loam, Fayette silt loam, Gale silt loam, Gotham loamy sand, Hixton sandy loam, Meridian sandy loam, Plainfield sand, Richwood silt loam, Trempe loamy fine sand, Trempealeau fine sandy loam and Waukegan silt loam. Areas with steep slopes are shown on the Development Limitations Map (refer to page B-23).

Metallic & Non-Metallic Resources

There are no metallic mineral mining operations within the Village.

Agricultural Land & Open Space

There is approximately 15,805.3 acres of agricultural and open space in the planning area. This is approximately 70% of the land area. A map of prime farmland areas within the planning area is shown on the next page. "Prime farmland" designates land that has the best combination of physical and chemical soil characteristics for producing food, feed, forage, fiber, and oilseed crops according to the Natural Resource Conservation Service.

Rare Species

The Wisconsin Department of Natural Resources monitors a Wisconsin Natural Heritage Database, which provides generalized information about endangered and threatened species by occurrence by County and Town, Range and Section. The table below identifies those that have been found within the Village of Holmen area (i.e. T17R7W).

WATER RESOURCES

Drainage Basin & Watershed

Holmen is located in the Lower Black River Watershed, which is in the southern part of the Black River Basin. The basin encompasses approximately 2.5 million acres. Almost 600,000 acres of county, state and federally-owned public land and 300,000 acres of wetlands are found within the basin. The landscape is considered to be some of the roughest terrain in the state.

Streams

Halfway Creek runs through the Village of Holmen from northeast to southwest and is stocked with brown and brook trout. Sand Lake Creek also runs through the Village and generally flows east to west along Holmen's southern border.

Surface Water

There is no surface water in Holmen except for a few scattered ponds less than two acres in size.

Groundwater

Groundwater in the Holmen area is abundant and is obtained from a sand and gravel aquifer. The groundwater is easy to locate and drill into, but has a high potential for contamination because the sandstone bedrock is not very effective in filtering surface waters that permeate it. A variety of land uses can release contaminants that travel through the sandstone to the water table, potentially causing problems with both private and municipal drinking water supplies.

According to a 2012 Water Quality Report, the water in Holmen's four groundwater wells is in excellent quality; however it contains iron and manganese, which may cause water discoloration, but no adverse health effects.

The Village implements a wellhead protection ordinances to protect its groundwater.

Wetlands

Wetlands provide valuable wildlife habitat and contribute greatly to the aesthetic appeal of an area. In the planning area, there are wetlands to the northwest and southwest of the Village. These wetlands are characterized as forested, deciduous land with wet soil and persistent emergent wet meadow with some open water.

These lands are generally not conducive for intensive development due to erosive character, high compressibility and instability, low bearing capacity, and high shrink-swell potential of the soil.

There are no WDNR delineated wetlands within Village limits. However, the Village's existing land use map does recognize approximately 37 acres of wetlands, located in the northeast portion of the Village, near Halfway Creek.

Floodplains

Floods are the nations most common natural disaster and therefore require sound land use plans to minimize their effects. Benefits of floodplain management are the reduction and filtration of sediments into area surface water, storage of floodwaters during regional storms, habitat for fish and wildlife, and reductions in direct and indirect costs due to floods.

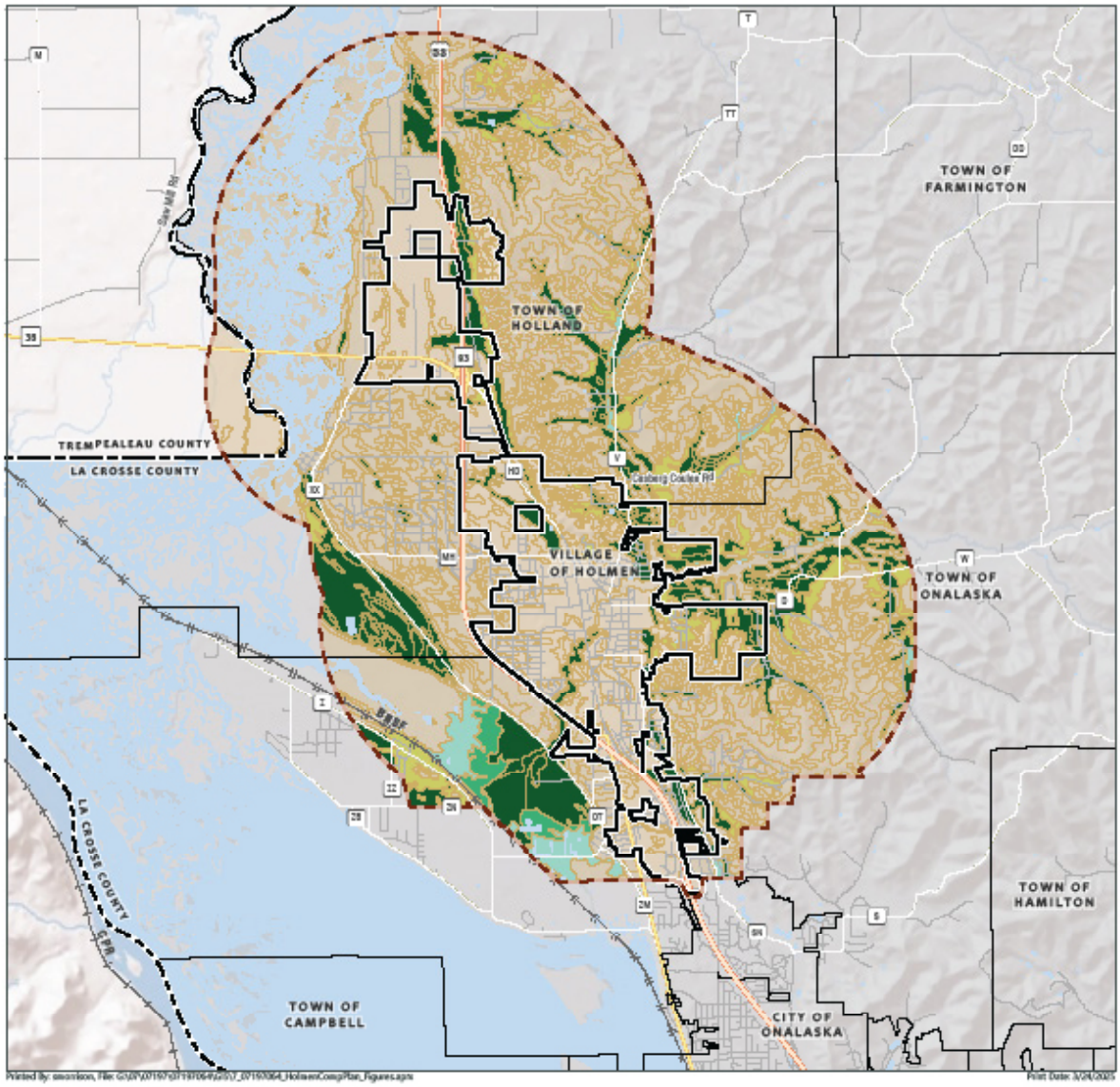
Federal Emergency Management Agency (FEMA) designated 100- and 500-year floodplains within the planning area. The Development Limitations Map (on the next page) displays the 100-year floodplain in the planning area. Within the Village of Holmen there are approximately 79.8 acres of floodplain (2.2% of the Village) located along Halfway Creek.

Endangered & Threatened Species

Source: Wisconsin Department of Natural Resources

Common Name	Scientific Name	Protection Status
Blanchard's Cricket Frog	Acris blanchardi	END
Western Sand Darter	Ammocrypta clara	SC/N
American Eel	Anguilla rostrata	SC/N
Pirate Perch	Aphredoderus sayanus	SC/N
Dragon Wormwood	Artemisia dracunculus	SC
Clustered Poppy-mallow	Callirhoe triangulata	SC
Silky Prairie-clover	Dalea villosa var. villosa	SC
Dry Prairie	Dry prairie	NA
Dry-mesic Prairie	Dry-mesic prairie	NA
Wild Licorice	Glycyrrhiza lepidota	SC
Goldeye	Hiodon alosoides	END
Pallid Shiner	Hybopsis amnis	END
Black Buffalo	Ictiobus niger	THR
Silver Chub	Macrhybopsis storeriana	SC/N
Pugnose Minnow	Opsopoeodus emiliae	SC/N
Gophersnake	Pituophis catenifer	SC/P
Sand Prairie	Sand prairie	NA
Small-flowered Woolly Bean	Strophostyles leiosperma	SC
Bell's Vireo	Vireo bellii	THR

Protection Status: Endangered (END), Special Concern (SC), No Laws Regulating Use, Possession or Harvesting (SC/N), Fully Protected (SC/P), Natural Area (NA), & Threatened (THR)



Agricultural Productivity

Comprehensive Plan Update

Village of Holmen
La Crosse County, WI

- Planning Area (1.5 miles)
- Village of Holmen
- Neighboring County
- Surrounding Municipality
- USDA/NRCS Soil Type

Farmland Classification

- All areas are prime farmland
- Prime farmland if drained
- Prime farland if drained and protected
- Farmland of statewide importance
- Not prime farmland

Data Sources:
La Crosse County GIS (2024)
NRCS Web Soil Survey Soils (2024)
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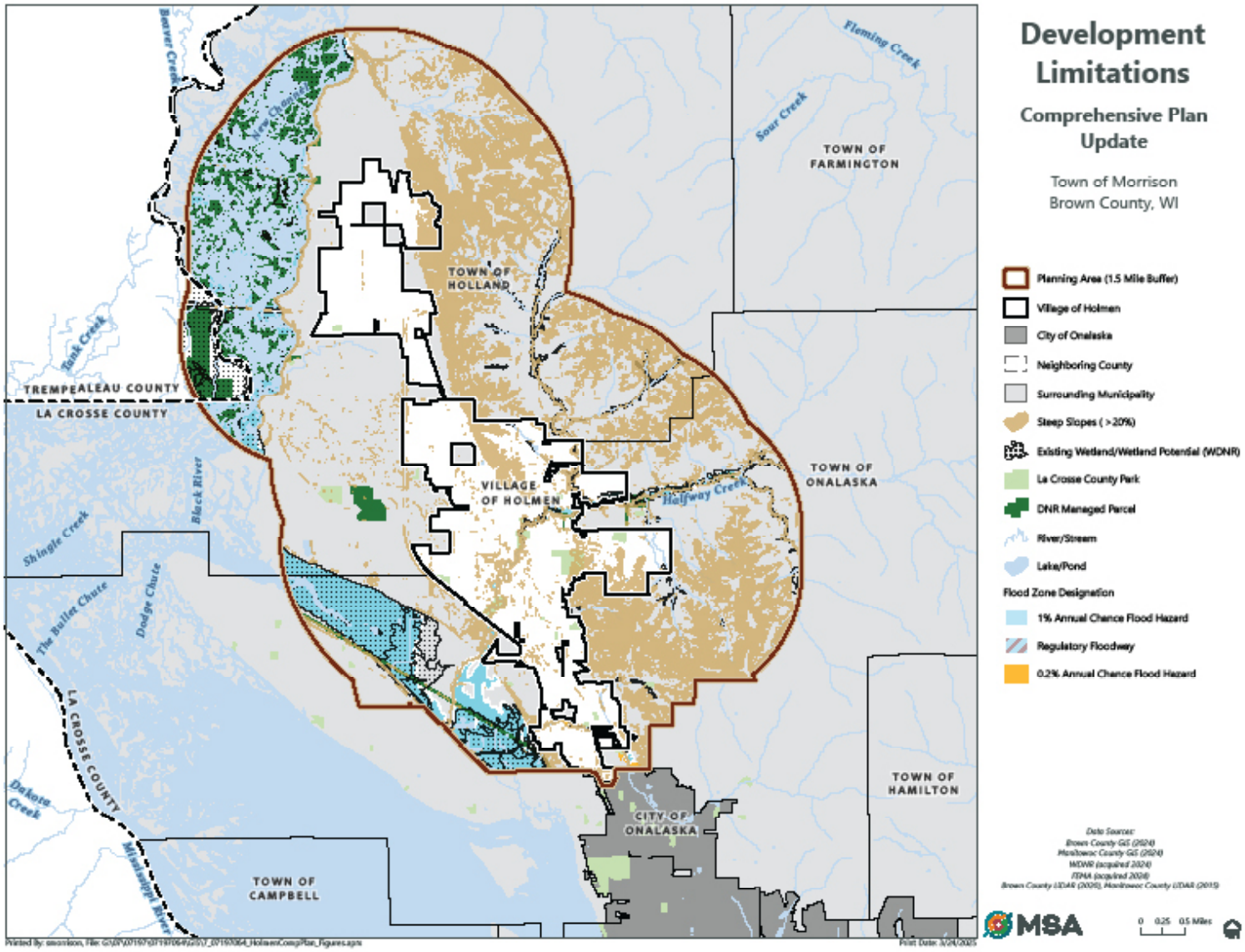
MSA

0 0.25 0.5 Miles


Development Limitations
Comprehensive Plan Update
Town of Morrison
Brown County, WI
Planning Area (1.5 Mile Buffer)
Village of Holmen
City of Onalaska
Neighboring County
Surrounding Municipality
Steep Slopes (>20%)
Existing Wetland/Wetland Potential (WDNR)
La Crosse County Park
DNR Managed Parcel
River/Stream
Lake/Pond
Flood Zone Designation
1% Annual Chance Flood Hazard
Regulatory Floodway
0.2% Annual Chance Flood Hazard
TOWN OF FARMINGTON
TOWN OF HOLLAND
VILLAGE OF HOLMEN
TOWN OF ONALASKA
TOWN OF HAMILTON
CITY OF ONALASKA
TOWN OF CAMPBELL
TREMPEALEAU COUNTY
LA CROSSE COUNTY
Beaver Creek
Fleming Creek
Sour Creek
Tank Creek
Black River
Shingle Creek
The Bailey Chute
Dodge Chute
Halfway Creek
Dakota Creek
Mississippi River
MSA

COMMUNITY FACILITIES & SERVICES

GENERAL FACILITIES

Health Care Facilities

Franciscan Skemp Healthcare, Mayo Health System (MHS) operates a health care clinic and an eye care clinic in Holmen. In addition, both Franciscan Skemp MHS and Gundersen Lutheran have hospitals and clinic facilities in La Crosse and Onalaska.

There are also three (3) chiropractic offices and three (3) dental clinics in the Village.

Police & Emergency Facilities

Police service is provided by the Holmen Police Department. The La Crosse County 911 Center answers all emergency calls. The Village constructed a new police station in 2015 near Halfway Creek Park in the Downtown.

The County contracts with the Tri-State Paramedic Service based at Gunderson Lutheran's facility in La Crosse and the Village's Fire Squad works alongside Tri-State on all calls. The Squad is certified as a first responder squad.

The Holmen Area Fire Department provides fire protection to the Village and also has a mutual aid agreement with all other fire departments in La Crosse County. The Fire Department has nine (9) trucks: three (3) engines, three (3) tankers, one (1) rescue, one (1) quick response and one (1) brush truck.

Cemeteries

There is one privately-owned, non-denominational cemetery within the municipal boundaries. There is a second cemetary located just outside the Village. There are two cemetery associations in Holmen: the Green Mound Cemetery Association and the Long Coulee Cemetery Association.

Library Facilities

The Village is currently served by the Holmen Public Library, and is located at 121 Legion St. The Library houses a collection of books, research materials, CDs, videos, tapes and periodicals and is part of a regional library system.

Other Government Facilities

- *Village Hall, located at 421 South Main Street*
- *Village of Holmen Post Office, located at 1111 Linden Drive.*
- *Public Works Shop, located at 605 Empire Street*

Public School Facilities

The Holmen School District is made up of six (6) municipalities, including: Village of Holmen, the Town of Holland, and parts of the Town of Farmington, Town of Hamilton, Town of Onalaska and City of Onalaska.

The School District has seen consistent growth over the past nine years. There has been an increase in enrollment from 2005 to 2014 of 22%. Enrollment for the 2014-2015 school year was 3,958.

Elementary Schools (K-5)

- *Prairie View, Viking, Sandlake, and Evergreen*

Middle School (6-8)

- *Holmen Middle School*

High School (9-12)

- *Holmen High School*

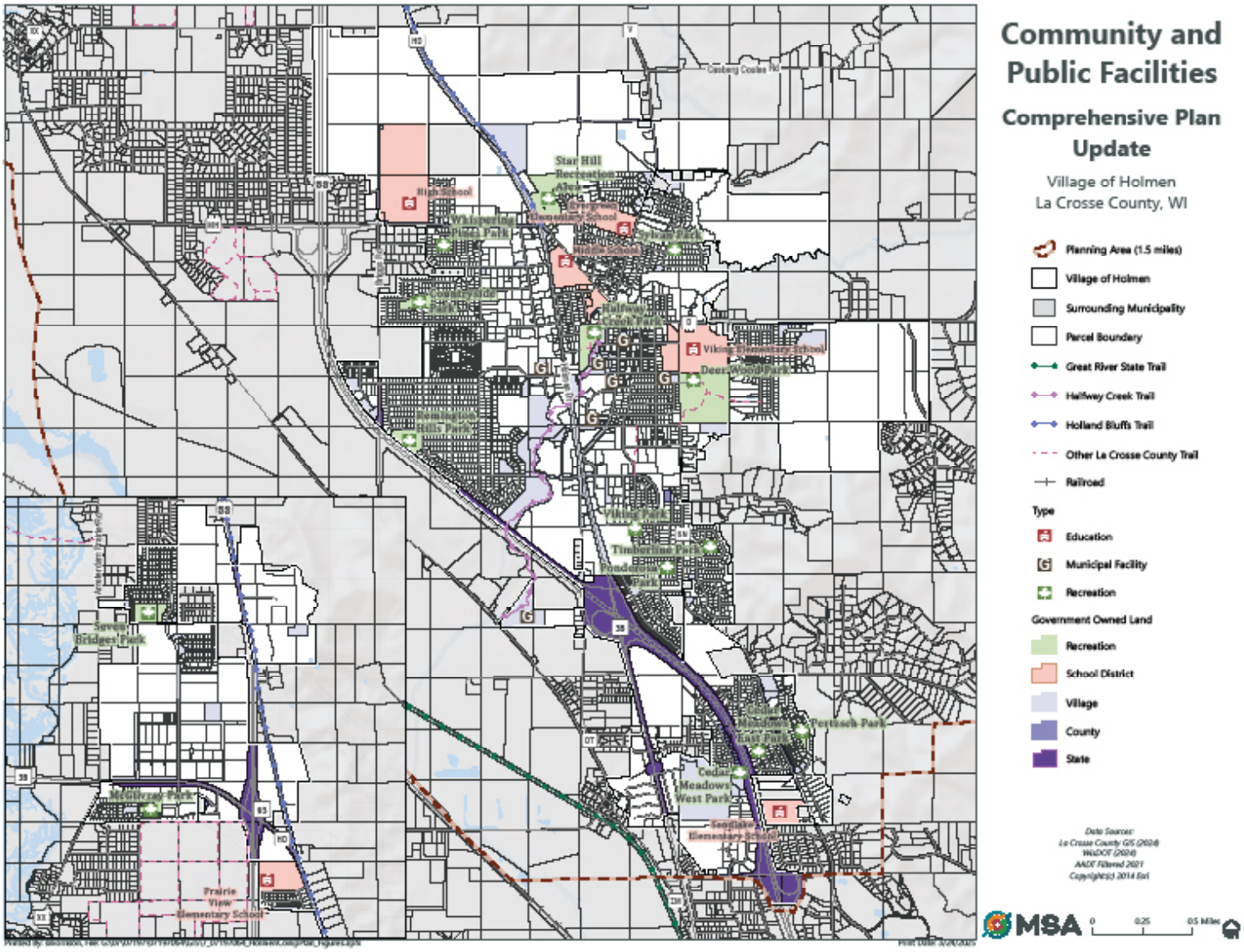
Higher Education Facilities

There are three higher education facilities located near Holmen in the City of La Crosse:

- *Western Wisconsin Technical College*
- *Viterbo University*
- *University of Wisconsin - La Crosse*

Child Care Facilities

Nineteen (19) child care facilities/ services operate within the Village. The existing facilities are largely sufficient to meet the needs of Village residents.


Community and Public Facilities
Comprehensive Plan Update
Village of Holmen
La Crosse County, WI
Planning Area (1.5 miles)
Village of Holmen
Surrounding Municipality
Parcel Boundary
Great River State Trail
Halfway Creek Trail
Holland Bluffs Trail
Other La Crosse County Trail
Railroad
Type
Education
Municipal Facility
Recreation
Government Owned Land
Recreation
School District
Village
County
State
Data Sources:
La Crosse County GIS (2020)
WisDOT (2020)
AADT filtered 2021
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MSA
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0.25
0.5 Miles
Star Hill Recreation Area
Evergreen Elementary School
Whispering Pines Park
Sylvan Park
Halfway Creek Park
Viking Elementary School
Deer Wood Park
Remington Hills Park
Viking Park
Timberline Park
Ponderosa Park
Seven Bridges Park
McElroy Park
Prairie View Elementary School
Cedar Meadows East Park
Pertsch Park
Cedar Meadows West Park
Sandlake Elementary School

PARKS & RECREATION

The following parks and recreational facilities shown in the table below are located within the Village

The map (right) displays the neighborhoods in the Village that are within a quarter-mile of a school or Village Park.

UTILITIES & SERVICES

Stormwater Management

The Village has a complete storm sewer system.

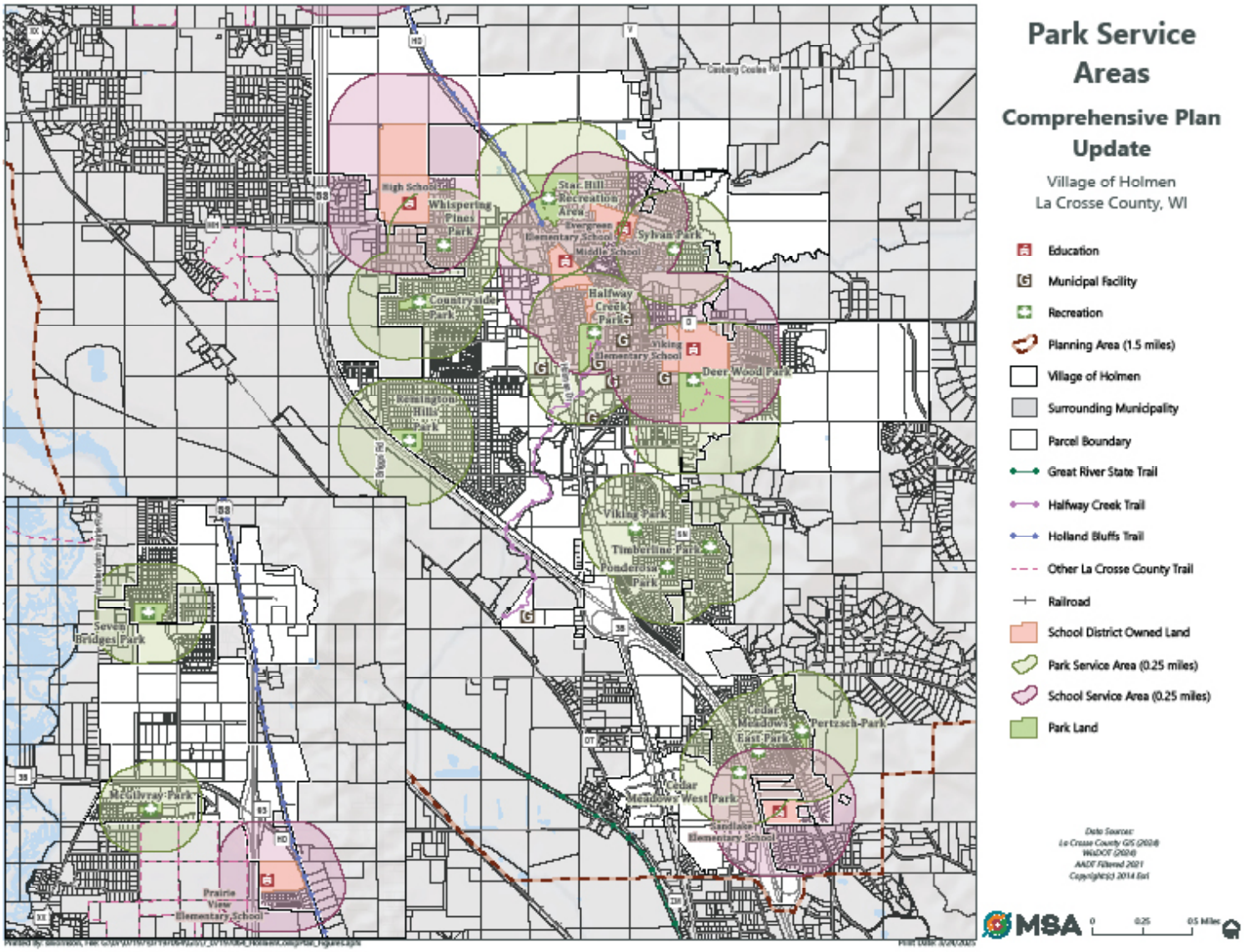
Waste Water & Sanitary Sewer System

The sanitary sewer system and wastewater treatment plant in Holmen are owned and operated by the Village providing service to over 4,400 customers. The treatment plant is located 650 Remus Rd. The receiving water for Holmen's WWTP effluent is Halfway Creek, which flows into Lake Onalaska, the Black River and ultimately the Mississippi River. The Village completely rebuilt the sanitary sewer facility in 2021 to serve the community for the next two decades.

Park Facilities in Holmen, 2015

Source: Vilage of Holmen Parks Directory

Name	Size	Amenities
Cedar Meadows East Park	1.46 acres	Playground, basketball court, volleyball court, open field and picnic shelter facilities.
Cedar meadows West Park	1.18 acres	Playground and walking trail.
Countryside Park	3.25 acres	Playground, shelter, soccer field, volleyball and basketball courts.
Deer Wood Park	40.00 acres	Three (3) baseball fields, four (4) tennis courts, walking trail, basketball court, ice hockey rink, nature trails, sledding hills, playground, restrooms and picnic shelter.
Halfway Creek Park	14.51 acres	Band shell, restrooms, playground, trail access, volleyball court, horseshoe pits, two (2) shelters, picnic areas.
McGilvray Park	2.62 acres	Playground, basketball court, looping pedestrian path, open green space, and two shade shelters
Pertzsch Park	2.83 acres	Playground, open green space for soccer fields, a seasonal building, and picnic tables
Ponderosa Park	1.06 acres	Volleyball court, basketball court, playground and t-ball field.
Remington Hills Park	7.50 acres	Playground, picnic tables, volleyball court, shelter, sand box, soccer/football, ballfield, basketball court, two (2) tennis courts and open green space.
Seven Bridges	14.96 acres	Playground, looping pedestrian path, multi-use facility and open-air park shelter, open field space, two ballfields (2), two soccer fields (2)
Sylvan Park	1.94 acres	Playground, basketball court, open shelter and soccer field.
Timberline Park	2.50 acres	Playground, basketball fields, basketball court and volleyball court.
Viking Park	0.53 acres	Playground and basketball court.
Whispering Pines Park	1.66 acres	Playground, volleyball court, basketball courts and open field.
Holmen Aquatic Center	12,000 square-foot pool	Six (6) competitive lap lanes. 200' water slide, drop slide, water riders and water play structure. Sand play area with concession stand nearby.


Park Service Areas
Comprehensive Plan Update
Village of Holmen
La Crosse County, WI
Education
Municipal Facility
Recreation
Planning Area (1.5 miles)
Village of Holmen
Surrounding Municipality
Parcel Boundary
Great River State Trail
Halfway Creek Trail
Holland Bluffs Trail
Other La Crosse County Trail
Railroad
School District Owned Land
Park Service Area (0.25 miles)
School Service Area (0.25 miles)
Park Land
Data Sources:
La Crosse County GIS (2024)
WisDOT (2024)
AADT Filtered 2021
Copyright(c) 2014 Esri
MSA
0
0.25
0.5 Miles
High School
Whispering Pines Park
Star Hill Recreation Area
Evergreen Elementary School
Middle School
Sylvan Park
Countryside Park
Halfway Creek Park
Viking Elementary School
Deer Wood Park
Hills Park
Viking Park
Timberline Park
Ponderosa Park
Seven Bridges Park
Cedar Meadows East Park
Pertzsch Park
Cedar Meadows West Park
Sandlake Elementary School
McGilvray Park
Prairie View Elementary School

Solid Waste & Recycling Facilities

The Village contracts with Hilltopper Rubbish Service, Inc. to provide for the collection of solid waste and recyclable material. Solid waste is disposed of at the Xcel Energy French Island Waste to Energy Incinerator. The La Crosse County Landfill is the regional repository for unacceptable/unburnable solid waste and ash from the waste to energy incinerator.

Water Supply

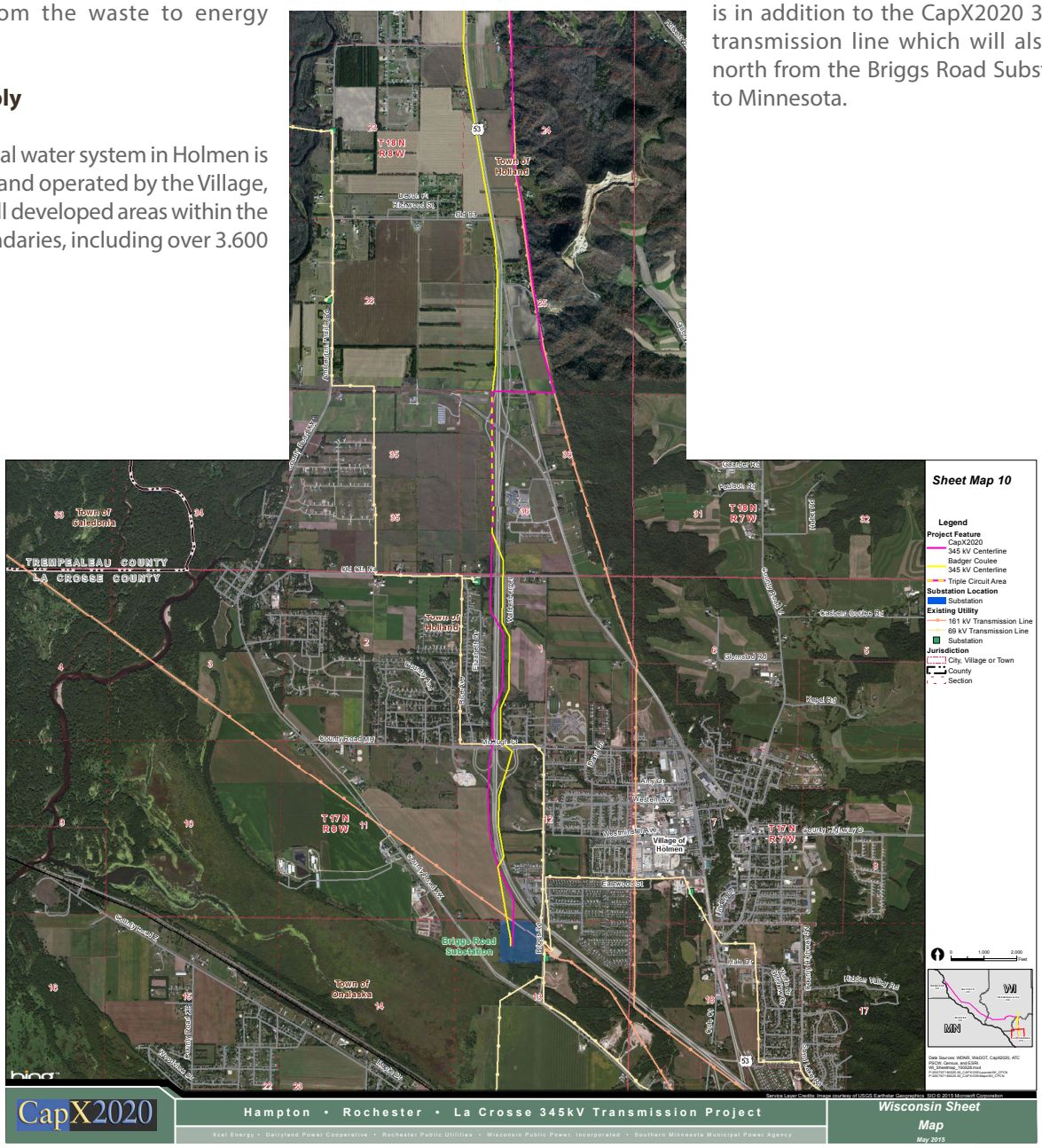
The municipal water system in Holmen is also owned and operated by the Village, and serves all developed areas within the Village boundaries, including over 3.600 customers.

Telecommunications Facilities

CenturyTel provides Holmen residents with local telephone service. Various long distance providers serve the Village. Charter Communications provides cable television service. CenturyTel and Charter Communications both provide high-speed internet access.

Gas & Power

Xcel energy provides electric power and natural gas throughout the Village. Recently American Transmission Co. and Xcel Energy received approval to build a 180-mile, 345-kilovolt transmission line from the Briggs Road Substation to northern Dane County, unknown as the Badger Coulee Line. This line is in addition to the CapX2020 345 kV transmission line which will also run north from the Briggs Road Substation to Minnesota.



COMMUNITY CHARACTER

HISTORICAL OVERVIEW

The Village is located at the western foot of La Crosse County's bluffs, approximately five (5) miles north of the City of La Crosse. Holmen was initially settled by Norwegian Immigrants in 1862. The Village was incorporated on May 7, 1946 and has grown substantially from a small rural farming community of 2,400 (1980) to an urban center of 9,005 residents in 2010. The eastern bluffs lands that line the Village are a significant part of the regions community character.

The Holmen area is an attractive place to live and has been for many centuries. Native Americans from the Winnebago (now the Ho Chunk Nation) and Oneota Tribes inhabited the Holmen area for several centuries prior to the arrival of the first white settlers. Several areas around Long Coulee, Brice Prairie and Sand Lake Road have been excavated and the existence of Oneota villages has been documented. Burial grounds, remnants of long houses and an established farming community including an elaborate irrigation system were excavated by the Mississippi Valley Archaeological Center. Also, mastodon bones dating back 12,000 years were found in the extensive excavations.

HISTORICAL RESOURCES

Wisconsin Historical Markers

Wisconsin Historical Markers identify, commemorate and honor the important people, places, and events that have contributed to the state's heritage. The Wisconsin Historical Society's Division of Historic Preservation administers the Historical Markers Program.

There are 12 registered historical markers in La Crosse County, including 1 in the Village of Holmen: Luther College (Marker 235).

State & National Register of Historic Places

There are no registered State or National Historic Places within the Village of Holmen.

COLLABORATION & PARTNERSHIPS

EXISTING AREAS OF COLLABORATION

Local Unit of Government	Existing Cooperation Efforts
City of Onalaska	Cooperative Boundary Agreement, joint technology zone application, Transportation Feasibility Study for STH 35
Metropolitan Planning Organization	Coulee Vision 2050*
La Crosse County	Joint management of county trunk highways
Regional Planning Commission	Various regional and county-wide plans
Towns of Onalaska and Holland	Fire Department, School District
City of Onalaska and Village of West Salem	Shared-Ride Taxi
City of Onalaska, Villages of West Salem, Rockland and Bangor and Towns of Campbell and Shelby	Joint Municipal Court

POTENTIAL AREAS OF COLLABORATION

Local Unit of Government	Potential Cooperation Efforts
Town of Onalaska	Cooperative Boundary Agreement
Town of Holland	Cooperative Boundary Agreement
La Crosse County	Blufflands Preservation Plan/ Park Planning

** Village of Holmen is part of the La Crosse Area Planning Committee (LAPC) which has been designated by the governors of Wisconsin and Minnesota as the Metropolitan Planning Organization (MPO) to perform transportation planning activities for the La Crosse and La Crescent Area. Coulee Vision 2050 is the region's long-term plan for growth and transportation.*

Potential Intergovernmental Cooperation Efforts

- **Voluntary Assistance:** Your community, or another, could voluntarily agree to provide service to your neighbors because doing so makes economic sense and improves service levels.
- **Trading Services:** Your community and another could agree to exchange services. You could exchange the use of different pieces of equipment, equipment for labor, or labor for labor.
- **Renting Equipment:** Your community could rent equipment to, or from, neighboring communities and other governmental units. Renting equipment can make sense for both communities - the community renting gets the use of equipment without having to buy it, and the community renting out the equipment earns income from the equipment rather than having it sit idle.
- **Contracting:** Your community could contract with another community or jurisdiction to provide a service.
- **Sharing Municipal Staff:** Your community could share staff with neighboring communities and other jurisdictions - both municipal employees and independently contracted professionals. You could share a building inspector, assessor, planner, engineer, zoning administrator, clerk, etc.
- **Consolidating Services:** Your community could agree with one or more other communities or governmental units to provide a service together.
- **Joint Use of a Facility:** Your community could use a public facility along with other jurisdictions. The facility could be jointly owned or one jurisdiction could rent space from another.
- **Special Purpose Districts:** Special purpose districts are created to provide a particular service, unlike municipalities that provide many different types of services. Like municipalities, special purpose districts are separate and legally independent entities.
- **Joint Purchase and Ownership of Equipment:** Your community could agree with other jurisdictions to jointly purchase and own equipment such as pothole patching machines, mowers, rollers, snowplows, street sweepers, etc.
- **Cooperative Purchasing:** Cooperative purchasing, or procurement, is where jurisdictions purchase supplies and equipment together to gain more favorable prices.
- **Intergovernmental Agreements:** These can be proactive or reactive. There are three types of intergovernmental agreements that can be formed including general agreements, cooperative boundary agreements, and stipulations and orders.

LAND USE

EXISTING & PROJECTED LAND USE

The Village of Holmen includes approximately 5,046 acres, about 7.9 square miles. The majority of the Village is currently comprised either as agriculture/farmstead (33.2% of Village) or residential (23.7%). Developed lands (i.e. commercial, industrial, institutional, quarry, transportation and residential) makes up 49% of the Village but only 24% of the Planning Area. As discussed prior, there are several limitations to building development (i.e. steep slopes, wetlands, and floodplain), reducing the potential for future development. In total there is approximately 669 acres of Planning Area land with development limitations, which accounts for 3% of the Area. Therefore, roughly 18,282 acres remain developable. As shown on the Existing Land Use Map there are approximately 166.9 acres of vacant "platted" residential lots within the Village (and 2 acres of vacant storefronts). While not all of these residential lots are part of an official platted subdivision, they are generally less than 4 acres in size, located on the north side of the Village.

Using the projected population and household sizes assumptions from the previous sections, it is expected that the Village of Holmen will need an additional 292 acres of residential land, 16 acres of commercial land, and 50 acres of industrial land in the next 20 years. However, this methodology is based on an assumption that commercial and industrial lands will grow in the same proportion to residential development as currently exists into the future. However, in reality the Village is likely to experience significantly greater demand for commercial and industrial land uses as historically have occurred. This is due to a variety of factors including the Village's location to state and federal highways and improved access to new lands that can support these uses. For example, the Seven Bridges TID #2 includes over 900 acres of land which has been stubbed with public sewer and water facilities. In addition, the Village is likely to see additional demand for commercial and industrial land development as the City of Onalaska and City of La Crosse business parks meet their capacity. Both of these communities have less access, ability to serve, greenfield sites as compared to Holmen. The lack of access to greenfield sites is also likely to increase the demand and pace of residential developments in Holmen as well.

REDEVELOPMENT OPPORTUNITIES

Redevelopment opportunities are buildings or parcels that have fallen into disrepair and are no longer contributing positively to the social or economic life of the Village. Redevelopment is typically synonymous with commercial or industrial infill development. Downtown Holmen and South Holmen Drive are two existing developed areas in the Village which have been identified as locations to focus redevelopment efforts.

Contaminated Sites

The Bureau of Remediation and Redevelopment within the Wisconsin Department of Natural Resources oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. The Remediation and Redevelopment Tracking System (BRRTS) provide access to information on incidents ("Activities") that contaminated soil or groundwater. These activities include spills, leaks, other cleanups and sites where no action was needed. Based on the BRRTS database, there are no "Open" sites within the Village. Open sites are those in need of cleanup or where cleanup is underway.

ZONING

Land development and building activity within the Village are subject to the Village's zoning ordinance (Chapter 195). Within the Village, requests for zoning amendments are reviewed and approved by the Village Board. Existing zoning is shown on the map on page B-35.

Note: Residential use projections were calculated by multiplying the change in projected households by the average households per acre, as of the year 2010. Projections for commercial and industrial acreage assume that these land uses will grow at a similar rate to the current proportion of commercial or industrial land to residential land (i.e. maintaining status quo). Actual needs may differ based on market conditions and the land use policies of the Village.

Existing Land Uses, Village Limits

Source: MSA Mapping

	Acres	%
Agriculture/Farmstead	1,674.2	33.2%
Woodlands	600.0	11.9%
Commercial	131.0	2.6%
Industrial/Manufacturing	123.0	2.4%
Residential	1,194.9	23.7%
Vacant Platted	166.9	3.3%
Water	0.7	0.0%
Institutional	212.3	4.2%
Parks and Recreation	135.6	2.7%
Quarry	15.5	0.3%
Transportation	792.0	15.7%
TOTAL	**5,046.0**	**100.0%**

Development Limitation, Planning Area

Source: MSA Mapping

	Acres	%
Developed	6,020.1	24%
Development Limitations	669.0	3%
Developable	18,282.1	73%
Total	**24,971.2**	**100.0%**

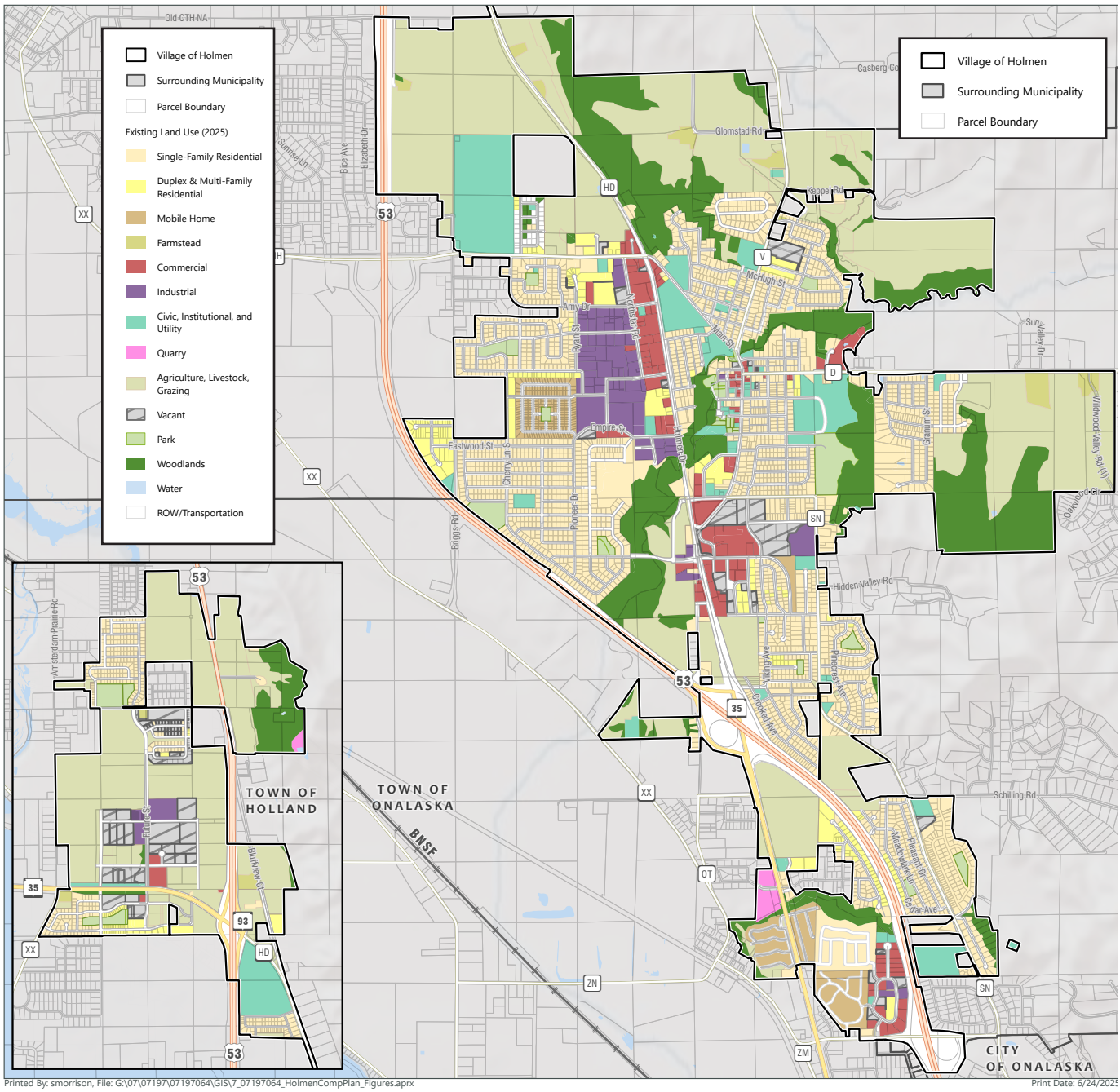
Projected Land Use Needs, 2010-2030

Source: MSAProjections

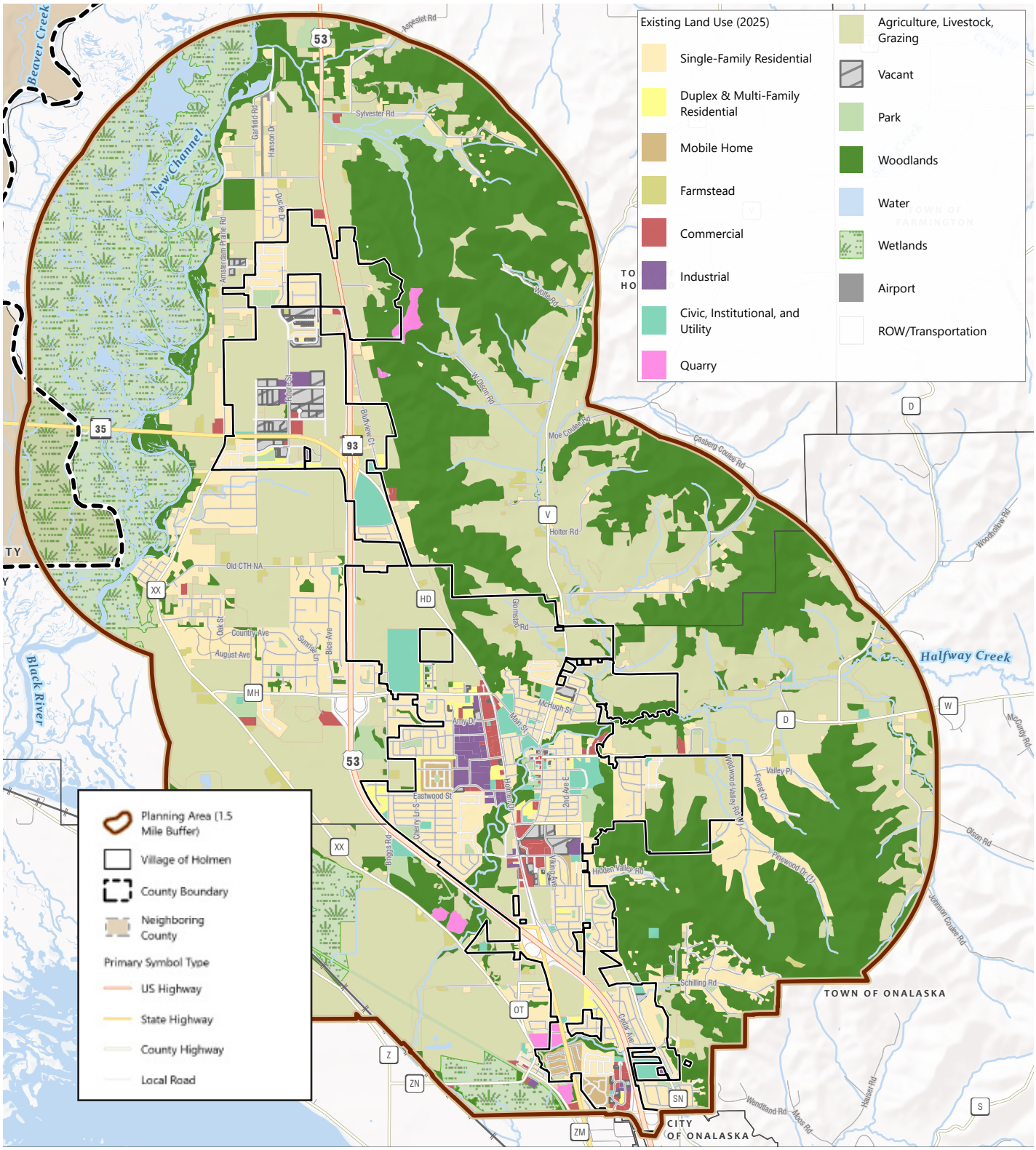
Projected Land Demand *	2025	2030	2035	2040	2045	20 Yr Change
Population	12,162	13,386	14,549	15,711	16,701	4,539
Household Size	2.39	2.41	2.41	2.41	2.39	0.00
Housing Units	5,249	5,671	6,160	6,648	7,137	1,888
Residential (acres)	1,195	1,284	1,386	1,489	1,591	396
Commercial (acres)	131	141	152	163	174	43
Industrial (acres)	123	132	143	153	164	41

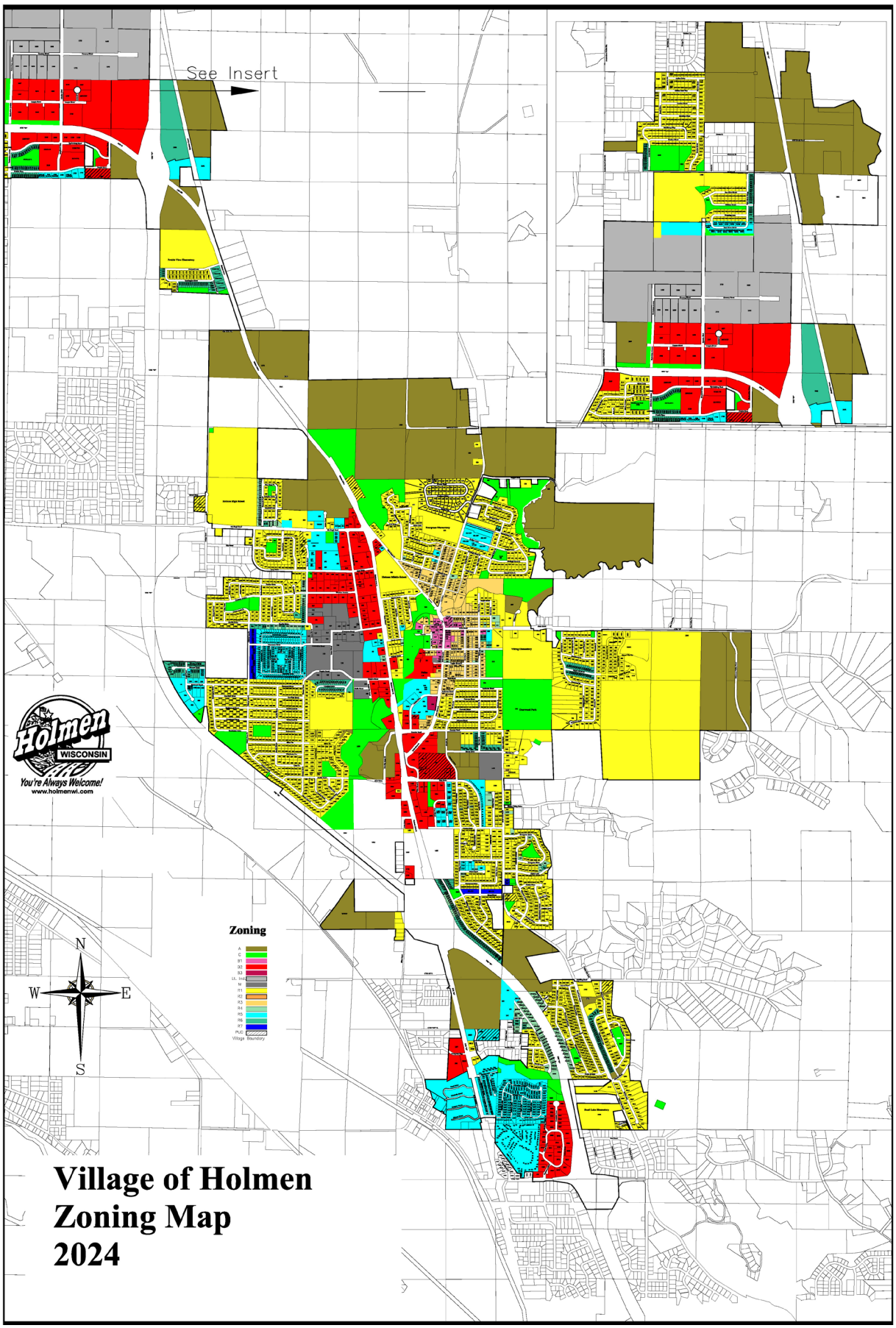
** Based on minimum residential lot size of 0.21 acres (Village Zoning Code)*

EXISTING LAND USE - VILLAGE LIMITS



EXISTING LAND USE - PLANNING AREA

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Zoning
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PUD
Village Boundary
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Village of Holmen
Zoning Map
2024