



VISION 2050

One Region, Focusing on Our Future

Guiding the Vision



What is VISION 2050?

VISION 2050 is the Southeastern Wisconsin Regional Planning Commission's initiative to develop a year 2050 regional land use and transportation plan. Once completed, the plan is intended to help guide land use and transportation system development in Southeastern Wisconsin for years to come. The Commission has been the official areawide planning agency for land use and infrastructure for Southeastern Wisconsin since its creation in 1960 and serves Kenosha, Milwaukee, Racine, Ozaukee, Walworth, Washington, and Waukesha Counties. Commission plans and recommendations are advisory to local and State government. The Commission was created to provide the basic information and planning services necessary to properly consider and solve problems which transcend the boundaries of the 154 local units of government comprising the Southeastern Wisconsin Region. Commission plans have addressed land use, transportation, housing, water supply, water quality, parks, natural areas, and many more issues.

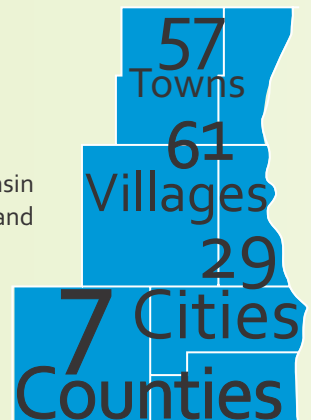


Need for Regional Visioning

There is a long history of planning on the community, county, and regional levels to guide growth and development in Southeastern Wisconsin. This planning is needed because of continuing changes in population and employment, land use patterns, and demand for public services. Southeastern Wisconsin is forecasted to add another 334,000 residents and 210,000 jobs by 2050.

- 36% of the State's population
- 34% of the State's jobs

VISION 2050 recognizes that a thriving future for Southeastern Wisconsin transcends the boundaries of its seven counties and 147 cities, villages, and towns. Regional visioning expands knowledge of the implications of future land use and transportation decisions and engages the community to create a shared vision for the future embraced by Southeastern Wisconsin.



Creating the Vision

The initial vision for Southeastern Wisconsin is expressed through a series of Guiding Statements that describe the direction land use and transportation in our Region should follow. The Guiding Statements were developed by listening to what residents said is important to Southeastern Wisconsin's future. Initial visioning activities allowed residents to share their thoughts on the future of land use and transportation in Southeastern Wisconsin, which the Commission staff translated into 15 Guiding Statements. Nearly 500 people attended the first series of visioning workshops.

The Commission also contracted with the University of Wisconsin-Milwaukee's Center for Urban Initiatives and Research (CUIR) and Department of Economics to conduct a telephone survey to reach people across all of Southeastern Wisconsin, asking more than 1,500 randomly selected residents about their preferences on a variety of land use and transportation issues.

The Commission wanted to ensure that people who could not attend a workshop or respond to the telephone survey could share their thoughts on Southeastern Wisconsin's future. Staff provided the opportunity to participate in workshop activities and the survey through the VISION 2050 website. All of the initial visioning results are available on the website. These results were considered in developing a draft set of Guiding Statements.

A second series of workshops was then held to allow residents to rate the draft set of Guiding Statements. Attendees rated the draft Guiding Statements using keypad polling devices and gave feedback about each



Statement, including why the Statement expressed their desired future for the Region or needed more work. Those unable to attend a workshop got the chance to rate the Statements online. In total, more than 600 people provided feedback on the Guiding Statements through the workshops and the website.

The overall ratings were very high, but some of the comments indicated there was room for improvement. Suggestions from the public and the Commission's Advisory Committee on Regional Land Use Planning, Advisory Committee on Regional Transportation System Planning, and Environmental Justice Task Force were used to refine the Guiding Statements and form the initial vision for Southeastern Wisconsin.



The VISION 2050 Guiding Statements express a preliminary vision for land use and transportation in the Region based on the key values and priorities expressed through initial visioning activities. These statements are intended to serve as a guide for how the Region should move forward and for developing “sketch” future land use and transportation scenarios, and subsequent detailed alternative land use and

transportation plans. An overriding consideration for all of the Guiding Statements is that the benefits and impacts of investments in the Region's land and transportation system should be shared fairly and equitably among all groups of people. The best way to ensure that the benefits and impacts are shared in such a manner is to increase racial and economic integration throughout the Region.

Strengthen Existing Urban Areas

The individual character of neighborhoods, including natural, historic, and cultural resources, should be preserved and protected and blighting influences should be addressed. New urban development and major job centers should occur through infill development, redevelopment, and development adjacent to existing urban areas.

92% of respondents agreed that new development should occur as redevelopment and infill development in existing cities and villages
– Telephone Survey



Achieve More Compact Development

Compact development creates neighborhoods that are walkable, foster multiple travel modes, and have a mix of uses, such as housing, businesses, schools, and parks. Future growth should occur in areas that can be readily provided with services and facilities, such as transit and utilities. Infill and redevelopment should be encouraged.

87% of respondents said it is important to have neighborhoods where people can bike or walk to parks, schools, shops, and restaurants
– Telephone Survey



“Sprawl” was a frequently mentioned Threat to the Region
– SWOT Analysis

Balance Jobs and Housing

Links between jobs and workers should be improved by providing affordable housing near job centers, increasing job opportunities near affordable housing, and improving public transit between job centers and affordable housing.

91% of respondents said it is important for a community's workforce to have access to affordable housing near places of employment
– Telephone Survey



Credit: SEWRPC Staff



Credit: Milwaukee County Transit System

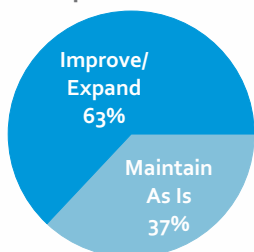
Achieve a Robust, Regional Transit System

The Region's transit services should accommodate the travel needs of all residents, including travel that crosses municipal and county boundaries. Transit service should be fast, frequent, safe, and convenient in order to provide an alternative to personal vehicle travel.

317 goals written by participants related to improving or expanding the Region's transit system
– Participant Goals

63% of respondents said the Region's public transportation system should be improved and expanded
– Telephone Survey

Public Transit:
Improve/Expand or Maintain As Is?



– Telephone Survey

Maintain Small Town Character

Small town character is part of the Region's identity. The individual character of communities in rural areas, including natural, historic, and cultural resources, should be preserved and protected.

Only 13% of respondents agreed that new development should occur away from existing cities and villages, on agricultural and other open land
– Telephone Survey



Develop an Expansive, Well-Connected Bicycle and Pedestrian Network

Bicycle and pedestrian travel in the Region should be encouraged as an alternative to personal vehicle travel and should complement transit travel. The network should provide on- and off-street bicycle connections and pedestrian facilities that are safe, secure, and convenient.

2/3 of respondents said they would bicycle or walk more often if there were more off-street bicycle and pedestrian facilities
– Telephone Survey

"An increasing demand for bicycle and pedestrian facilities" was a frequently mentioned Opportunity for the Region
– SWOT Analysis

"Loss of farmland" was one of the most frequently mentioned Threats to the Region
– SWOT Analysis



Preserve Natural Resources and Open Spaces

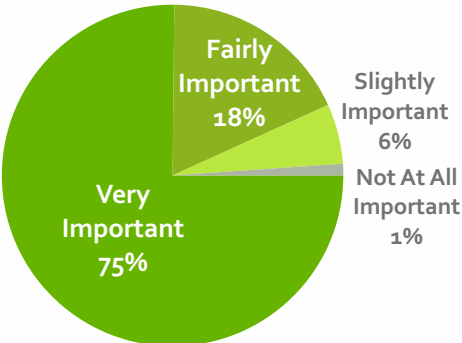
Natural resources provide many environmental and recreational benefits that may not be replaced if they are eliminated or disturbed. Future growth and transportation investments should preserve, protect, and enhance valuable natural features, including lakes, rivers, wetlands, floodplains, groundwater, woodlands, open spaces, natural areas, and fish and wildlife habitats.

93% of respondents said that preservation of natural resources is important
– Telephone Survey

“Water resources,” “parks and open spaces,” and “natural resources” were among the most frequently mentioned Strengths of the Region
– SWOT Analysis



Importance of Preserving Natural Areas



Note: Residents' preferences regarding preserving farmland were very similar to the above results.
– Telephone Survey

Preserve Farmland

Productive farmland is vital to the health and economy of the Region. Future growth and transportation investments should preserve and protect productive farmland.

93% of respondents said that preservation of farmland is important
– Telephone Survey



Ensure that Goods Move Efficiently

The considerable needs of the Region's businesses, industries, and freight companies must be a factor in the development of a balanced, multimodal transportation system. Barriers to the efficient movement of goods within the Region and between the Region and other areas should be identified and addressed.



Credit: The Port of Milwaukee

55% of respondents rated the overall transportation system in the Region as average
– Telephone Survey

The Region's "existing infrastructure" was frequently identified as a Weakness or a Threat
– SWOT Analysis

Develop an Integrated, Multimodal Transportation System

Safe, efficient, and convenient travel in the Region requires an integrated, balanced, multimodal transportation system, which provides choices among transportation modes. This balanced system should provide an appropriate level of service for all modes to effectively serve the travel demand generated by the Region's planned land development pattern.

"Availability of alternative transportation modes" was a frequently identified Weakness of the Region
– SWOT Analysis

39 goals written by participants indicated that the Region's transportation system should be well-connected and serve multiple travel modes
– Participant Goals



Credit: Eppstein Uhen Architects (EUA)

Provide a High-Quality Network of Streets and Highways

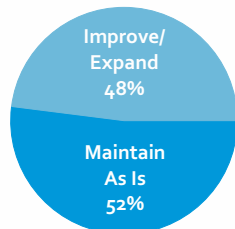
The Region's streets and highways need to be well maintained in order to continue to carry the majority of personal and freight traffic in the Region. As roadways are reconstructed, modern design improvements should be included, with a focus on improving the efficiency and safety of the roadway and incorporating bicycle, pedestrian, and transit accommodations.

"Condition of highways and roads" was a frequently identified Weakness of the Region
– SWOT Analysis

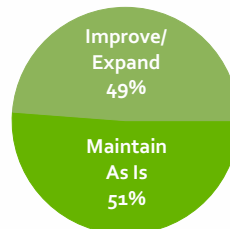


Credit: SEWRPC Staff

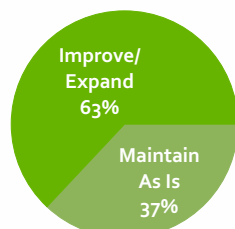
Transportation Elements: Improve/Expand or Maintain As Is?



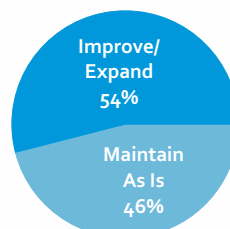
State and Interstate Highways



County Highways and Local Roads



Public Transit



Bicycle and Pedestrian Facilities

– Telephone Survey

Be Environmentally Responsible

The quality of the environment—particularly air and water—greatly affects public health and quality of life. Sustainable land and transportation development and construction practices should be used to minimize the use of nonrenewable resources and reduce impacts on the local, regional, and global environment.

244 goals written by participants indicated that we should conserve our natural resources and be more environmentally responsible
— *Participant Goals*

Credit: Peter McMullen

Make Wise Infrastructure Investments

Recognizing funding constraints, the benefits of specific investments in the Region's infrastructure must be weighed against the estimated initial and long-term costs and impacts of those investments.

Making sound investments was a common theme of goals written by participants
— *Participant Goals*

"Decline in public revenue" was a frequently mentioned Threat to the Region
— *SWOT Analysis*



Credit: SEWRPC Staff

Work Together Toward Common Goals

Cooperation and collaboration at the local, county, State, and Federal levels is necessary to address the land use and transportation issues facing the Region.

"Political polarization" and "lack of intergovernmental cooperation" were among the most frequently identified Threats to the Region
– *SWOT Analysis*

28 goals written by participants encouraged communities and counties in the Region to increase collaboration and cooperation
– *Participant Goals*



Credit: Ozaukee County Planning and Parks Department

Prepare for Change in Travel Preferences and Technologies

New and expected trends in travel behavior should be considered when developing the Region's transportation system. Technologies that improve the ability and capacity to travel should also be considered.

28 goals written by participants indicated that new technologies should be incorporated into our transportation system (e.g. "Smart" cards, higher efficiency vehicles, safety features)
– *Participant Goals*



Credit: Peter McMullen

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Check us out on twitter
[@Vision2050SEWis](https://twitter.com/Vision2050SEWis)



Scan the code to visit our website
and register for workshops!

Next Steps for VISION 2050

Sketch Scenarios

The initial visioning activities will lead into a scenario planning effort, designed to show what the future of land use and transportation could look like in Southeastern Wisconsin.

Summer/Fall 2014

Preliminary Recommended Plan and Preferred Vision

The Region's residents will be able to see how each alternative plan would perform in achieving the initial vision, and get an opportunity to identify their preferred alternative plan, or preferred elements of multiple alternative plans.

Summer 2015

Detailed Alternative Plans

The scenarios will be refined and used to develop more detailed alternative plans for the Region's land use and transportation. These plans will be thoroughly evaluated based on how well they meet the initial vision expressed by the Guiding Statements.

Spring 2015

Final Recommended Plan and Vision

A final year 2050 regional land use and transportation plan and vision document will be developed considering feedback on the preliminary recommended plan.

Fall 2015