

# FIRST ANNUAL SEWRPC PLANNING CONFERENCE

December 6 meeting will answer the question -

## HOW CAN REGIONAL PLANNING HELP YOU ?

The two major subjects to be covered by conference discussion relate to natural resources and transportation problems in the Region.

Natural Resource problems include consideration of flood control, drainage, pollution, water supply, recreation and how they will be approached on a watershed basis for practical results. Transportation items will be discussed in a regional context, using recent experiences of other urbanizing regions in the complex task of transportation planning. Emphasis will be on feasibility and action.

## GENERAL SESSION IS MORNING FEATURE

We are indeed fortunate to have as our speakers on the morning panel discussion Mr. Alan Voorhees, Transportation Planning Consultant from Washington, D. C., Mr. Clayton Hoff, Executive Director of the Brandywine Watershed Association, Wilmington, Delaware, and our own Sanford S. Farness, Director of SEWRPC, who will give case examples, and show how practical solutions are found when these problems are approached on a regional basis.

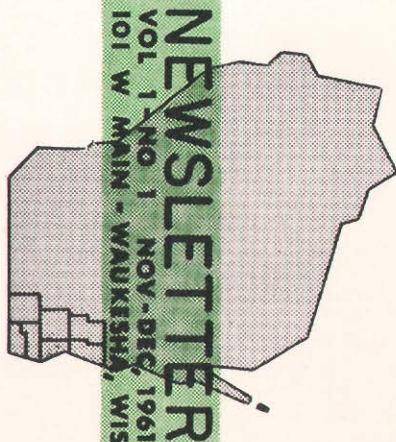
The Honorable Gaylord Nelson will give the welcome address at the noon luncheon. Mr. Paul Reid, Detroit Regional Planning Commission, will review his "twelve years of Regional Planning".

Two simultaneous planning workshops are scheduled for the afternoon session, in which experts will relate local and regional planning and give some positive recommendations on putting general community plans into action.

Moderator for Panel A will be former Commission Chairman, Dr. Henry J. Schmandt, supported by such experts as Douglas F. Haist, Chief of Long

(continued on next page)

SOUTHEASTERN  
WISCONSIN  
REGIONAL  
PLANNING  
COMMISSION







*George C. Berteau*

# A MESSAGE FROM GEORGE C. BERTEAU, CHAIRMAN

"We must gear our thinking, planning and action to the nature of our existing regional problems. Excellent local plans can be aided by the exchange of information on area-wide problems which our commission and staff will provide. Our function is purely advisory, but it is essential that all our planning thinking be expanded to include consideration of actual regional relationships as they now exist. We expect to help local communities by discovering and suggesting harmonious solutions to regional and local needs which are now interwoven in a complex fashion".....

Planning Conference, continued--

Range Planning with the State of Wisconsin Highway Commission, whose subject will be Traffic and Transportation Planning; Max Anderson, Planning Consultant from Madison who will speak on Land Use Planning, Mr. Ray Leary, General Manager of the Milwaukee Metropolitan Sewerage Commission whose subject is "Sewerage, Storm Water Drainage and Flood Control Planning" and Howard Gregg, Director of the Milwaukee County Park Commission, an expert on Park and Recreation Planning. Kurt W. Bauer, Assistant Director of the SEWRPC will be on hand to answer questions relating to the Commission program.

Panel B will be moderated by Maynard W. Meyer, Chairman of the SEWRPC Planning Committee, aided by foremost planning authorities such as Walter K. Johnson, Director of Planning of the State of Wisconsin, who will discuss the Financing of a Planning Program, with emphasis on the new Federal Assistance for Local Planning Program in Wisconsin; Richard W. Cutler, Commissioner SEWRPC will discuss methods for reserving open space; Mr. John Maniatty, Planner with Maurice E. H. Rotival Associates, New York, will relate Urban Renewal to Planning and Sanford S. Farness, will be available for questions relating to the Commission program.

Texts of major speakers and panel members will be published by SEWRPC. Several hundred officials and citizens are expected to attend, so it would be well to register well in advance, in order that necessary reservations can be made for you. Deadline for luncheon reservation is November 29.

Registration - 8:30 at the Red Carpet Inn, on State Trunk Highway 38, opposite General Mitchell Field.

DECEMBER - 1961

MARK THIS DATE ON YOUR CALENDAR TODAY

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You should have received your program brochure in the mail. For your convenience an additional reservation blank is provided on the back page of this newsletter.

## **IN THE BEGINNING...**

The Southeastern Wisconsin Regional Planning Commission was created under Section 66.945 (2) of the Wisconsin Statutes on August 8, 1960. The seven counties comprising southeastern Wisconsin after consulting with people in local governments petitioned the Governor to create a Regional Planning Commission. Responding to these petitions, the Governor issued an executive order establishing the Southeastern Wisconsin Regional Planning Commission.....

## **OUR REGION**

The seven counties which comprise the Southeastern Wisconsin Region contain 79 cities and villages, 66 civil towns and 3 unincorporated urban places; the total area is 2,628 square miles. The population numbers over 1,580,000 persons, or approximately 40% of the state population.

## **THERE ARE OTHERS**

As an official research and study agency for one of the nation's large urban regions, the Southeastern Wisconsin Regional Planning Commission represents a necessary response to the difficult problems arising out of complex and large-scale urbanizing areas. The 1960 census indicates that there are now 212 of these complex urban areas and that they contain two-thirds of the nation's population. It is estimated that by 1980 four out of five people in America will be living in these urbanizing regions.

With the development of the automobile and modern highways, population has not only increased numerically in these urban regions, but it has spread out horizontally, creating new ways of living and a host of new and intensified community problems.

These problems include such matters as flood control, adequate water supplies, stream, lake and air pollution, sanitation, traffic congestion, and transportation deficiencies, and lack of recreation facilities. All of these problems have cause and solutions which necessarily cross city, village, township and county lines. Officials and citizens who are daily involved with such problems have come to realize that these "area problems" can only be solved in a regional framework of study and analysis, where local government can join hands in cooperative efforts.

## **OUR ROLE**

The role of Regional Planning then is to accomplish research and planning on area-wide problems as distinguished from strictly local community planning activities. Regional research and planning is a supplementary, coordinative and advisory service to local communities and private interests in the region for the express purpose of finding solutions to regional problems and complimenting local community efforts in improving the physical environment of the Region.



## COMMISSION MEMBERSHIP

Membership of the Commission total 21, consisting of 3 representatives from each county, two members being appointed by the Governor and one member being elected by the County Boards of Supervisors. Present membership includes:

KENOSHA: George C. Berteau, Erwin W. Lange, George L. Schlitz  
MILWAUKEE: Richard W. Cutler, John P. Murphy, Prof. Henry Schmandt  
OZAUKEE: Ray F. Blank, James F. Egan, D. Stephan Fischer  
RACINE: Milton F. LaPour, Wilfred Patrick, Lester Hoganson  
WALWORTH: Charles B. Coe, Eugene Hollister, John D. Voss  
WASHINGTON: Dr. Carlton M. Herman, Joseph Schmitz, James D. Reigle  
WAUKESHA: Fortney Larson, Lyle L. Link, Maynard W. Meyer

## MEET OUR OFFICERS

According to the by-laws, officers are to be elected at the annual meeting and are to serve for a period of one year. The following officers were elected at the annual meeting in September, 1961:

GEORGE C. BERTEAU, Chairman (Picture on Page 2) is presently Director of Industrial Relations and Personnel of American Motors Corporation, in Kenosha. He received his LLB from the University of Wisconsin Law School, and was one time Assistant Attorney General for the State of Wisconsin. He is a member of the Federal Judicature Society, Secretary of the Governmental Labor Relations Committee, and a member of the Governor's Committee on Employment of Physically Handicapped.



JOSEPH A. SCHMITZ, Vice-Chairman, has lived in the Village of Germantown since 1935. He was Justice of the Peace for five years, 10 years Village President, six years Assemblyman. He is presently a member of the Washington County Board and the Village Plan Commission.



CHARLES B. COE, Secretary, is publisher of the Whitewater Register and the Palmyra Enterprise. He is presently Vice-President of the Whitewater Chamber of Commerce, a member of the Milwaukee Press Club, Wisconsin Press Association and National Editorial Association. He is active in the Republican Party and in local and county affairs.



FORTNEY LARSON, Treasurer, lives in the City of Brookfield. He was secretary of the Brookfield Incorporation Committee, and a charter Brookfield alderman from 1954-56; has been the County Supervisor of Ward I since 1958, is currently Chairman of the Waukesha County Park and Planning Commission, and chairman of the newly created County Industrial Development Agency.

## HERE IS OUR FIRST WORK PROGRAM

In May, 1961, the first offices of the Commission were established in Waukesha, and initial organizational activities were begun by Sanford S. Farness, Director. He was soon joined by Kurt W. Bauer, and together they directed their efforts toward equipping adequate working quarters and organizing office procedures. The following office projects are completed or in process:

- Developing office procedure
- Reference Library acquisition
- Purchase of office equipment and drafting supplies
- Staff Organization Plan
- Writing of Personnel Regulations
- Recruitment of staff members

Of equal importance was the preliminary work program, in order that the Commission's work could be visualized as a whole, and studies properly organized. The program provides a guide for staff work scheduling and budget estimates. It is also used to inform local officials and the public regarding the program and objectives of the Regional Planning Commission.

First Regional Studies. During May, 1961, the Commission made application for a Federal grant to assist in the support of necessary basic regional studies. A federal grant for \$64,800.00 to be complemented by additional Commission funds, has recently been approved. The grant project consists of various research studies covering the seven-county Region, extending over a two year period. Their accomplishment will require a major portion of staff time. Studies making up the project are listed as follows:

- (1) Statistical Program and Data Processing Study
- (2) Base Map Preparation
- (3) Natural Resources and Environmental Problems Study
- (4) Population Study
- (5) Economic Structure Study
- (6) Public Utilities Study

Community Assistance Work. The Commission has considered the need for rendering assistance to local communities and is aware of the urgent nature of many local problems. It is also aware, however, of the need for a regional framework of facts as the necessary basis for resolving many of the most pressing local problems.

For the near future, therefore, the Commission has determined that its local assistance program will take the following form:

- (1) Sponsor Planning and Zoning Workshops
- (2) Prepare Subdivision Guide Handbook
- (3) Prepare Planning and Zoning Procedural Guides
- (4) Publish Regional Newsletter

Cooperative Inter-Agency Study Investigations. Certain regional research and planning needs are of such scope, complexity and cost that they require cooperative, inter-agency action and financing for successful accomplishment. The Commission must explore the possible inter-agency approaches to regional research needs and regional development studies which involve local, State and Federal programs.

The following regional study needs will be investigated during the coming year for cooperative, inter-agency programming and accomplishment:

- (1) Regional Land Use - Transportation Study
- (2) Comprehensive Watershed Studies
- (3) Community Pattern Study
- (4) Regional Ground Water Study
- (5) Regional Surface Water Data Program
- (6) Regional Soil Survey and Soil Capability Study
- (7) Detailed, Controlled Base Mapping Program
- (8) Storm Drainage and Flood Retention Studies
- (9) Regional Recreation and Open Space Study
- (10) Continuing Socio-Economic Data Program

Citizen Advisory Committees. To assist citizens in studying and finding solutions to local and regional needs, various citizen advisory committees will be organized around specific regional problems or geographic areas.

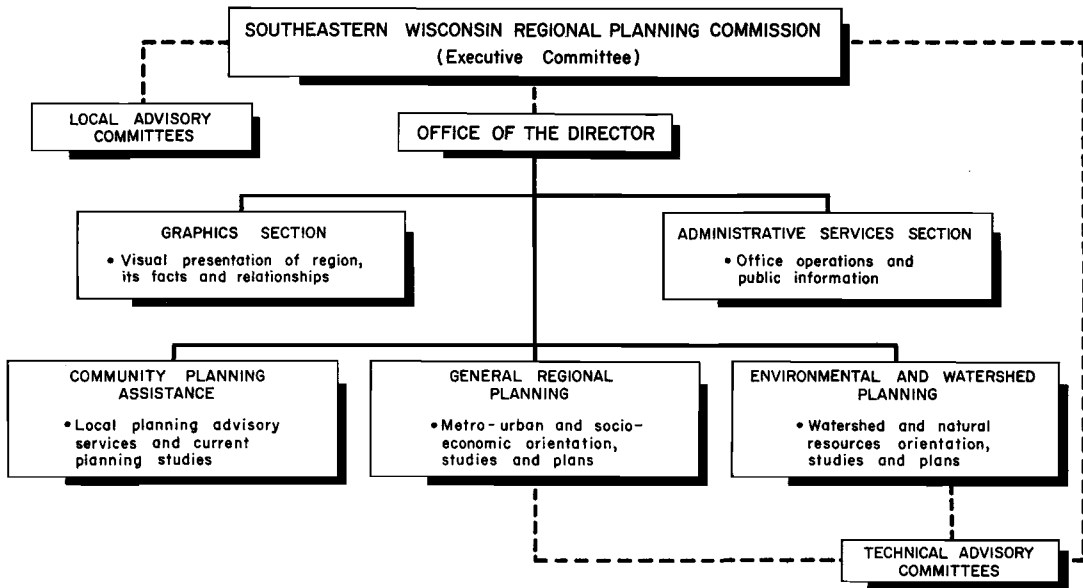
Technical Advisory Committees. To benefit from the advice of the various specialists on regional problems involving technical complexities, and to facilitate the necessary coordination of inter-agency study projects, two technical advisory committees have been created; one on Natural Resources and Environmental Design, and another on Regional Transportation. The latter committee, composed of representatives of the Wisconsin State Highway Commission, the Federal Bureau of Public Roads and local transportation experts, has been activated, and is currently involved in preparing a Transportation Study Prospectus.

## **REGIONAL PLANNING IN WISCONSIN**

There is increasing recognition of the fact that regional problems demand regional solutions. A growing number of local communities are cooperating with their neighbors in finding rational solutions to vexing problems of urban growth through formal or informal regional planning programs.

Fast growing Brown County (Green Bay) is the most recent example of this awareness in Wisconsin. The Brown County Board has petitioned the Governor to order a public hearing, which is required by law as preliminary to the establishing of a Commission by the Governor. The Brown County Regional Planning Commission, if established, will be the fourth such agency in Wisconsin.

# FUNCTIONAL ORGANIZATION CHART



The above diagram is provided in order to graphically describe the framework of the commission's office organization.

The General Regional Planning Division will focus upon general studies of the region and will be concerned primarily with urban related problems. In this field will be studies of transportation systems, population, economic structure, recreational and open space needs, public utilities and related supporting studies as well as a regional base mapping program.

The Environmental and Watershed Planning Division will include comprehensive watershed studies, and working with citizen and technical advisory groups will provide solutions to problems of pollution, conservation, drainage and flood control, and water-related recreation requirements. Also included within this division will be a regional ground and surface water data program, and a regional soil survey.

The Community Assistance Division will provide local planning assistance in the form of planning and zoning workshops, the preparation of guide handbooks, planning and zoning procedural guides, and the publication of a regional newsletter.

Please fill out this form and send it with your remittance to:

Sanford Farness  
Southeastern Wisconsin Regional Planning Commission  
101 West Main Street  
Waukesha, Wisconsin

Registration Fee: \$3.00  
(Includes noon steak luncheon)

LUNCHEON REGISTRATIONS  
CANNOT BE ASSURED  
AFTER NOVEMBER 29

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
PHONE \_\_\_\_\_  
FIRM \_\_\_\_\_

Please make check payable to: Southeastern Wisconsin Regional Planning Commission. Your receipt will be available at the registration desk at the Red Carpet Inn, site of the Conference, on State Trunk Highway 38 opposite General Mitchell Field.

SOUTHEASTERN WISCONSIN REGIONAL  
PLANNING COMMISSION

101 West Main Street, Room 211  
Waukesha, Wisconsin

Phone Liberty 2-8083

Sanford S. Farness, Director