

STUDY DIRECTOR NAMED

At a special meeting on October 2, the Commission named Louis E. Keefer as Director of the Transportation Study. Mr. Keefer has a masters degree in economics and the equivalent of a masters degree in traffic engineering, and comes with an impressive record of transportation study experience. Since 1958, he has been Director of the Pittsburgh Area Transportation Study which has as its objective the preparation of a plan which would integrate the transportation system with the Pittsburgh area, providing recommendations for both highway and mass transit facilities. A secondary objective of this study is to establish provisions for regularly updating and maintaining the data and skills necessary for area wide transportation planning.

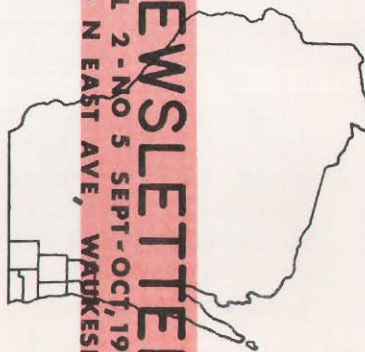
Prior to assuming the direction of the Pittsburgh Study, Mr. Keefer was Chief Traffic Engineer for the Chicago Area Transportation Study. He is the author of numerous technical publications in the field of transportation planning. Mr. Keefer will assume his duties on the first of December, 1962.

SECOND ANNUAL REGIONAL PLANNING CONFERENCE SCHEDULED

"Transportation and the Future of our Region" will be the theme of the Second Annual SEWRPC Conference to be held at the Red Carpet Inn, across from Mitchell Field, on Wednesday, November 14 (details on page 3).

SOUTHEASTERN
WISCONSIN
REGIONAL
PLANNING
COMMISSION

NEWSLETTER
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PROGRAM PROGRESS

Utility Study is underway...

The Commission recently entered into an agreement with the J. C. Zimmerman Engineering Company to undertake a Public Utility Study within the region. Within the next few weeks communities will be contacted by that firm with respect to collecting pertinent utility data for the Commission's files. Data desired will include the following:

1. Existing system plans for sanitary sewers, storm sewers and water mains.
2. Existing basic design capacities for water treatment plants and pumping stations and for sewage treatment plants and pumping stations.
3. Engineering reports concerning any proposed expansion of your utility systems.

It is intended that this work be done with a minimum of inconvenience to the municipalities. However, as the information is absolutely essential to developing an overall picture of the existing and potential urban service areas within the region, the Commission would appreciate your full cooperation in providing this information to its consulting engineer.

The results of this inventory should be available to all units of government within the region by the summer of 1966.

Watershed committees organized...

Two watershed committees have been formed to date. The Root River Watershed Committee, with a membership of 20 officials, has representation from all the municipalities within the watershed area. This Committee has held three meetings, elected as Chairman, Howard Gregg, General Manager of the Milwaukee County Park Commission, and has adopted a bi-monthly meeting schedule to prepare a prospectus for a comprehensive Root River Watershed Study. The Committee agreed that even the smallest flooding or pollution problem needed basic data for satisfactory solution, and that a basic study is imperative in order to determine the most feasible solution to the larger flooding problems, be it diversion of water, flood plain zoning, retention dams or a combination of all of these.

continued...

PROGRAM PROGRESS . . . continued

The 30 member Fox River Watershed Committee has recently been appointed and will hold its first meeting in the near future. The many varied interests and problems necessitated the appointment of a larger committee for this watershed, with the intent of using a sub-committee structure to concentrate upon the special problem interests. Notices of all meetings will be supplied upon request.

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SECOND ANNUAL REGIONAL PLANNING CONFERENCE --- November 14

The Second Annual Regional Planning Conference this year will explore a very important part of the Regional Planning Program: "Transportation and the Future of Our Region". The welcoming address will be given by Chairman George C. Berteau. A featured speaker will be Henry Fagin, Professor of Urban and Regional Planning at the University of Wisconsin and former Director of the Penn-Jersey (Philadelphia) Transportation Study, who will speak on "Regional Transportation and Land Use Alternatives-The Philadelphia Experience". Our own proposed Regional Planning Program in Southeastern Wisconsin will be described and explained fully by SEWRPC Director, Kurt W. Bauer.

The afternoon will feature two simultaneous workshop sessions. The first workshop, moderated by SEWRPC Commissioner Richard W. Cutler, has as its subject, "The Role of the State, the County and the Municipality in Transportation Planning". Panelists will be representatives of these three levels of government. The second workshop, moderated by SEWRPC Commissioner Lester Hoganson, has as its subject, "The Three Approaches to Solving the Transportation Problem" and will have as panel members, planners and engineers experienced in each of these approaches: freeway, mass transit and developing technology. A complete program brochure will be sent out within a short time.

It is hoped that public officials and citizens will take full advantage of this fine opportunity to gain more knowledge about the increasingly important field of Transportation Planning, generally and as applied to our own region. The afternoon workshop sessions will provide an opportunity for those attending to participate in the discussions. A program brochure will be mailed out shortly.

SEWRPC NOTES

We have a new Director...

As most of you are no doubt aware, Sanford S. Farness resigned in early August as the Commission's first Director to accept a position on the faculty at Michigan State University. Kurt W. Bauer, formerly Assistant Director, was appointed to the position and assumed his new duties on September 16.

New Commissioner appointed...

Arthur E. Weiner, Washington County, appointed in August by Governor Nelson to fill the unexpired term of James D. Reigle, is currently principal of the West Bend High School. Educated at the University of Wisconsin, he received his masters degree in public school administration in 1953. He is a member of the committee re-evaluating Vocational Agriculture in the State of Wisconsin and Alderman from the 4th Ward in the City of West Bend. His term expires in 1964. His particular experience in agriculture and education should enable him to make significant contributions to the Commission's work. He has been named to the Intergovernmental and Public Relations Committee.

**Commissioners reappointed for six year term...*

The Governor announced in September the reappointment Commissioners George C. Berteau, Kenosha County, Dr. Carlton Herman, Washington County, Milton F. LaPour, Racine County, Lyle L. Link, Waukesha County, Maynard W. Meyer, Waukesha County and Dr. Henry J. Schmandt, Milwaukee County. The present terms, which were determined by lot at an early Commission meeting, would have expired in September.

Mr. George Schlitz, Kenosha County, the only County Board appointee whose initial term has expired, was reappointed by the Kenosha County Board for a six year term.

Appointed to Executive Committee...

Chairman Berteau has designated Commissioner John Murphy to represent Milwaukee County on the Executive Committee in the temporary absence of Dr. Henry Schmandt. Mr. Murphy agreed to accept the appointment for the balance of the 1962 calendar year.

ON ETHICS IN PLANNING

At the 28th annual meeting of the American Society of Planning Officials held in Atlantic City in April, 1962, a "Code of Ethics in Planning" was adopted. "Its most important use ...will be as a guide to the conscience of the individual citizen or practitioner in the daily discharge of planning responsibilities." It is written primarily for the lay citizen member of a planning commission, urban renewal commission or zoning board, and is also intended to govern the actions of staff members of planning agencies as well as the consultant or professional planner. The salient points which are covered include:

Conflict of Interest. A person to whom some private benefit may come as the result of some public action should not be a participant in that action.

Outside Employment of Planning Staff. A full time member of a planning agency staff owes his loyalty, his energy and his powers of mind to the service of its planning program.

Gifts and Favors. Gifts, favors and advantages must not be accepted if they are offered because the receiver holds a position of public responsibility.

Treatment of Information. It is important to discriminate between planning information that belongs to the public and planning information that does not.

Respect for Professional Practice. Officials should respect the code of professional conduct established by the planning profession and by the several professions related to the practice of planning.

Political Activity. Membership in a political party and contributions to its finances or activities are matters of individual decision that should neither be required of, nor prohibited to, planning officials.

ASPO is not an association of professionals only but invites active or associate membership of all persons who wish to promote sound city and regional planning methods. For this reason, the "Code" governs broadly and should be of interest to all those persons, professional and citizens, involved in the field of planning. Reprints are available, free of charge for a single copy, by writing ASPO, 1313 E. Sixtieth Street, Chicago 37, Illinois.

*What is the Difference Between
a Land Use Map and a
Land Use Plan?*

A Land Use Map is sometimes confused with a Land Use Plan. They are not at all the same. A Land Use Map indicates how the land and structures in an area are being used at a particular point in time and is a graphic presentation of an existing land use inventory. A Land Use Plan, on the other hand, indicates the proposed future use of land.

A Land Use Map, or more properly a Map of Existing Land Use, presents information about the existing use of real property gathered and presented through a Land Use Survey. When the uses are inventoried, catalogued and classified, a quantitative Land Use Analysis can then be made relating land use to existing urban activity. The Land Use Plan on the other hand, is a graphic presentation of proposals for the future use of the land throughout an area showing the proposed location and extent of future residential, commercial, industrial, recreational and institutional uses together with recommended standards of population density and building intensity. As it affects presently undeveloped areas, it is a development guide, and should, therefore, be formally adopted by the official planning agency and governing body of the local units of government having jurisdiction. As it affects developed areas, a Land Use Plan is a redevelopment guide and enters into the field of urban renewal.

The term Zoning Map is also related to this subject and should be defined so that its relationship to the Map of Existing Land Use and Land Use Plan is clearly understood. Zoning Map divides an area into districts for the purpose of regulating the use of land, the density of population, and the location and bulk of structures. Together with the regulations applying to the districts as these are set forth in the zoning ordinance, it is one of the means by which the Land Use Plan is implemented. Other devices which assist in the implementation of a Land Use Plan are: official map, subdivision regulations, capital improvement programs, detailed neighborhood unit development plans, construction codes, housing codes, integrated transportation facility plans, and community facility and utility plans.

STATEMENT BY THE NEW DIRECTOR

Regional planning is not a substitute for local planning which exists to solve local development problems. Rather, regional planning is a supplement to local planning and exists to solve area wide development problems, problems which cannot be resolved within the framework of a single municipality or even a single county. Such area wide problems may include transportation, economic development, drainage and flood control, water and air pollution, resource conservation and open space reservation.

Officials and citizens who are daily involved in such area wide problems have come to realize that these problems can only be resolved in a regional framework of factual data and data analyses where local governments can join hands in cooperative efforts. The primary duty of a regional planning agency is to provide this necessary underpinning of basic planning data through carefully thought out research programs.

Most of the information developed in such programs will be entirely new. No pictures of the overall relationships affecting entire problem areas have been previously available. By presenting such information to local government and its citizens, a realistic basis for intelligent decisions concerning development will be provided. No one should underestimate the enormity or importance of this task and it can only be approached with a great deal of humility by the Commission and its staff.

K. W. Bauer

Next Quarterly Meeting

The next Quarterly Commission Meeting has been scheduled for December 6, at 2 p.m., in the new Walworth County Courthouse in Elkhorn, Wisconsin. An agenda will be supplied in advance upon request.

THANK YOU . . .

...for your cooperation in sending in your exact mailing address. If you have any future changes in your address, please send us a note to that effect. We will then both be satisfied ...you will continue receiving the newsletter and we will eliminate the waste of returned mail.

QUOTABLE QUOTE...

"To a considerable extent, opposition to planning....results from a misconception of the planning function. The fundamental error is the belief that planning by government gives government additional control over the lives, liberties and properties of the individual. The fact is that planning as a separate governmental function adds nothing whatsoever to the powers of government. The regulation of individuals and their property rights results from policy decisions formulated and executed by those who exercise the political power. Planning, properly conceived, serves only as an arm to these political representatives to aid them in gathering, evaluating, and interpreting essential data to serve as a basis for making intelligent policy decisions."

Prof. Donald H. Webster,
University of Washington,
from his book, "Urban
Planning and Municipal
Public Policy"

Published by Harper &
Brothers, New York

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