

## REGIONAL LAND USE INVENTORY COMPLETED

One of the central concepts underlying the regional land use-transportation study is that land use and transportation are closely inter-related. The type, intensity, and spatial distribution of land use determines the number and variety of trips generated by each sub-area of the Region. A complete inventory of existing land use has, therefore, been made by the SEWRPC to determine the quantitative relationships existing between land use and travel for transportation system planning purposes. Moreover, knowledge of existing land use when coupled with knowledge of historic development patterns provides one of the best available bases for understanding urban activity and determining probable future land use patterns.

### Includes Historic Development Data

The necessary information concerning current and historic land use was obtained through

(continued on page 2)

REGIONAL PLANNING CONFERENCE

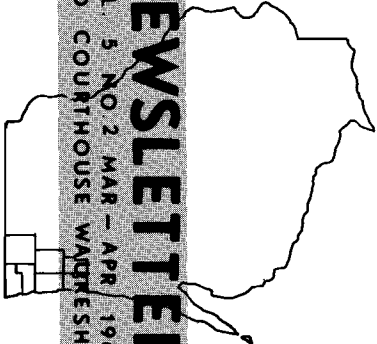
May 12, 1965

RED CARPET INN, MILWAUKEE

(Details on Page 5)

**SOUTHEASTERN  
WISCONSIN  
REGIONAL  
PLANNING  
COMMISSION**

**NEWSLETTER**  
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OLD COURTHOUSE WADSWORTH



## LAND USE INVENTORY (continued)

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two separate but related inventories: an existing land use inventory and a historic development inventory, both of which have been completed recently. Existing land use patterns were identified at the necessary level of detail through well-developed land use survey techniques. The historic land use patterns, on the other hand, were much more difficult to identify at the desired level of detail, since complete reliance had to be placed on historic documentation.

### Historic Development Inventory

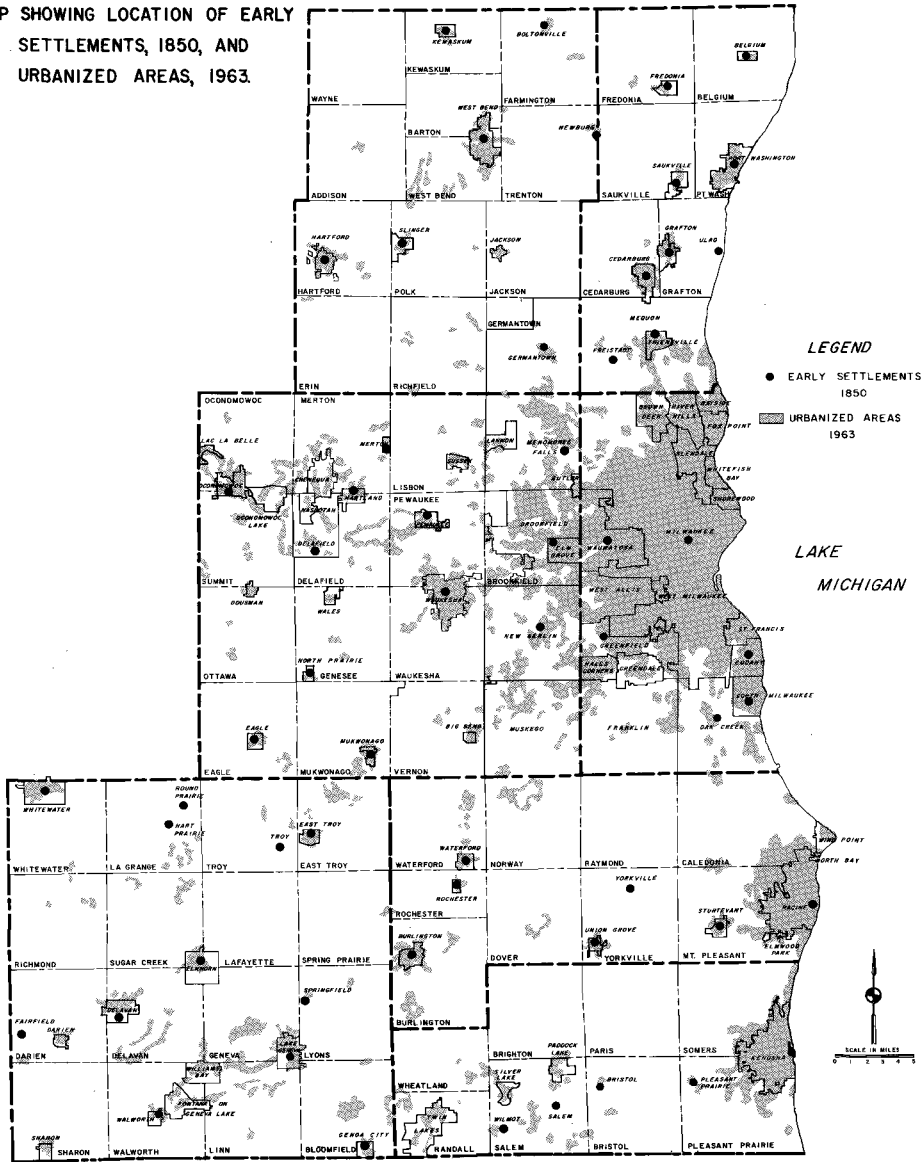
In the historic development inventory, historic development data from various sources, including historic U. S. Geological Survey quadrangle maps, U. S. Department of Agriculture aerial photographs, plat maps and local land use maps, were assembled, organized chronologically, interpreted, and transferred to SEWRPC 1 inch equals 4000 feet scale county base maps. The approximate extent of urban development for each selected base year was then delineated by a growth ring; the area encompassed within each growth ring was then measured and tabulated. This resulted in a concise expression of historic urban development within the Region in the form of a historic urban development series map, which will be reproduced in Volume 1 of SEWRPC Planning Report No. 7, Land Use-Transportation Study Findings.

Urban development in the Region increased significantly between 1850 and 1880, between 1900 and 1920, and between 1950 and 1963. The most dramatic increase in urban development, however, was experienced in the 13-year period from 1950 to 1963. The pattern of growth occurring around the existing communities of the Region during this latter period is quite descriptively referred to as "urban sprawl." While the regional population increased 35 percent during this time, land devoted to urban use increased by 146 percent.

Historic development patterns in the Southeastern Wisconsin Region do not reveal the same marked influence of the railroad and electric inter-

(continued on page 4)

**MAP SHOWING LOCATION OF EARLY SETTLEMENTS, 1850, AND URBANIZED AREAS, 1963.**



The preparation of this map was financed in part through an Urban Planning Grant from the Housing and Home Finance Agency, under the provisions of Section 701 of the Housing Act of 1954, as amended.

COMPILED BY  
**SEWRPC**  
FROM  
USGS AND USGS MAPS

**SOUTHEASTERN WISCONSIN REGION**

DRAWN: D. P. BEHME	DATE: JUNE, 1964
CHECKED: D. P. BEHME	PROJ. DESIGN: W. J. KOCHELMAN
REVISIONS:	ORIGINAL COMPLETION: 1/25/60

## LAND USE INVENTORY (continued)

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urban lines that have been identified by transportation studies in other large metropolitan areas. They do, however, reveal the marked influence in recent years of the all-weather high-speed highway; and support the thesis that the spatial location of urban development in the Region has been as strongly influenced by resource amenities as by transportation. The latter is evidenced by the development existing around the many inland lakes, along the Lake Michigan shoreline, and along the stream valleys of the Region.

### Historic Density Trends

During the 113-year period between 1850 and 1963, the population of the Region increased nearly 14-fold, from 113,389 to 1,674,300, while the land developed for urban use increased 85-fold, from four square miles to 340 square miles. Overall population density within the Region has increased steadily from 42 persons per square mile in 1850 to 619 persons per square mile in 1963. Population densities within urban areas of the Region, however, show a strikingly different trend. The overall population density of the urban area of the Region in 1850 was 7,156 persons per square mile. This increased to a peak in 1920 of 11,346 persons per square mile, after which the diffused nature of new urban development caused a sharp and steady decrease in population density within the urban areas of the Region.

### Important Implications

By 1963 overall population density within the urban area of the Region had dropped to 4,806 persons per square mile. Much of this reduction occurred during the 1950 to 1963 period. These dramatic reductions in urban population densities have important implications for regional land use and public facilities planning, particularly for highway and mass transit system planning. The extent to which this form of diffused urban development continues will also have important effects on future environmental conditions within the Region.

## REGIONAL PLANNING CONFERENCE

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A report on "The State of the Region," based upon the regional land use-transportation study inventory findings, will be made at the fourth regional planning conference sponsored by SEWRPC at the Red Carpet Inn, Milwaukee, on May 12.

### Morning Session

During the morning session, the SEWRPC staff members who actually worked on the various inventories will present the study findings of the data collection phase of the work. Those attending the conference will receive a clear and concise briefing on the methodology of the data collection, forecasting, and preparation of plans now underway, along with a brief summary on the actual findings. This portion of the program will cover population, economy, and public financial resources; natural resources, including surface water, soils, woodlands, wetlands, and potential park and open-space sites; public utilities; land use and community plans and zoning; and traffic and transportation, including highway and transit facilities, travel characteristics, and trip generation.

### Afternoon Session

The afternoon session will include three workshops, at which those attending may learn how the data collected will be used for regional planning, watershed planning, and how it can be used for community planning.

### Mark Your Calendar Today

1965 SEWRPC Regional Planning Conference  
May 12, Red Carpet Inn, Milwaukee

### Register Early

The conference will provide an excellent opportunity for citizens and public officials to learn the results of the work to date along with how the data can be utilized. A detailed conference brochure will be mailed to the Newsletter mailing list. All SEWRPC planning conferences are open to the public; however, advance registration will be necessary.

## AROUND THE REGION

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### Freeway Flyer Increases Service

Two additional buses have been added to the Mayfair-Downtown Freeway Flyer schedule (see Newsletter, Vol. 4 - No. 5) in order to meet the growing demand for fast, direct bus service to and from downtown Milwaukee. Just one year old, this service has more than doubled the number of passengers served each day. The original eight scheduled runs operated each weekday have now been increased to 13 and the daily passenger average has increased from 285 in April, 1964 to over 600 at the present time.

### Milwaukee County

The Housing and Home Finance Agency has approved Milwaukee County's application for a 30 percent federal grant totaling \$498,963 in partial support of the purchase for public park purposes of 15.6 acres of lake-shore land formerly owned by the Chicago and Northwestern Railway Company. The grant was awarded under the federal open space land acquisition program, Title VII, of the Housing Act of 1961. As a party to the SEWRPC regional land acquisition agreement, Milwaukee County was eligible for a 30 percent grant, rather than the normal 20 percent grant, in support of the purchase.

### Town of Bristol

New subdivision control regulations have been adopted by the Town of Bristol in Kenosha County. The new ordinance is patterned after the model land division ordinance, which was prepared by the SEWRPC as part of Planning Guide No. 1, Land Development Guide.

### Waukesha County

The Waukesha County Park and Planning Commission has recently updated the Street Atlas of Waukesha County, published first in 1961 and updated in 1963. The maps in the atlas identify and locate all public streets in the county where names are available. The streets are indexed on the back of each map according to the Waukesha County Property Numbering System grid.

## QUESTION BOX

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WHAT ASSURANCE IS THERE THAT THE LAND USE DATA COLLECTED IN THE REGIONAL LAND USE-TRANSPORTATION STUDY IS ACCURATE?

In order to produce a high quality existing land use inventory for an area as large and diverse as the Region, careful attention had to be given to quality control. Quality control checks, conducted as an integral part of the land use inventory, included determination on a sample basis of the amount of error in the scale of the aerial photographic prints upon which the land uses were delineated and measured; verification of the photographic interpretation and delineation on a sample basis by field inspection; and control balancing of measured land use area totals by U. S. Public Land Survey quarter section, section, and by civil division and county, as well as by the Region as a whole.

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## EXISTING LAND USE MAP

The completion of the SEWRPC existing land use inventory marked the first time that existing land use data suitable for both rural and urban land use and public facilities planning became available on a uniform, areawide basis for the Region. Consequently, the findings of this inventory provide a stock of entirely new and important information about the Region and permit comparative analyses of regional and local development never before possible. The amount and spatial distribution of land uses existing at the time of the inventory are summarized graphically on a regional map, which will be enclosed in the pocket attached to the back cover of Volume 1 of the SEWRPC Planning Report No. 7. The map presents a striking picture of existing regional development at a given point in time, and its study can provide many valuable insights into an understanding of regional activity and development and of areawide problems related thereto. There will be a limited number of these maps available separately at the time the report is released.

QUOTABLE QUOTE.....

*"If we would first know  
where we are and whither we  
are tending, we could better  
judge what to do and how to  
do it."*

ABRAHAM LINCOLN.  
16th President of  
the United States  
1861-1865

SOUTHEASTERN WISCONSIN REGIONAL  
PLANNING COMMISSION

Old Courthouse  
P. O. Box 769  
Waukesha, Wisconsin  
53187

Phone: Liberty 2-8083

Kurt W. Bauer  
Executive Director

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