

## PLANNING CONFERENCE ISSUE

### Fourth Planning Conference Well Attended

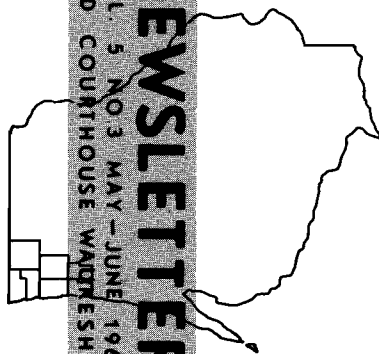
Widespread interest in the Inventory Findings of the Regional Land Use-Transportation Study was evidenced in the capacity attendance at the Fourth SEWRPC Regional Planning Conference, held May 12 at the Red Carpet Inn, Milwaukee. Nearly 400 persons were attracted to the well-paced and informative program. About 70 percent of those attending were divided evenly between professional planners and engineers and elected public officials. Another 20 percent were citizen representatives of business, industry, and local civic organizations.

### Volume 1 of Land Use-Transportation Planning Study Report Released

The 192-page Volume 1 -- SEWRPC Planning Report No. 7 -- "Land Use - Transportation Study Inventory Findings" was released publicly for the first time at the Conference, along with the SEWRPC Annual Report -- 1964. Copies of these reports will be sent, free of charge, to all member municipalities and to all libraries within the Region. Prices for additional copies of Volume 1 have been established at \$5.00 within the Region and \$10.00 outside the Region. The existing land use map, which is a part of this report, maybe obtained separately. (See page 14 of this Newsletter).

**SOUTHEASTERN  
WISCONSIN  
REGIONAL  
PLANNING  
COMMISSION**

**NEWSLETTER**  
VOL. 5 NO. 3 MAY - JUNE 1965  
OLD COURTHOUSE WADSWORTH



## THE WELCOME

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George C. Berteau,  
Chairman, Southeastern Wisconsin  
Regional Planning Commission



### Senator Gaylord Nelson Sends Telegram

George C. Berteau, Chairman, read a telegram from Senator Gaylord Nelson, who had been the luncheon speaker at two of the three previous conferences, expressing his regret at being unable to attend and complimenting the Commission as follows:

"I regret that the press of Senate business prevents my attending your 4th Regional Planning Conference Wednesday. I look forward to your Land Use and Transportation Study and the reports of your conference. Our State, and especially the southeastern Section, faces critical problems resulting from rapid change. One of the brightest hopes we have for meeting these problems is the dedication of the public spirited citizens working through the Southeastern Regional Planning Commission. You will be pleased to know that everyone I meet who is informed on planning action in this country is most impressed with your work. They think as I do, that your work is superior to that of any comparable effort in the United States. I hope you will keep me informed of your progress and let me know whenever I can assist in your efforts, which mean so much to all the people of Wisconsin."

Senator Gaylord Nelson



## MORNING SESSION

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The morning session was a continuum of presentations on Volume 1 by staff members, each covering a portion of the Report. Each presentation consisted of a brief summary of the procedures and salient findings of each of the inventories conducted under the land use-transportation study, full reports of which are contained in Volume 1. Certain inventory findings, including soils, surface water, and law, will be documented in even greater detail in SEWRPC technical reports.

Major inventories performed in 1963 and 1964, which were reported on by the staff members and the major findings of which are included in Volume 1, are: 1) the Socio-Economic Inventories, covering population, economic activity, and public financial resources, the latter to permit determination of the amount of public monies available for transportation development in the light of other public service and facility requirements within the Region; 2) the Travel Inventory, including an origin and destination study to provide complete and accurate knowledge of daily travel within the Region; 3) the Land Use Inventory, to provide complete and accurate knowledge of existing and historical land use development within the Region; 4) the Community Plans and Zoning Inventory, to provide knowledge of local land use development proposals; and 5) the Natural Resource and Public Utility Base Inventory, including an identification, delineation, and classification of all existing and potential park and open-space sites within the Region, based upon separate inventories of woodland areas, fish and wildlife habitat areas, and historic sites. Also included under the natural resource base inventories, because of the close link thereto, were inventories of water supply and sewerage facilities.



## LUNCHEON ADDRESS

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Wesley J. Burmeister,  
Director, Planning & Research,  
State Highway Commission of Wisconsin

The importance of the Regional Planning Program to highway planning at both the state and federal levels was emphasized by Wesley J. Burmeister in his luncheon address. Mr. Burmeister, who will become Wisconsin State Highway Engineer on July 1, 1965, said that "...the results of the SEWRPC studies will become an integral part of the statewide plan... presently being developed by state agencies collectively..." He said the regional planning work would also provide invaluable assistance to the U. S. Bureau of Public Roads in that agency's report on continuing federal highway needs, scheduled to be presented to Congress as of July 1 of this year.

The 1962 Highway Act requirements were explained fully by Mr. Burmeister in his address. "This act means that by July 1, 1965, the State and the local units of government must be engaged in a comprehensive, continuing, areawide transportation planning process; and it calls for this process to be carried on cooperatively between the State and local units of government." He pointed out that the U. S. Bureau of Public Roads' interpretation of the act required an additional formal agreement between the State and 35 local units of government within the Region which are affected by the provisions of the act in addition to the agreement between



## AT THE CONFERENCE

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the SEWRPC and the State for the conduct of the land use-transportation planning effort.

He said the need for regional planning was many fold at all levels of government but was particularly needed to provide the facts on which to base major decisions concerning highway system development in rapidly urbanizing regions such as southeastern Wisconsin.

He said, "The State Highway Commission of Wisconsin is looking forward, with a great deal of anticipation, to the results of the regional land use-transportation study and to the continuing regional planning function, which is necessary not only to make metropolitan areas eligible for continued federal highway aid, but to make possible the sound design, construction, operation, and maintenance of highway facilities."

### WORKSHOP A

"How the Completed Inventories Will Be Used for Regional Planning" was explained in depth by the members of the staff in one of the three workshops which comprised the afternoon session of the Conference. It was moderated by Milton F. LaPour, SEWRPC Commissioner, from Racine. J. Robert Doughty, SEWRPC Transportation Study Director, outlined the basic principles and nine main steps the Commission is following for the preparation of three alternative land use-transportation plans.



WORKSHOP "A"

## AT THE CONFERENCE (continued)

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### Alternate Plans Described

The first plan, the "Controlled Existing Trend Plan," will reflect a continuation of recent development trends modified, however, by recognition of certain regional development objectives, such as the adjustment of urban development to the flood plains of streams, to areas of poor soils, and to prime recreational assets. The "Corridor Plan" will attempt to conserve prime agricultural and recreational open-space land by concentrating development along major routes of transportation. The "Satellite City Plan," a third concept, will reflect a recentralization of future urban development into smaller individual units, rather than a continued decentralization of such development around the periphery of the existing major urban complexes in the Region. For each alternative plan, one or more transportation plans will be developed and analyzed. All will be submitted to a series of tests to determine if they meet regional objectives, do not have an adverse effect on the resource base, and are physically and financially feasible. The alternate plans and plan test and analyses will be set forth in Volume 2 of the Land Use-Transportation Study Report. One of the plans, or a combination of the plans, will then be selected and further detailed in Volume 3 of the study report, to be published in 1966. Other SEWRPC staff members reporting and refining this outline were Harlan E. Clinkenbeard, Chief Land Use Planner; Richard B. Sheridan, Chief Transportation Planner; Kenneth J. Schlager, Chief Systems Engineer; and Eugene E. Molitor, Principal Land Use Planner.



WORKSHOP "B"



## AT THE CONFERENCE (continued)

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### WORKSHOP B

"How the Completed Inventories Can Be Used for Community Planning" was explored in Workshop B, moderated by Mervin L. Brandt, SEWRPC Commissioner from Waukesha County. Panel members covered the many ways that the data collected by SEWRPC can and are being used in local community planning. Marvin T. Beatty, extension specialist in soils, University of Wisconsin, said, "There is a growing consensus that soil surveys are a valuable source of facts for land use planning," and described the excellent cooperative SCS-SEWRPC regional soil survey program as being applicable to a wide range of land use planning applications including local zoning and subdivision control programs. He said the soil survey is as indispensable to planning as a hammer is to a carpenter.

Cy Kabat, Assistant Superintendent, Research and Planning Division, Wisconsin Conservation Department, explained how the regional park, forest, and wildlife inventories and ratings can be used for community park and recreation planning. Douglas F. Haist, Chief, Urban and Advance Planning, State Highway Commission of Wisconsin, discussed how the regional traffic and transportation inventories can be used by local communities for street and highway planning. Ralph J. Huiras, Chairman of the Town of Cedarburg in Ozaukee County, explained how his municipality has already used planning data collected by the SEWRPC for local planning and zoning. Paul G. Jaeger, Kenosha County Agricultural Agent, told how such data was actively being utilized in the preparation of comprehensive development plans for the Kenosha Planning District. Harold A. McMiller,



WORKSHOP "C"

## AT THE CONFERENCE (continued)

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Executive Director of Waukesha County Park and Planning Commission, told of the importance of SEWRPC as a data collection, data bank, and coordinating agency; and W. J. Kockelman, Chief Community Assistance Planner, explained the SEWRPC Community Assistance program and how data has been used for school planning.

### WORKSHOP C

"How Completed Inventories Can Be Used for Watershed Planning" was the subject of the third workshop, moderated by Richard W. Cutler, SEWRPC Commissioner from Milwaukee County. Participating in the panel were John Margis, Jr., Chairman, Town of Caledonia in Racine County, who told how important to the welfare of the local units of government concerned was the Root River Watershed Study, which is now underway by the SEWRPC; Ray D. Leary, General Manager, Metropolitan Sewerage Commission of the County of Milwaukee, who said the comprehensive watershed planning in the seven-county Region is long past due and is essential to solve the pressing problems of pollution, flood control, urban development in flood plains, and recreation and open-space reservation; and Howard Gregg, General Manager, Milwaukee County Park Commission, who told how the data being collected in the regional studies could be used to reinforce the concepts and practices applied in the development of the Milwaukee County parkway system. William H. Beyer, Mayor of Racine, spoke of the Root River flooding problems and the anticipated value of the SEWRPC Root River Watershed Planning Study to both the City and the County of Racine. William D. Rogan, Waukesha County Agricultural-Business Agent, emphasized the need for conservation of soil and water resources and described the many agencies that can utilize the regional planning data and provide assistance in the conservation effort. Frank A. Wellstein, City Engineer of Franklin, related the regional soil survey data to the solution of municipal development problems; and Ed A. Imhoff, SEWRPC Chief Resources Planner, explained the watershed planning process and the value--in fact, the necessity--of the land use-transportation study inventories for the watershed planning.



## AT THE CONFERENCE (continued)

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Left to right: Arthur Magivitz, Town of Bristol Planning Commissioner; Richard Lindl, Kenosha County Park Superintendent; Albert A. Kroening, Bristol Town Board Supervisor; R. D. Pringle, Kenosha County Park Commissioner; Earl Hollister, Kenosha County Board Vice-Chairman; Bernard McAleer, Kenosha County Board Chairman; Egon Uhen, Kenosha County Park Commission Chairman; Sophus Nelson, Kenosha County Board Supervisor and Industrial Expansion Committee member.

Left to right: Sam Rizzo, SEWRPC Commissioner; Fred Larsen, Racine Commissioner of Public Works; Milton LaPour, SEWRPC Commissioner; Wilfred Patrick, Racine County Board Supervisor and SEWRPC Commissioner; Earl Skagen, Racine County Highway Commissioner; Thomas Hay, City of Racine Superintendent of Sewage Disposal; Henry Beyer, Racine County Zoning Administrator; William Jones, Racine County Corporation Counsel.



Left to right: Donald Borkowski, Milwaukee County Executive Staff; Michael Barron, Milwaukee County Board Supervisor; James Held, Milwaukee County Executive Staff; John Doyne, Milwaukee County Executive; Ray Leary, Metropolitan Sewage Commission General Manager; Joseph Greco, Milwaukee County Board Supervisor; Clement Michalski, Milwaukee County Clerk; John Murphy, Milwaukee County Board Supervisor and SEWRPC Commissioner.

## AT THE CONFERENCE (continued)

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Left to right: Michael Drozd, Ozaukee County Agricultural Agent; Werner Mueller, Ozaukee County Highway Committee; Paul Meyer, Ozaukee County Highway Committee; James Egan, Mayor of Mequon and SEWRPC Commissioner; Alton Noll, Ozaukee County Highway Committee; Nick Didier, Civic Leader and former SEWRPC Commissioner; Ray Blank, Ozaukee County Board Chairman and SEWRPC Commissioner; Sylvester Weyker, Ozaukee County Highway Department Engineer; Frank D. Meyer, Mayor of Port Washington and SEWRPC Commissioner.



Left to right: Front row, R. W. Pulliam, East Troy School Board Clerk; Ray Schmidt, SEWRPC Commissioner; Back row, Herman Suhr, Walworth Village President; Stanley W. Ihlenfeldt, Walworth County Agricultural Agent; Don Brick, Walworth County Recreation Agent.

Left to right: Thomas Campbell, West Allis City Planner; Bill Kralj, West Allis Building Inspector; Peter Burbach, West Allis City Engineer; Herbert Mair, West Allis Alderman; Roland S. Haertel, Milwaukee County Engineering Staff; Henry Wildschut, Milwaukee County Highway Commissioner; Ray Hahn, West Allis Public Works Superintendent; John Murphy, Milwaukee County Board Supervisor and SEWRPC Commissioner; M. L. Kimbrough, West Allis Street Construction Engineer; Robert Brannan, Milwaukee County Expressway Engineer.





## AT THE CONFERENCE (continued)



Left to right: William Beyer, Mayor of Racine; Milton F. LaPour, SEWRPC Commissioner; Sam Rizzo, SEWRPC Commissioner; Wilfred Patrick, SEWRPC Commissioner; John F. Margis, Racine County Board Supervisor; Willard Savage, Racine County Board Chairman.

Left to right: Ted Werner, Slinger Village Trustee; Eli Gebhard, Slinger Village Trustee; John N. Giudice, Slinger Village President; Joseph A. Schmitz, SEWRPC Commissioner; Anton Staral, Washington County Clerk; E. M. Romaine, Washington County Board Chairman; Arthur Weiner, West Bend High School Principal and SEWRPC Commissioner; Dr. Carlton Herman, Washington County Park Commission Chairman and SEWRPC Commissioner.



Left to right: George R. Hillary, Waukesha County Board Supervisor; Lloyd Owens, Waukesha County Board Chairman; Thomas Schwaab, Waukesha County Board Vice-Chairman; John Jones, Waukesha County Board Supervisor; Edwin A. Ramaker, Waukesha County Board Supervisor; Harold A. McMiller, Waukesha County Planning Director; Lester Beck, Waukesha County Board Vice-Chairman; Laurel W. Hause, Waukesha County Board Supervisor; John G. Maher, Mukwonago Village President; Carl Litt, Waukesha County Board Supervisor; Lyle Link, SEWRPC Commissioner.



## AROUND THE REGION

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### Root River Tour

On May 1, 1965, two busloads of young conservationists toured the Root River watershed to see first hand some of the problems of comprehensive watershed planning and development. The tour was sponsored by the Izaak Walton League and comprised the morning portion of an all-day session at Muskego High School, in Waukesha County. Mr. Minott Silliman, Assistant State Conservationist, U. S. Soil Conservation Service, and Ed Imhoff, Chief Resources Planner, SEWRPC, conducted the tour.

These high schoolers from all over the State showed a remarkable knowledge of resource conservation and displayed a genuine interest in the watershed problems. During the tour it was pointed out that the Root River watershed lies between the Milwaukee and Racine metropolitan areas and is, therefore, subject to urban expansion from two directions and to increasingly intensive pressure on the limited resource base.

The tour began at 9:30 a.m. and the buses returned at 12:30 p.m. The tour was arranged to present explicit problems and points of interest. For example, at one stop a ridge was pointed out which was cut by waves of a glacial lake, which at one time covered most of the City of Muskego. The leapfrog suburban residential development occurring within the watershed was pointed out and its effects upon water-related problems explained. In Milwaukee County, the Root River Parkway was noted as a wise and efficient adjustment of urban land use to the resource base. It was explained that in this use the lands subject to flooding have been reserved for recreational and wildlife uses, thus greatly reducing flood damages. The historic flood plains of the Root River were pointed out as was the common sense practice of the early settlers to build their farm homesteads above these flood plain areas. It was pointed out, however, that recent urban development was in many areas encroaching on the historic flood plains.

In the afternoon session, the SEWRPC staff participated in a panel discussion and a question and answer period relating to the Commission re-



## AROUND THE REGION (continued)

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sources planning programs. The picture below shows the tour group at Horlick Dam, a Racine County landmark. Future disposition of this old mill dam is one of the specific problems encountered in the Root River watershed planning effort.



### Root River Tour

A third group tour of the Root River watershed was conducted by the SEWRPC staff on June 22, 1965, for 35 members of the Milwaukee League of Women Voters. The first such group tour was conducted on November 9, 1962, for the Root River Watershed Committee itself. The tours have been well received by the participating groups and have served to illustrate in a very practical way the resource-related problems of an urbanizing watershed. A complete itinerary and commentary for a similar tour will be supplied upon request to any interested group through the SEWRPC Natural Resources Division.

## SEWRPC NOTES

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### Annual Meeting Held

The regional planning budget for 1966 was the most important single item of business considered at the SEWRPC Annual Meeting held on June 3, 1965, and adjourned to June 17, 1965. The total budget as approved is considerably lower than the 1965 budget, as the land use-transportation study will be completed in June 1966. The regional planning program for the last half of 1966 will include a continuing land use-transportation study, as provided for in the 1962 Federal Highway Act. Details of the budget request have been transmitted to the seven-county boards for their consideration and approval, according to Section 66.945 of the Wisconsin Statutes.

### Conference Proceedings

Proceedings containing the presentations made at the 4th SEWRPC Regional Planning Conference, briefly outlined here, are scheduled for publication in July and will be available to the public for \$1.00. The Proceedings are an especially valuable reference for those attending the Conference; however, they may also be of interest to those unable to attend. Because only a limited number of these proceedings will be published, advance orders are suggested.

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### Recent SEWRPC Publications

Planning Report No. 7 - Volume 1 - Inventory Findings, 1963, May 1965, 192 pages of text, maps, tables, and charts, plus a separate regional land use map in color and a regional arterial street and highway capacity map; \$5.00 within the Southeastern Wisconsin Region; \$10.00 outside the Region.

Existing Regional Land Use Map - 1963 - May 1965, map size 42" x 55" - scale: 1" = 8000', Arterial Street and Highway Map on reverse side with volume/capacity ratings; \$3.00 within the Southeastern Wisconsin Region; \$5.00 outside the Region.

Annual Report - 1964 - \$1.00.



## QUESTION BOX

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### HOW MANY REGIONAL PLANNING AGENCIES ARE THERE NOW IN WISCONSIN?

There are presently five regional planning agencies in Wisconsin. The first regional planning commission in Wisconsin was the Fox Valley Regional Planning Commission, created by contractual agreement between the local units of government concerned in May 1956, under Section 66.30, Wisconsin Statutes, prior to enactment by the Legislature of the present Regional Planning Statute. This regional planning agency is unique; it is comprised of portions of three counties in the Appleton area.

Four regional planning commissions have been created under Section 66.925, the state regional planning enabling act. The first was the Northwest Wisconsin Regional Planning Commission, which was created in January 1959, and which encompasses the five northwestern Wisconsin counties of Douglas, Ashland, Bayfield, Iron, and Price.

SEWRPC was the second regional planning commission, having been created in August 1960; and Brown County Regional Planning Commission was third, having been created in February 1962 and encompassing Brown County only.

The Wolf River Regional Planning Commission, created April 1962, originally encompassed seven counties: Winnebago, Outagamie, Waupaca, Shawano, Menominee, Langlade, and Forest. Waushara County was added to this group last year. Hearings have been held on the formation of a sixth regional planning commission in southwestern Wisconsin.

QUOTABLE QUOTE.....

"Among the works of man which human life is rightly employed in perfecting and beautifying, the first in importance surely is man himself. Supposing it were possible to get houses built, corn grown, battles fought, causes tried, and even churches erected and prayers said, by machinery--by automaton in human form--it would be a considerable loss to exchange for these automaton even the men and women who at present inhabit the more civilized parts of the world, and who assuredly are but starved specimens of what nature can and will produce. Human nature is not a machine to be built after a model, and set to do exactly the work prescribed for it, but a tree, which requires to grow and develop itself on all sides, according to the tendency of the inward forces which make it a living thing.

John Stuart Mill  
On Liberty (1849)

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