

## NEW APPOINTMENTS TO COMMISSION ANNOUNCED

The Southeastern Wisconsin Regional Planning Commission, which has had a very stable membership composition since its creation in 1960, recently experienced its first large turnover in membership. The terms of appointment of seven of the 21 Commissioners expired late in 1968, and two additional vacancies were created by the resignations of Waukesha County Board-appointed Commissioner Mervin L. Brandt and Milwaukee County Board-appointed Commissioner John P. Murphy. Five new Commissioners were appointed to the nine vacancies, while four incumbent Commissioners were reappointed. Until this year the Commission enjoyed a very stable membership, and never more than four new Commissioners were appointed in any one appointment year. Thus, a very high proportion of the Commission consisted of "veteran" members who had served at least two terms and, in many cases, since the creation of the Commission. In addition, new officers were elected at the December 5, 1968 meeting of the full Commission; and new Committee assignments were subsequently made.

### 6TH REGIONAL PLANNING CONFERENCE

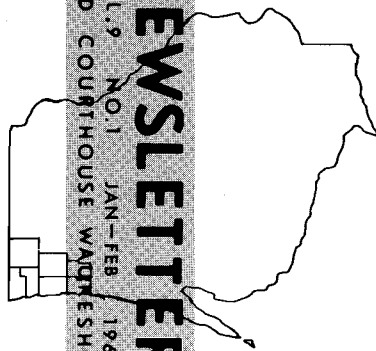
May 6, 1969

Pfister Hotel and Tower, Milwaukee, Wisconsin

(Details on Page 17)

# SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

NEWSLETTER  
VOL. 9 NO. 1 JAN-FEB 1969  
OLD COURTHOUSE WAUKESHA



## NEW APPOINTMENTS—continued

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On October 8, 1968, the Milwaukee County Board of Supervisors elected Mr. Richard C. Nowakowski, a Milwaukee County Board Supervisor for nine years and a former State Assemblyman from Milwaukee County, to fill the unexpired term on the Commission of John P. Murphy, who had resigned after serving on the Commission since its inception. The term of appointment expires September 15, 1972. As a county board-appointed Commissioner, Mr. Nowakowski automatically serves on the Intergovernmental and Public Relations Committee of the Commission.

Mr. Norman C. Storck, Milwaukee County, has been appointed to the Commission by Governor Warren P. Knowles from a list of candidates submitted to him by the Milwaukee County Board of Supervisors. Mr. Storck replaces Dr. Henry J. Schmandt, the Commission's first Chairman, who had also served on the Commission since its inception in September 1960. Mr. Storck's appointment is for a full six-year term expiring September 15, 1974. A registered professional engineer in Wisconsin, Mr. Storck is currently Vice-President—Transmission and Distribution, Wisconsin Electric Power Company.



## NEW APPOINTMENTS—continued

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Mr. Charles J. Davis, a Waukesha County Board Supervisor and Chairman of the Town of Waukesha, has been appointed to the Commission by Governor Knowles from a list of candidates submitted to him by the Waukesha County Board of Supervisors. Mr. Davis replaced Mr. Maynard W. Meyer, who had served on the Commission since its inception in 1960. Mr. Davis, Chairman of the Town of Waukesha for the past eight years, will serve a full six-year term on the Commission expiring September 15, 1974.

Appointed to the Commission from Washington County is Mr. Arnold R. Finch, who recently retired as a Vice-President and Director of The West Bend Company. Mr. Finch was appointed by Governor Knowles from a list of candidates submitted to him by the Washington County Board of Supervisors. Mr. Finch replaces Dr. Carlton M. Herman, who had served on the Commission since its inception in September 1960. Dr. Herman, an ardent conservationist, who also served as Chairman of the Washington County Park and Planning Commission, has retired from active public life and declined consideration for reappointment. Mr. Finch's appointment is for a full six-year term expiring September 15, 1974.





## NEW APPOINTMENTS—continued

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The Waukesha County Board of Supervisors elected Mr. Theodore F. Matt to the Commission, replacing Mr. Mervin L. Brandt. Mr. Brandt is leaving Waukesha County after many years of public service. Mr. Matt, an Oconomowoc attorney, will serve an unexpired term on the Commission ending September 15, 1970. In addition to being a Waukesha County Board Supervisor, Mr. Matt serves on the Waukesha County Park and Planning Commission and the Town of Oconomowoc Plan Commission. As a county board-appointed Commissioner, Mr. Matt automatically serves on the Intergovernmental and Public Relations Committee of the Commission and also replaces Mr. Brandt on the Executive Committee of the Commission.

### Reappointed Commissioners

Four Commissioners have been reappointed to serve new six-year terms on the Commission. They are: Mr. George C. Berteau, Kenosha attorney specializing in labor law, and Commission Chairman since 1961, reappointed by Governor Knowles from a list of candidates submitted by the Kenosha County Board of Supervisors; Mr. Jacob Kammerzelt, Kenosha farmer and member of the Kenosha County Board of Supervisors, reappointed by the Kenosha County Board; Mr. Milton F. LaPour, Racine banker, realtor, and land developer, reappointed by Governor Knowles on his own motion; and Mr. Lyle L. Link, Waukesha County builder, also reappointed by Governor Knowles on his own motion. The terms of reappointment for these four Commissioners all expire September 15, 1974.

## NEW APPOINTMENTS—continued

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### Continuing Commissioners

Twelve Commissioners are continuing their six-year terms on the Commission. They are:

#### Kenosha County

Mr. Dario F. Madrigrano, Kenosha businessman

#### Milwaukee County

Mr. Richard W. Cutler, Milwaukee attorney specializing in municipal law

#### Ozaukee County

Mr. Albion O. Behrens, Grafton insurance man and Clerk,  
Town of Grafton

Mr. Ray F. Blank, Chairman, Ozaukee County Board of Super-  
visors and Chairman, Town of Grafton

Mr. James F. Egan, Mayor, City of Mequon

#### Racine County

Mr. Leonard C. Rauhen, Mayor, City of Burlington

Mr. Garth R. Seehawer, Racine attorney and member, Racine  
County Board of Supervisors

#### Walworth County

Mr. Eugene Hollister, Chairman, Walworth County Board of  
Supervisors

Mr. Ray Schmidt, Instructor, Milwaukee Technical College

Mr. John D. Voss, County Judge, Walworth County

## NEW APPOINTMENTS—continued

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### Washington County

Mr. Joseph A. Schmitz, Member, Washington County Board of Supervisors and former State Assemblyman from Washington County

Mr. Arthur E. Weiner, Assistant Director, Fond du Lac Technical Institute

### Election of Officers and Executive Committee

Judge John D. Voss, Chairman of the Commission Nominating Committee, announced the results of the election of Commission officers for 1969, held at the Commission quarterly meeting on December 5, 1968. The newly elected officers are: George C. Berteau, Kenosha County, who was re-elected to his eighth term as Chairman; Ray F. Blank, Ozaukee County, Vice-Chairman; Richard W. Cutler, Milwaukee County, who was re-elected to his fifth term as Secretary; and Joseph A. Schmitz, Washington County, Treasurer.

The Commission Executive Committee, which meets monthly and is empowered to act for the full Commission on all matters except the adoption of an annual budget and the adoption of regional plan elements, was also elected at the December quarterly meeting. The Executive Committee consists of the four above-named officers and the following Commissioners: Eugene Hollister, Walworth County; Milton F. LaPour, Racine County; James F. Egan, Ozaukee County; and Theodore F. Matt, Waukesha County.

### Standing Committee Appointments

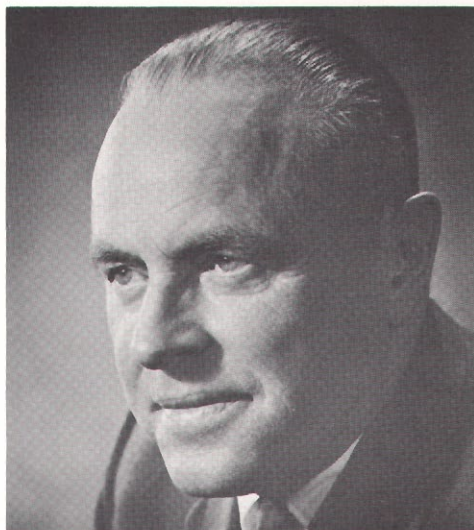
Subsequent to the December quarterly meeting, Chairman Berteau announced appointments to the three standing committees of the Commission for 1969. These appointments are as follows:

NEW APPOINTMENTS—continued

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George C. Berteau, Chairman



Ray F. Blank, Vice-Chairman



Richard W. Cutler, Secretary



Joseph A. Schmitz, Treasurer

## NEW APPOINTMENTS—continued

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### Administrative Committee

Milton F. LaPour, Chairman  
Lyle L. Link, Vice-Chairman  
Leonard C. Rauen  
Joseph A. Schmitz  
John D. Voss

### Planning and Research Committee

James F. Egan, Chairman  
Ray Schmidt, Vice-Chairman  
George C. Berteau  
Richard W. Cutler  
Charles J. Davis  
Arnold R. Finch  
Lyle L. Link  
Richard C. Nowakowski  
Leonard C. Rauen  
Arthur E. Weiner

### Intergovernmental and Public Relations Committee

Eugene Hollister, Chairman  
Joseph A. Schmitz, Vice-Chairman  
George C. Berteau  
Ray F. Blank  
Jacob Kammerzelt  
Theodore F. Matt  
Richard C. Nowakowski  
Garth R. Seehawer

## COMMISSION TO PREPARE PROSPECTUS FOR REGIONAL HOUSING STUDIES

At the request of the City of Milwaukee, the Commission has formed a Technical Advisory Committee on Regional Housing Studies to investigate the need for the conduct of a regional housing study. Approval has already been obtained from the U. S. Department of Housing and Urban Development of a federal urban planning grant in the amount of \$10,333.



## REGIONAL HOUSING PROSPECTUS—continued

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This grant, to be used in partial support of the preparation of a prospectus outlining the need for a regional housing study, is from a special account in the federal urban planning assistance program earmarked for "innovative" studies. In addition to reviewing and establishing the need for a regional housing study, the Committee, in preparing the prospectus, will outline the scope, content, organization, budget, and timing of any recommended study elements.

The proposed housing study itself, as requested by the City of Milwaukee, is intended to inventory the supply of, and demand for, housing throughout the Region, measured in terms of meaningful economic and geographic markets, and to identify and measure any surpluses or shortages of housing in the different economic and geographic markets within the Region. As noted above, the Committee will prepare the prospectus or specifications for the regional housing study, which is believed to be one of the first of its type in the Nation. The actual study will be done later by the Regional Planning Commission staff, interested agencies, or consultants hired for such purpose. It is intended that the study be conducted according to procedures which will permit it to be kept current in the future and, therefore, be of continuing value not only to public agencies but also to private investors concerned with housing.

Membership on the Technical Advisory Committee has been drawn from both public and private agencies throughout the seven-county Region, as well as from State and Federal governmental agencies, and was designed to assemble individuals most knowledgeable about housing. Because so many technical factors affect the balance between the supply and demand of housing at a particular time, the Commission will ask certain of the members of the Technical Advisory Committee to constitute a research subcommittee to assume the task of preparing the initial draft of the proposed prospectus for review, discussion, possible amendment, and approval by the full Committee. The subcommittee will consist of mem-

## REGIONAL HOUSING PROSPECTUS—continued

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bers of the Committee who are believed to have especially valuable business and governmental experience in gaging the current supply and demand for housing in the field of low- or moderate- income families, which is one of the economic markets with which the seven-county regional inventory will be concerned.

Members of the Technical Advisory Committee on Regional Housing Studies are:

Robert B. Barrows . . . . . Vice-President—Mortgages,  
Northwestern Mutual Life  
Insurance Company, Milwaukee,  
Wisconsin

Manford C. Bear . . . . . Realtor, Kenosha, Wisconsin

Paul J. Cody . . . . . Urban Affairs Manager, S. C.  
Johnson & Son, Inc., Racine,  
Wisconsin

Richard W. Cutler . . . . . Attorney, Brady, Tyrrell, Cot-  
ter & Cutler, Milwaukee, Wis-  
consin; and SEWRPC Commis-  
sioner

Clarence Dittmar . . . . . President, Dittmar Realty,  
Inc., Menomonee Falls,  
Wisconsin

Melvin Goldin . . . . . Recht-Goldin-Siegel, Milwau-  
kee, Wisconsin

Robert S. Grogan . . . . . Realtor, West Bend,  
Wisconsin

## REGIONAL HOUSING PROSPECTUS—continued

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- Charles M. Hill, Sr. . . . . Deputy Secretary, Department  
of Local Affairs and Develop-  
ment, Madison, Wisconsin
- Emile A. Jarreau, Jr. . . . . Executive Director, Northside  
Citizens' Neighborhood Con-  
servation Corporation, Mil-  
waukee, Wisconsin
- Lawrence S. Katz . . . . . Director, Federal Housing  
Administration, Milwaukee,  
Wisconsin
- Bernard N. Nill . . . . . Assistant Planning Director,  
Department of City Develop-  
ment, City of Milwaukee, Mil-  
waukee, Wisconsin
- William L. Orenstein . . . . . Kohl's Food Stores, Milwau-  
kee, Wisconsin
- Orville E. Pitts . . . . . Alderman, City of Milwaukee,  
Milwaukee, Wisconsin
- Rev. Christopher G. Raible . . Unitarian Church West, Brook-  
field, Wisconsin
- Ronald P. Siepmann . . . . . President, Siepmann Realty  
Corporation, Milwaukee,  
Wisconsin
- George D. Simos . . . . . Director, Model Cities Agency,  
City of Milwaukee, Milwaukee,  
Wisconsin

## REGIONAL HOUSING PROSPECTUS—continued

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Jonathan A. Slesinger . . . . . Associate Professor of Sociology, University of Wisconsin—Milwaukee, Milwaukee, Wisconsin

Frank X. Steggert . . . . . Former Executive Director, Community Relations-Social Development Commission, Milwaukee, Wisconsin

The Committee held its organizational meeting on March 10, 1969.

### PROSPECTUS PUBLISHED FOR REGIONAL SANITARY SEWERAGE SYSTEM PLANNING PROGRAM

The Commission has completed and published a Regional Sanitary Sewerage System Planning Program Prospectus. As announced in an earlier issue of this Newsletter, the Commission has received an urban planning grant in the amount of \$110,000 from the U. S. Department of Housing and Urban Development in partial support of the preparation of a regional sanitary sewerage system plan. The Prospectus was prepared and approved by a Technical Coordinating and Advisory Committee on Regional Sanitary Sewerage System Planning and demonstrates the need for, and outlines the scope, content, organization, timing, and budget of, a comprehensive regional sanitary sewerage system planning program.

The Committee found that eight factors dictate the need for initiating a regional sanitary sewerage system planning program within the Southeastern Wisconsin Region at this time. These factors are:

1. Inadequate sanitary sewer service, particularly in newly developed areas of the Region.



## REGIONAL SANITARY SEWERAGE PROSPECTUS—continued

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2. Forecast rapid population growth and concomitant massive conversion of land within the Region from rural to urban use.
3. Rapidly deteriorating surface water quality with concomitant increases in conflicts over water uses and in demand for water pollution abatement. In this respect, it is important to establish the costs of meeting established water use objectives and standards.
4. The widespread occurrence within the Region of soils unsuited to the use of on-site sewage disposal systems.
5. Increasing development of small isolated waste-water treatment facilities and tributary sanitary sewerage systems on an uncoordinated, individual basis without regard for the effect upon areawide land use development or upon surface water quality.
6. The importance of the orderly extension of sanitary sewer service throughout the Region to the implementation of the adopted regional land use plan.
7. The need to coordinate sanitary sewerage facility development on an areawide basis and the planning prerequisites of state and federal grant-in-aid programs for sanitary sewerage facility construction.
8. The need to consider the impact of new technological developments in treatment and electronic control systems on future sanitary sewerage facility development.

The total net project cost of the three-year planning program will be \$165,000. The federal urban planning grant noted above will cover two-thirds of this amount, or \$110,000, leaving \$55,000 to be provided by

## REGIONAL SANITARY SEWERAGE PROSPECTUS—continued

the local units of government within the Region. The Commission has retained the Harza Engineering Company, Chicago, Illinois, to conduct the work program in conjunction with the Commission Natural Resources and Environmental Design Division staff.

Members of the Technical Coordinating and Advisory Committee on Regional Sanitary Sewerage System Planning, which reviewed and approved the Prospectus and which will continue to advise the SEWRPC staff and consultants during the conduct of the study, are:

Ray D. Leary . . . . . Chief Engineer and General  
Chairman Manager, Milwaukee-Metropol-  
itan Sewerage Commissions

**Lester Hoganson . . . . . City Engineer, City of Racine**  
**Vice-Chairman**

William D. McElwee . . . . . Chief Natural Resources Plan-  
Secretary ner, SEWRPC

Anthony F. Balestrieri . . . . Consulting Engineer, Elkhorn,  
Wisconsin

**Kurt W. Bauer . . . . . Executive Director, SEWRPC**

Thomas G. Frangos . . . . . Acting Administrator, Division  
of Environmental Protection,  
Wisconsin Department of Natu-  
ral Resources

**John M. Fredrickson . . . . . Village Manager, Village of  
River Hills**

Herbert A. Goetsch. . . . . Commissioner of Public Works,  
City of Milwaukee

## REGIONAL SANITARY SEWERAGE PROSPECTUS—continued

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- Donald Holland . . . . . Director of Public Works, City  
of Kenosha
- David A. Johnston . . . . . Office of the Administrator, U. S.  
Department of Housing and Urban  
Development, Chicago, Illinois
- A. J. Karetski . . . . . Director, Bureau of Local and  
Regional Planning, Wisconsin  
Department of Local Affairs  
and Development
- Raymond J. Kipp . . . . . Chairman, Department of Civil  
Engineering, Marquette  
University
- Francis D. Kuckuck . . . . . City Engineer, City of Wauwatosa
- Theodore W. Meilahn . . . . . County Surveyor, Washington  
County
- Melvin Noth . . . . . Director of Public Works, Vil-  
lage of Menomonee Falls
- C. R. Ownbey . . . . . Special Assistant to the Regional  
Director, Federal Water Pollu-  
tion Control Administration,  
Great Lakes Region, U. S. Depart-  
ment of the Interior
- Herbert E. Ripley . . . . . Director of Environmental  
Health Services, Waukesha  
County Department of Health
- Donald Roensch . . . . . Director of Public Works, City  
of Mequon

## REGIONAL SANITARY SEWERAGE PROSPECTUS—continued

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- Milton W. Schaefer . . . . . City Engineer, City of West Bend
- Rodney Vanden Noven . . . . . Director of Public Works, City of Waukesha
- Frank A. Wellstein . . . . . City Engineer, City of Oak Creek
- Henry B. Wildschut . . . . . County Highway Commissioner and Director of Public Works, Milwaukee County
- James F. Wilson . . . . . District Supervisor, Farmers Home Administration, U. S. Department of Agriculture
- Harvey E. Wirth . . . . . State Sanitary Engineer, Wisconsin Division of Health

Copies of the Prospectus are available from the Commission offices at prices of \$1.50 inside the Region and \$3.00 outside the Region.

### ORAP 200

The brochure enclosed with this issue of the SEWRPC Newsletter, entitled "ORAP 200 For Clean Water & A Finer Outdoors," was prepared by the Wisconsin Department of Natural Resources and is being distributed at their request. Because of its direct relationship to certain of the goals in the regional plan elements adopted to date, the brochure deserves careful review and consideration by all SEWRPC Newsletter readers.



## 6TH REGIONAL PLANNING CONFERENCE

May 6, 1969

Pfister Hotel and Tower, Milwaukee, Wisconsin

"The Regional Plan—Implementation" will be the theme of the 6th SEWRPC Regional Planning Conference. Many important developments have taken place since the 5th Regional Planning Conference, held in October 1966, when the recommended regional land use and transportation plans were presented. The 6th Conference will attempt to assess the progress made toward regional land use and transportation plan implementation since that time.

As in past years, the 6th Regional Planning Conference will have three sessions. The general session in the morning will deal with the regional subjects of freeway plan implementation, rapid transit plan implementation, and park and environmental corridor plan implementation. The luncheon session will examine the subject of continued urban sprawl and its costs and consequences to the regional community. In the afternoon session, four concurrent workshops will examine regional plan implementation methods and techniques, including county jurisdictional highway system planning; sanitary codes; community and precise neighborhood unit planning; and floodland, shoreland, and agricultural zoning. A conference program brochure containing a registration form and complete details will be mailed to all Newsletter subscribers in the near future.

## SEWRPC NOTES

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### COMPREHENSIVE LIBRARY PLANNING PROGRAM PROGRESS REPORT

Since beginning the regional library facilities and services planning program last fall, several new members have been added to the Technical Advisory Committee on Library Planning in an effort to broaden the membership to include representation from public and private school library systems and from specialized research libraries. The new Committee members are:

Miss Sally Davis . . . . . Director, Oconomowoc School  
Libraries

Dr. William J. FitzGerald. . . Director, Marquette University  
Libraries

Mark Gormley . . . . . Director, University of Wisconsin-  
Milwaukee Library

Mrs. Araxie Kalvonjian . . . . Librarian, Kenosha Technical  
Institute

William D. Stimmel . . . . . Librarian, Research Laboratory  
Library, Allis Chalmers Manufacturing Company

Miss Patricia Butler . . . . . Assistant Librarian, Mount  
Mary College, Milwaukee

The Study Design for this comprehensive library planning program is nearing completion. Preliminary work leading to the actual conduct of major inventories and analyses will also be completed shortly.

### MILWAUKEE COUNTY JURISDICTIONAL HIGHWAY STUDY

On January 28, 1969, the Technical Advisory Committee on the Preparation of a Jurisdictional Highway Plan for Milwaukee County completed its review of, and approved for publication, SEWRPC Planning Report No. 11, A Jurisdictional Highway System Plan for Milwaukee County—1990. The report is currently being printed and will be high-lighted in a forthcoming issue of this Newsletter. The Milwaukee County jurisdictional highway plan, prepared under the aegis of the Milwaukee County Board by an interagency staff and believed to be the first of its kind in the Nation, converts the functional arterial street and highway system plan for the County, prepared as a part of the regional transportation plan, into a jurisdictional plan, whereby specific recommendations are made as to which level of government—state, county, or local—should logically be responsible for each of the various facilities comprising the total arterial street and highway system.

### COMMUNITY SHELTER PLANNING PROGRAM PROSPECTUS PUBLISHED

The Commission has completed its contractual agreement with the U. S. Department of the Navy to conduct a Community Shelter Planning Reconnaissance Study for the Southeastern Wisconsin Region. The results of the study have been published by the Commission in its Community Shelter Planning Program Prospectus. Distribution of the Prospectus is being handled by the Administrator, Division of Emergency Government, Wisconsin Department of Local Affairs and Development, 4802 Sheboygan Avenue, Madison, Wisconsin 53702.

### ENUMERATION DISTRICTS ESTABLISHED

In a continuing effort to make the data to be gathered in the 1970 U. S. Census of Population and Housing more useful for local and regional

planning, the Commission has been assisting the Census Tract Committees of Ozaukee, Walworth, and Washington Counties in the delineation of enumeration district boundaries. Enumeration districts are used by the U. S. Bureau of the Census as the smallest units for the collection and tabulation of census data. Although the Bureau of the Census has established basic criteria for delineating enumeration districts, the Census Tract Committees were charged with the task of actually delineating areas which will facilitate valid statistical comparisons to be made of relevant socio-economic data from the 1960 Census, the 1970 Census, and other data available from local files or from Commission files. The Commission had previously assisted the Census Tract Committees in the preparation of census tract plans for each of the three above named counties.

#### **FURTHER ADOPTION OF REGIONAL PLAN ELEMENTS**

Several communities in the Region have acted formally in recent months to adopt the existing regional plan elements. The Village of Butler in Waukesha County, the Village of Williams Bay in Walworth County, and the City of Mequon in Ozaukee County have all acted recently to adopt by formal resolution the regional land use and transportation plans. In addition, the City of Oak Creek in Milwaukee County has recently adopted the comprehensive plan for the Root River watershed.

#### **COMMISSION RECEIVES STATE PLANNING ASSISTANCE GRANT**

The Commission has recently been notified that approval has been given an application for a state grant under the Wisconsin State Planning Assistance Program. The state grant, in the amount of \$2,400, will be used to provide continuing financial support for the publication of the SEWRPC Newsletter. This grant is the first received by the Commission under the State Planning Assistance Program, which is administered by the Wisconsin Department of Local Affairs and Development, Bureau of Local and Regional Planning.



## AROUND THE REGION

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### KENOSHA COUNTY

The Kenosha County Park Commission has recently published a report entitled Kenosha County Outdoor Recreation Plan. This planning report analyzes the present and anticipated future outdoor recreational needs of the County and presents a recommended future park acquisition and development plan. Kenosha County is a signatory to the interagency Southeastern Wisconsin Open Space Planning and Land Acquisition Agreement.

### OZAUKEE COUNTY

On January 20, 1969, the Ozaukee County Board of Supervisors adopted a county zoning ordinance designed to regulate development in floodland and shoreland areas. The new ordinance closely follows the Model Shoreland Protection Ordinance prepared by the Wisconsin Department of Natural Resources and was specifically designed to meet the requirements of the State Water Resources Act of 1965.

### RACINE COUNTY

Racine County is continuing this year its 10-year mapping program based on the survey control system recommended by the SEWRPC and described in the July-August 1968 issue of this Newsletter. When completed, the County will have relocated and monumented all of the U. S. Public Land Survey section and quarter-section corners in the County, and thereby will have restored and revitalized this invaluable public asset. In addition, the County will have prepared large-scale topographic base maps for the entire 377 square mile area of the County to National Map Accuracy Standards. Such base maps are absolutely essential for sound planning and municipal engineering and for the preparation and administration of certain plan implementation devices, particularly the official map. In 1969 the Racine County Board of Supervisors has appropriated \$85,000 to map an additional 30 square miles of the County.

## QUESTION BOX

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### **HOW ARE THE SEWRPC COMMISSIONERS APPOINTED?**

The membership composition of the SEWRPC is provided for in Section 66.945(3)(a) of the Wisconsin Statutes. Each participating county has three representatives on the Commission. They are appointed as follows:

1. One representative is appointed directly by the county board. Although not required to do so, each of the seven county boards in the Region thus far has wisely elected to appoint a representative who is an elected county board supervisor.
2. One representative is appointed by the Governor from a list of two or more persons nominated by the county board.
3. One representative is appointed by the Governor on his own motion.

### **WHAT QUALIFICATIONS MUST A COMMISSIONER HAVE?**

The Wisconsin Statutes provide that commissioners appointed by the Governor be persons who have experience in local government in elective or appointive offices or who are professionally engaged in advising local governmental units in the fields of land use planning, transportation, law, finance, engineering, or recreation and natural resource development.

### **HOW LONG DO COMMISSIONERS SERVE?**

The normal term for a commissioner is six years. In some instances, as in the case when a commissioner resigns, appointments are made to fill the remainder of an unexpired term.

QUESTION BOX—continued

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**HOW MANY OF THE CURRENT SEWRPC COMMISSIONERS ARE ALSO ELECTED LOCAL GOVERNMENT OFFICIALS?**

At the present time, 11 of the 21 SEWRPC Commissioners are also elected local public officials, including eight county board supervisors, two city mayors, and one town clerk. Of the eight county board supervisors, two also serve as town board chairmen.

QUOTABLE QUOTE.....

*"...every man who is in  
the vigor of life, ought to  
serve his country, in what-  
ever line it requires and he  
is fit for."*

George Washington  
June 26, 1797

SOUTHEASTERN WISCONSIN REGIONAL  
PLANNING COMMISSION

Old Courthouse  
P. O. Box 769  
Waukesha, Wisconsin  
53186

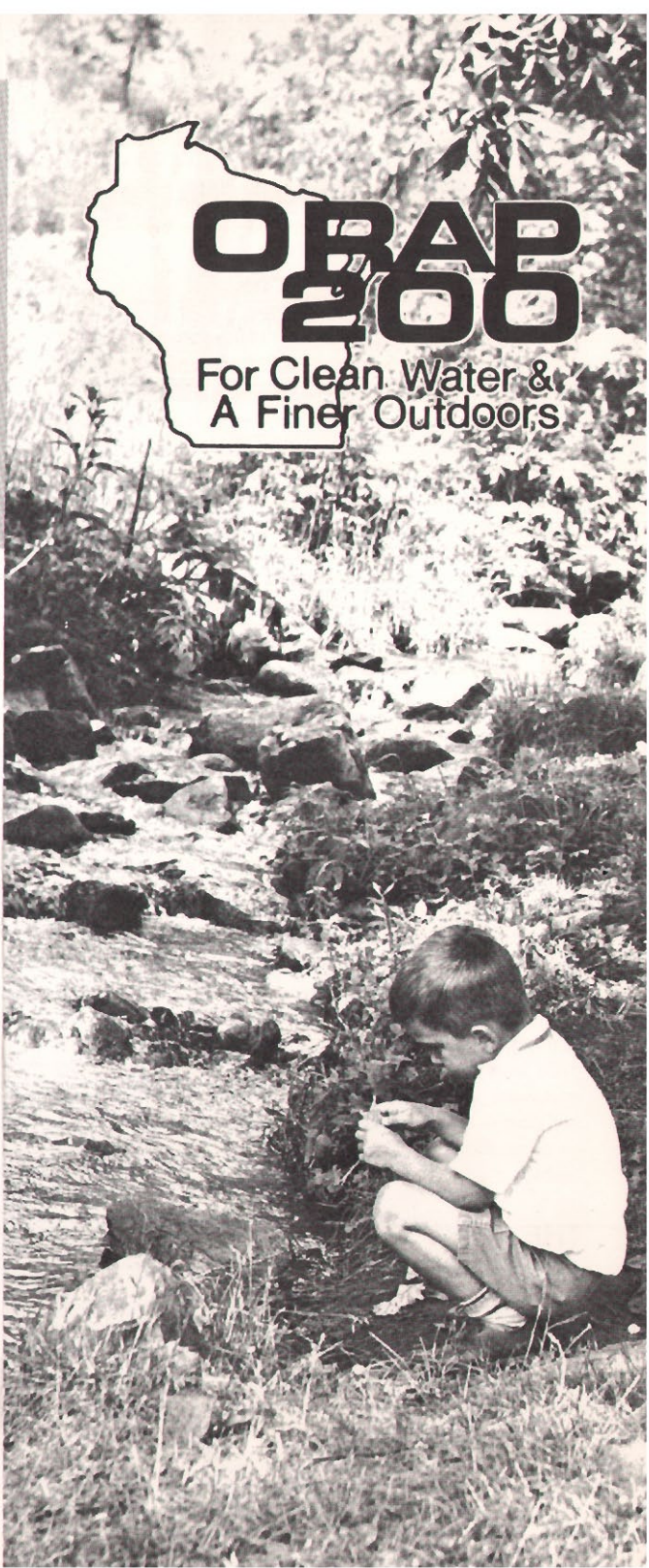
Phone: 542-8083

Kurt W. Bauer  
Executive Director

RETURN REQUESTED

The preparation of this publication was financed in part through a Federal urban planning grant from the U. S. Department of Housing and Urban Development under the provisions of Section 701(b) of the Housing Act of 1954, as amended, and through a State planning assistance grant from the Wisconsin Department of

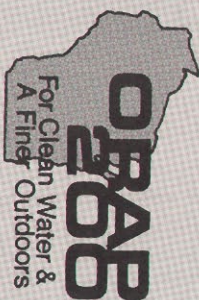
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# ORAB

For Clean Water &  
A Finer Outdoors

THE WISCONSIN DEPARTMENT  
OF NATURAL RESOURCES  
BOX 450  
MADISON, WISCONSIN 53701



*Let us proclaim a creed to preserve our natural heritage with rights and the duties to respect those rights:*

*The right to clean water — and the duty not to pollute it.*

*The right to clean air — and the duty not to befoul it.*

*The right to surroundings reasonably free from man-made ugliness — and the duty not to blight.*

*The right to easy access of places of beauty and tranquility where every family can find recreation and refreshment — and the duty to preserve such places clean and unspoiled.*

*The right to enjoy plants and animals in their natural habitats — and the duty not to eliminate them from the face of this earth.*

THE PRESIDENT'S MESSAGE TO  
THE 89th CONGRESS





THE PEOPLE of Wisconsin have something to say about the kind of outdoors they want. They can make a commitment now that will help over the next dozen years to: (1) fight pollution of the state's waters, and (2) further expand recreational opportunities, making more available to more people.

## AN EARLY BOOST

In 1961, the legislature boosted outdoor recreation when it passed ORAP — the Outdoor Recreation Act Program. This act placed a 1¢ tax on a pack of cigarettes, which was used to speed up acquisition and development of lands.

There has been good progress — more chances have been created for fishing, camping, hiking, bird watching, hunting, boating, picnicking, swimming, and for just enjoying the peace of quiet places.

But the job can never get done this way — not at the rate we are growing! Another million people by 1980, or about 250 more every day! The demand is already greater than the supply, and steadily becoming greater. Overcrowding, overuse and misuse even now are threatening the very values we need and want from the outdoors. Furthermore, this growing population is producing more and more wastes — domestic and industrial — which are fouling the lifeblood of the land.

## THE NEXT STEP

And so in 1969 there is a new ORAP and a new challenge. ORAP 200 is an Outdoor Resources Action Plan that will probably be presented to the voters of Wisconsin in April asking for a bond issue of \$200 million to accelerate water pollution control and outdoor recreation programs.

ORAP 200 is a vital package. It deals with clean water, scenery, wildlife habitat, wilderness, places to recreate and to be recreated — in short, it in-



volves the livability of the environment, as well as the quality of our own living.

It deals with things that matter to *all* people — businessmen and housewives, young people and the old folks, nature lovers and sports enthusiasts, residents and visitors.

## THE ORAP DOLLAR . . . \$.72 for pollution control

Wisconsin residents use nearly half a billion gallons of water each day for drinking, cooking, bathing, laundry and dishwashing, and flushing away of wastes. These waste-bearing waters are directed to sewers and treatment plants, and ultimately back to our lakes and streams. Most of our sewage plants today can't cope with this burden.

Most communities have recognized their responsibility. They *want* to do the job, but they are counting on promised federal funds to help modernize

their treatment systems, and these dollars are in short supply.

ORAP 200 can fill this gap and get work rolling by:

### DIRECT STATE AID

Wisconsin law permits payment by the state of 25 percent of the cost of approved sewage treatment plants. These payments must, however, be in equal annual installments over a 5- to 30-year period. Funds available through bonding would enable the state to make direct, lump-sum payments instead, easing the financial burden on the municipality.

### ADVANCE OF FEDERAL AID

Because of limited funds and prior commitments to certified projects, only 12 top priority pollution abatement projects could be given federal assistance in Wisconsin this fiscal year. Meanwhile a backlog of some 90 applications for federal aid has developed, and indications are that we will need nearly 500 project starts in the next six years.

Bonding under ORAP 200 would provide funds to advance at least 25 percent of the cost of eligible projects in anticipation of federal reimbursement. At least \$50 million in new project starts could be generated each year until the backlog is eliminated, and continuous upgrading of facilities at a rate of \$20 million per year could be assured.

## ELIMINATING DELAYS

Funds from these two sources, together with federal aids available annually, would assure municipalities of at least 55 percent financial assistance. This will:

1. Simplify financing and reduce interest costs for municipalities.
2. Ease the property tax burden.
3. Assure all communities of equitable treatment.
4. Overcome the tendency to delay making local commitments until matching funds are available.
5. Shift emphasis from just coping with pollution to a positive program of protection of public health, cleaner streams, greater recreational potential.

## THE ORAP DOLLAR . . . \$.28 for outdoor recreation

Money spent accelerating and improving the outdoor recreation program will be directed into three main efforts:

### MORE RECREATIONAL SPACE

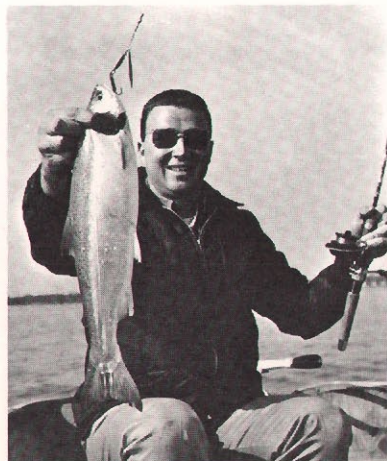
Highest priority in the recreational picture is "a place to go." ORAP money will go toward securing land, developing recreational resources, and operating and maintaining developed areas. Additional recreational space will include city, county and

*Without ORAP, there will still be lakes and streams . . . but will the water be clean enough to drink or to catch fish or swim in?*

*Without ORAP, there will still be hunting and boating and camping . . . but will there be space for you?*

*Without ORAP, there will still be rivers . . . but will any remain wild and unspoiled for your children?*

*Without ORAP, there will still be a Wisconsin . . . but will it be a land in which we can live creatively?*







state parks, recreational areas in county forests, and historic sites. In addition, ORAP will provide tax assistance to local governments and technical help for recreation and natural resource planning.

## A BETTER RECREATIONAL ENVIRONMENT

Some proposed ORAP programs are aimed at producing a quality environment for fish, wildlife and people — for example, improvement of county forest wildlife habitat, production of coho salmon, creation of new lakes and additional access, planting of shade trees, preservation of already designated wild rivers, and acquiring of scenic easements.

## EXPANDED JOB OPPORTUNITIES

Other ORAP programs are designed both to help get development and management work done in the

field and, at the same time, provide employment and outdoor experiences — for example, conservation work programs for Milwaukee area residents, and additional conservation youth camps.

## ACT NOW!

To meet tomorrow's pressures, today's money source must be changed so that it can grow. The means of financing ORAP 200 recommended by the Governor's ORAP Task Force is bonding.

Bonding is a well-established practice, and one that can speed up water pollution control and create additional opportunities for outdoor recreation. The dollar will do more work at this time than it will in the inflationary future. Also, the people who will be crowding into the years ahead will be paying their fair share towards maintaining the quality of their environment, and at today's prices.

It is not a crash program. The legislature will be asked each session to approve projects and will issue enough bonds to cover them.

But there is a real sense of urgency now! It is necessary to intensify measures to clean up waters used in waste disposal so that lakes and streams do not become cesspools and sewers. And it is necessary to preserve open space and recreational areas while they are still available — and before spiralling costs place them out of public reach.

About half the states in the country have financed outdoor recreational programs through bonding, and several have underwritten accelerated water pollution control through the same device. The Michigan legislature and people in referendum have just approved a \$435 million bond issue — \$100 million for recreation and \$335 million for pollution control.

