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# VISION 2060 Committee Kickoff

February 3, 2026 | Neighborhood Hall, ThriveOn King



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# Introduction

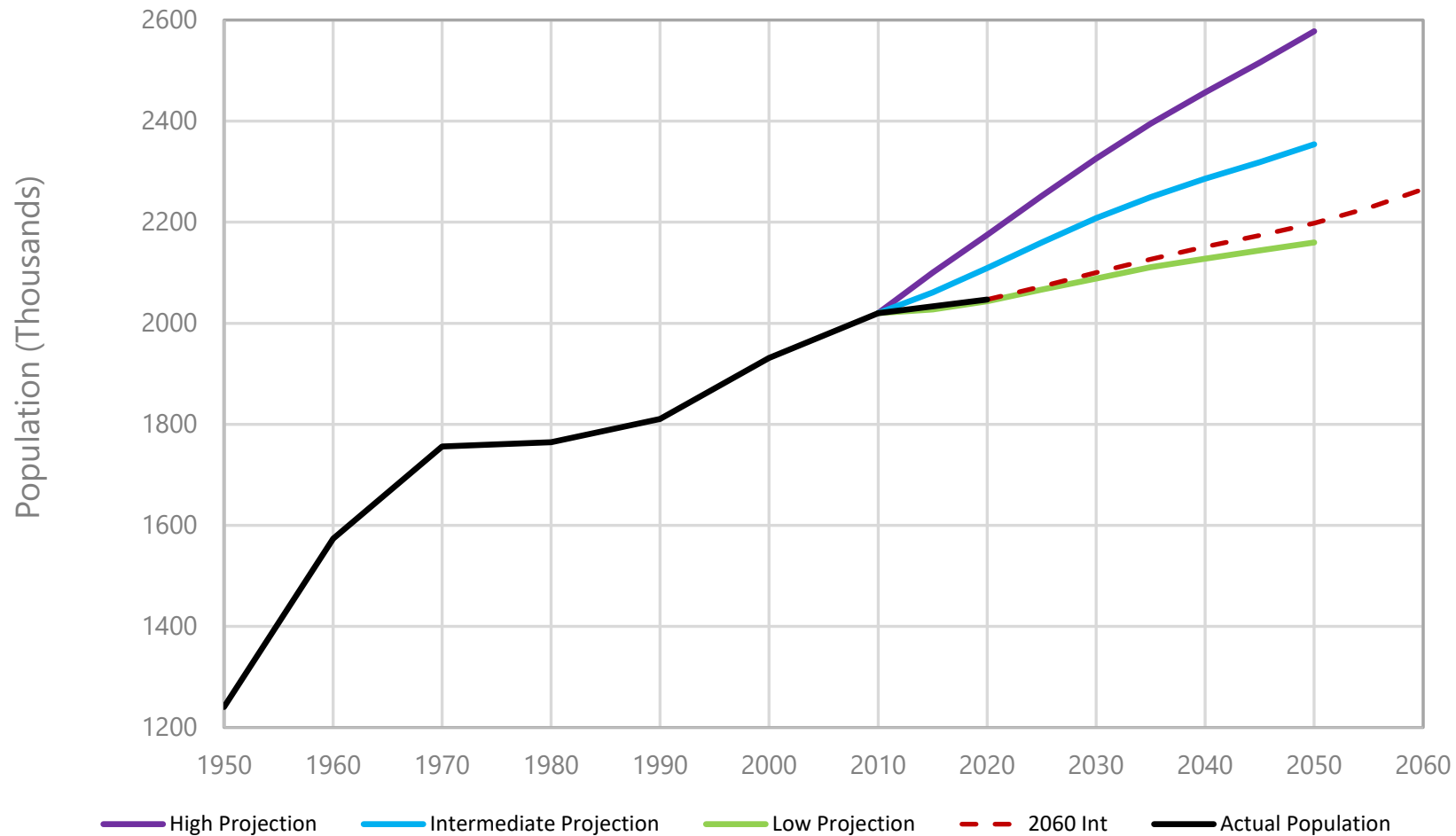
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- VISION 2060: long-range regional land use and transportation plan
  - Regional plan impacts Federal funding
  - Reflected in other Commission planning efforts
  - Informs community assistance planning
- Builds on recommendations of VISION 2050
- Extends projections and plan forward ten years

County	Population			Household			Employment		
	High	Interm.	Low	High	Interm.	Low	High	Interm.	Low
Kenosha	235,345	200,268	182,145	105,719	89,132	81,802	130,400	116,500	103,000
Milwaukee	1,026,899	975,904	944,243	476,736	453,063	438,359	691,600	618,500	546,900
Ozaukee	135,309	118,914	104,954	57,348	50,383	44,458	85,200	76,200	67,400
Racine	244,654	218,214	184,345	108,451	96,720	81,703	132,000	118,000	104,400
Walworth	142,105	125,362	111,584	63,428	55,941	49,779	83,500	74,700	66,000
Washington	196,321	169,389	145,105	84,603	72,963	62,470	113,600	101,600	89,800
Waukesha	522,564	457,164	415,923	228,926	200,174	182,046	434,400	388,400	343,400
Region	2,503,197	2,265,215	2,088,299	1,125,211	1,018,376	940,617	1,670,700	1,493,900	1,320,900

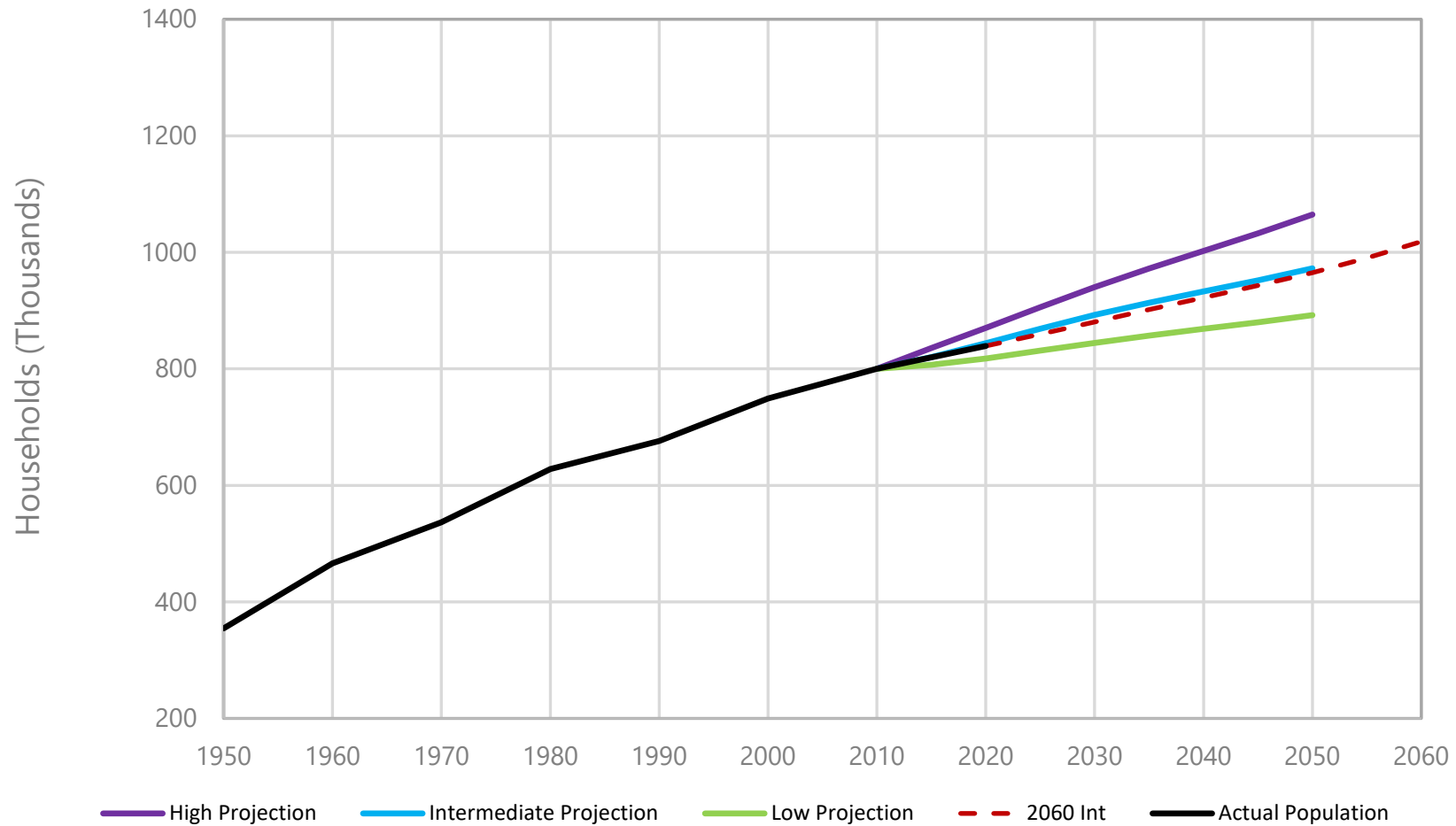
# Projections Summary Table

Actual and Projected Population in the Region: 2060 Intermediate VS 2050 Projections



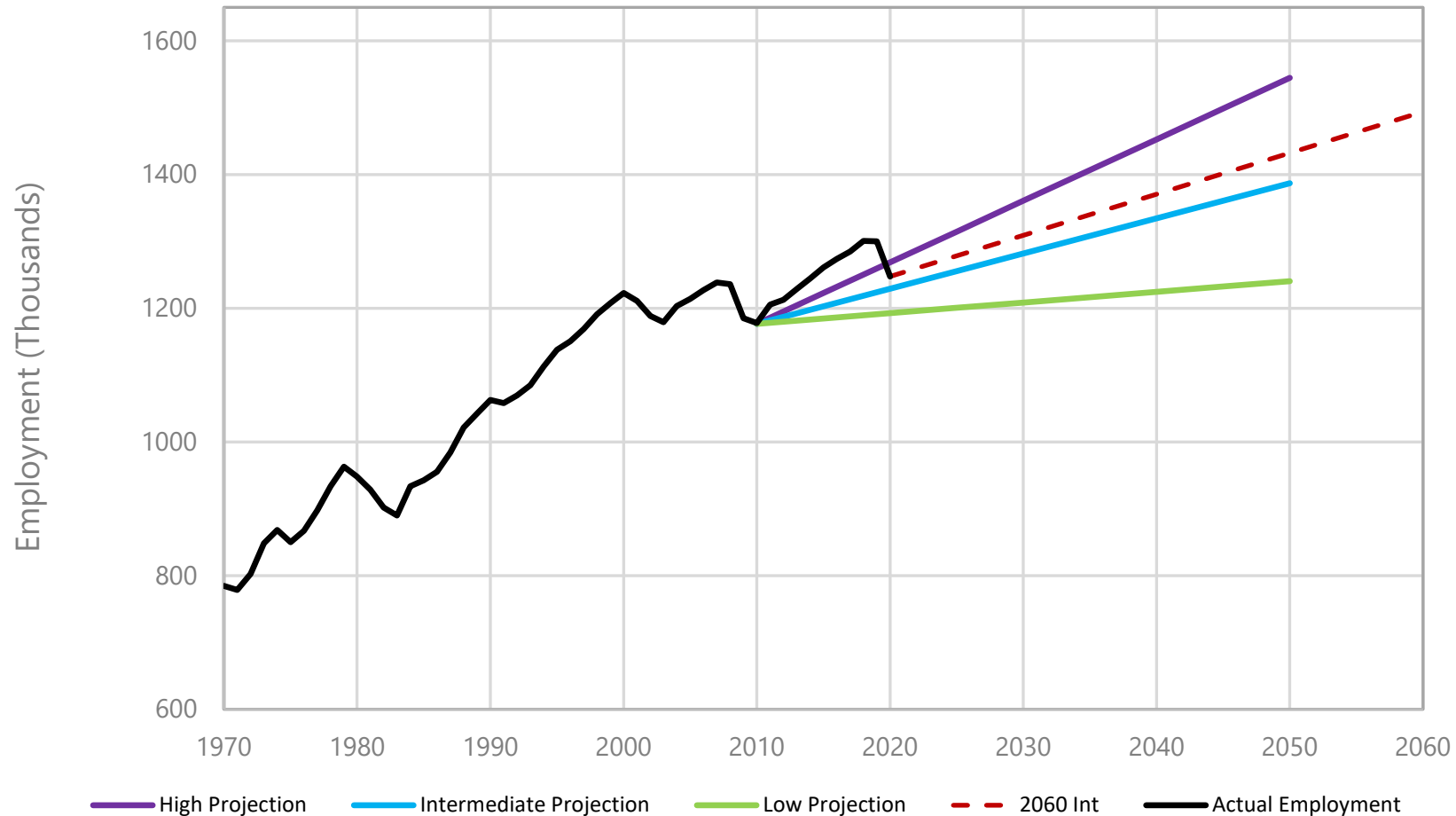
# Population Projections

Actual and Projected Households in the Region: 2060 Intermediate VS 2050 Projections



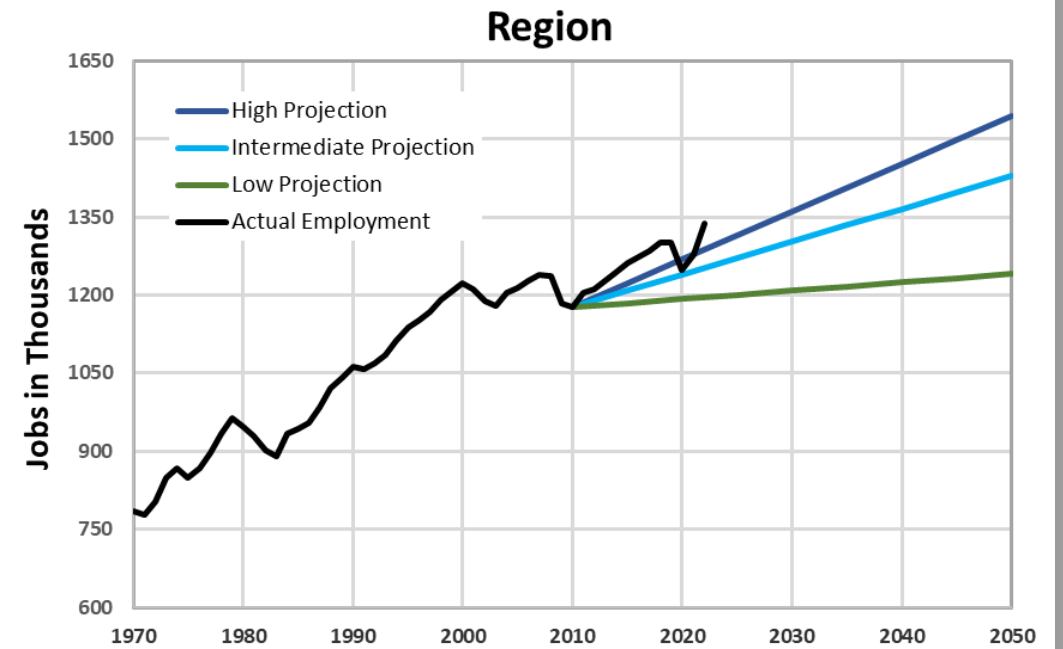
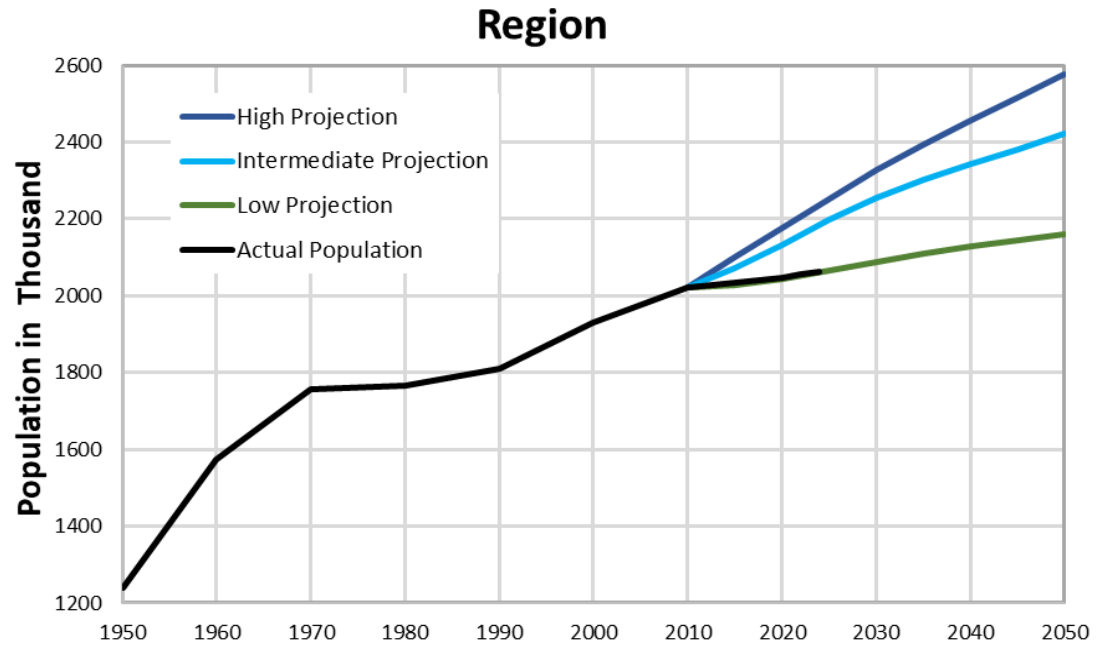
# Household Projections

Actual and Projected Employment in the Region: 2060 Intermediate VS 2050 Projections



# Employment Projections

## Actual and Projected 2050 Population and Employment in the Region





VISION 2060

# Overview of Preliminary Plan **Concept and Process**



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# VISION 2060

A Regional Land Use and  
Transportation Plan  
for Southeastern Wisconsin



- **Major update** to the Region's long-range land use and transportation plan
- Builds on VISION 2050 and prior regional plans
- Guides development, infrastructure investments, and environmental stewardship through 2060
- Anticipated adoption **June 2028**

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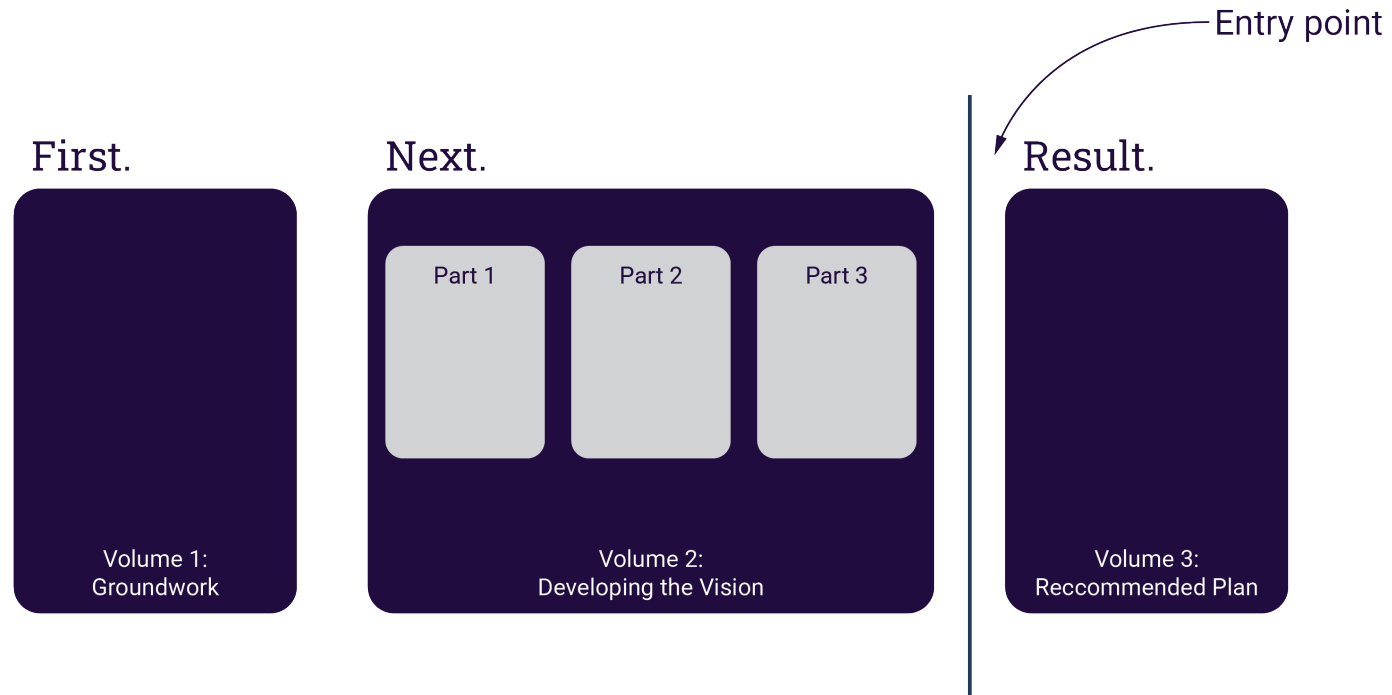
# Rethinking the Plan Structure

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- VISION 2060 Objectives: clarity, accessibility, and usability
  - **The entry point should be clear.** Recommendations should be easy and intuitive to find.
  - **Intended audience(s) should be considered when writing.** Ensure reports are approachable and easy to navigate for new readers.
  - **The story of our work is to illuminate the connected and thriving Region in our vision.** To get there, connections between regional guidance and local application should be clear.

# VISION 2050

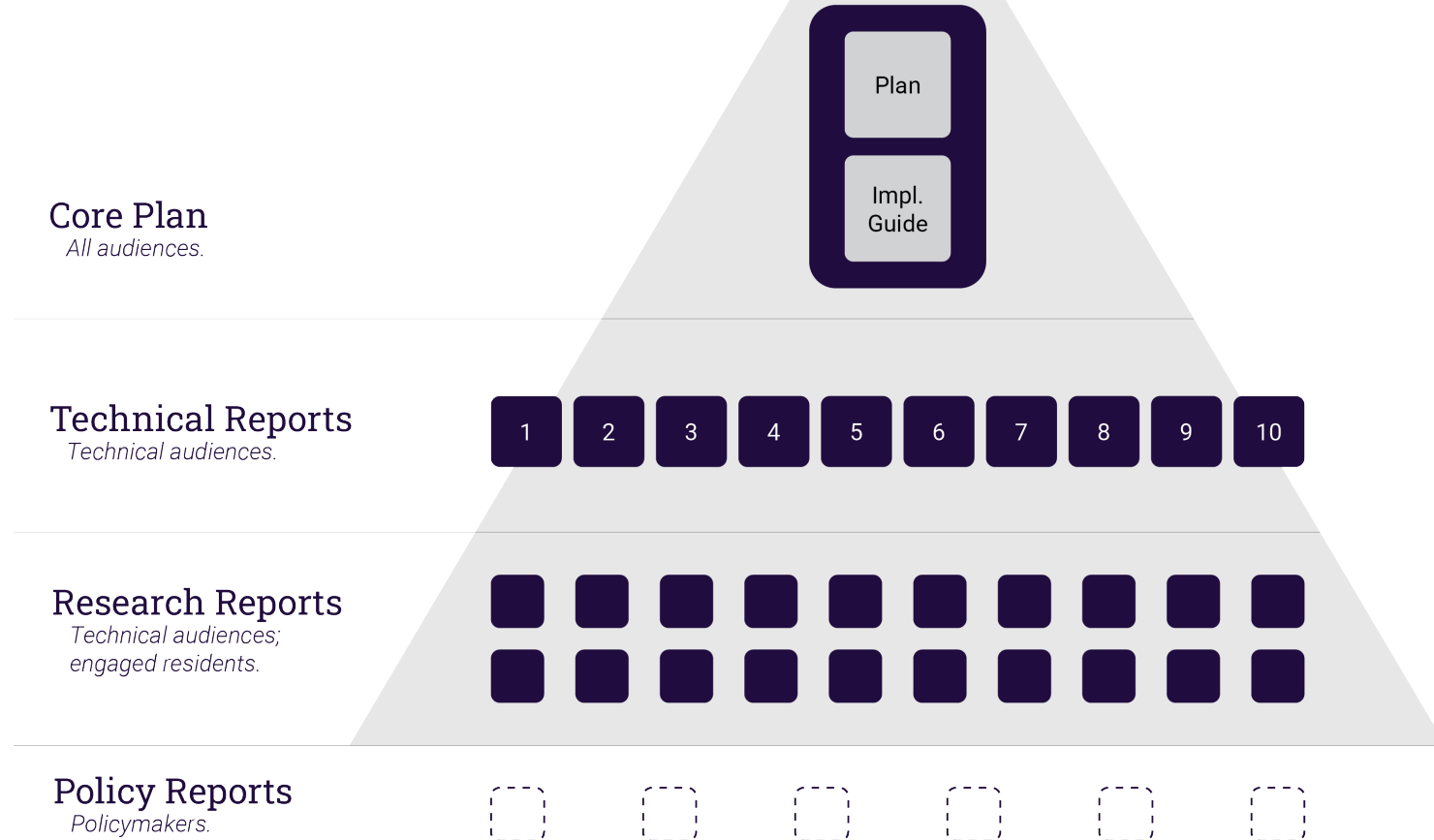
Organized chronologically.



## Rethinking the Plan Structure

# VISION 2060

Organized by audience.



## Rethinking the Plan Structure

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# What's Different?

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- **Concise core planning report**
  - Clear entry point for all audiences
  - Greater emphasis on visuals and plain language
  - Integrated land use, transportation, and environmental recommendations
- **Modular plan structure**
  - Companion reports provide technical data and analysis
  - Expanded use of digital and online content
- **Designed to reduce duplication and improve usability**

# VISION 2060

Organized by audience.



## Core Plan

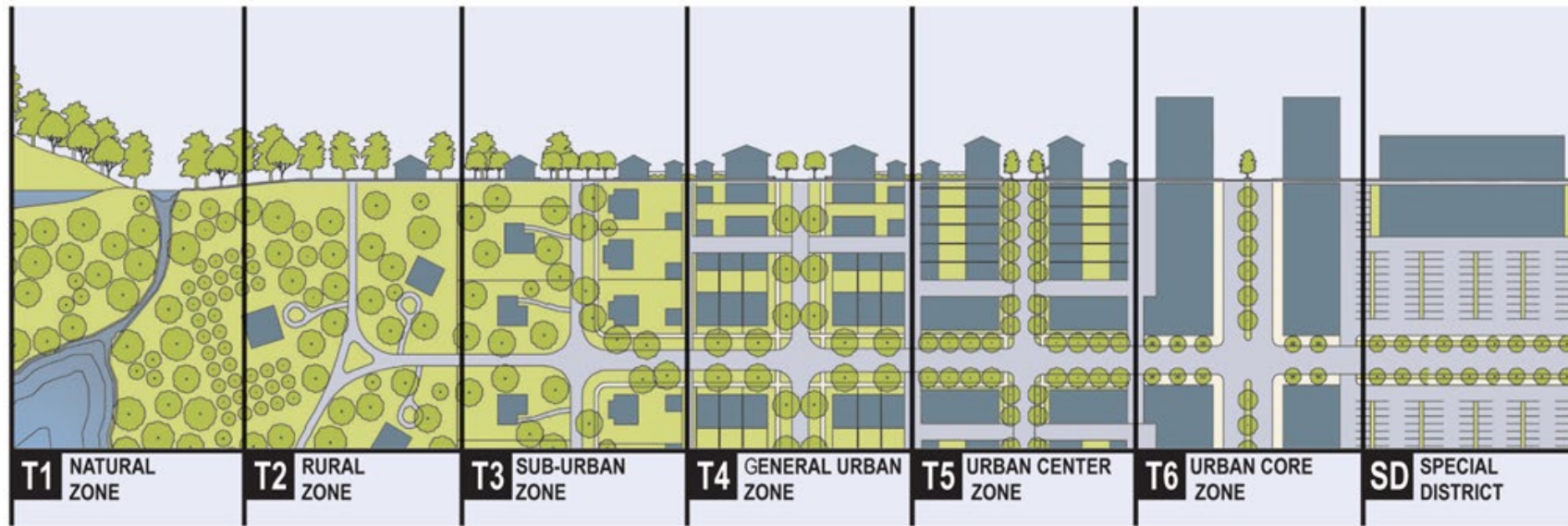
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# Core Plan

Preliminary Structure  
and Outline

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- **Past**
  - Natural resources and historical development
  - Tells story of how the Region developed
- **Present**
  - Current trends, conditions, and challenges
  - Key inventory findings highlight what the Region is today
- **Future (VISION 2060)**
  - Recommended regional land use and transportation plan (and FCTS)
    - Recommendations for Region, then Community Context
  - Includes conclusions, monitoring, and implementation overview
  - What do we want the Region be in the future?



Source: Duany Plater-Zyberk & Company



RURAL  
ESTATE



LARGE LOT  
NEIGHBORHOOD



SMALL LOT  
TRADITIONAL  
NEIGHBORHOOD



MIXED-USE  
TRADITIONAL  
NEIGHBORHOOD



MIXED USE  
CITY CENTER



LARGE LOT  
EXURBAN



MEDIUM LOT  
NEIGHBORHOOD

Source: SEWRPC

# Community Context Framework



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# Community Contexts

Framework for VISION 2060  
recommendations

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- Inspired by transect planning concept
- Reflects rural-to-urban gradient
- Organizes recommendations by development context
- Integrates land use, transportation, and environmental guidance
- Helps answer “What does this mean for my community?”



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# Planning Timeline

## Contacts

**Bryan Walter**  
**Senior Planner, Land Use**  
bwalter@sewrpc.org  
262.953.3277

**Sam Mercier, AICP**  
**Senior Planner, Transportation**  
smercier@sewrpc.org  
262.953.3239

[www.sewrpc.org](http://www.sewrpc.org)

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# THANK YOU

Please reach out for more information!



VISION 2060