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# VISION 2060

## A Regional Land Use and Transportation Plan for Southeastern Wisconsin

March 20, 2026

Southeastern Wisconsin Regional Planning Commission  
Community Engagement and Benefits Task Force



VISION 2060

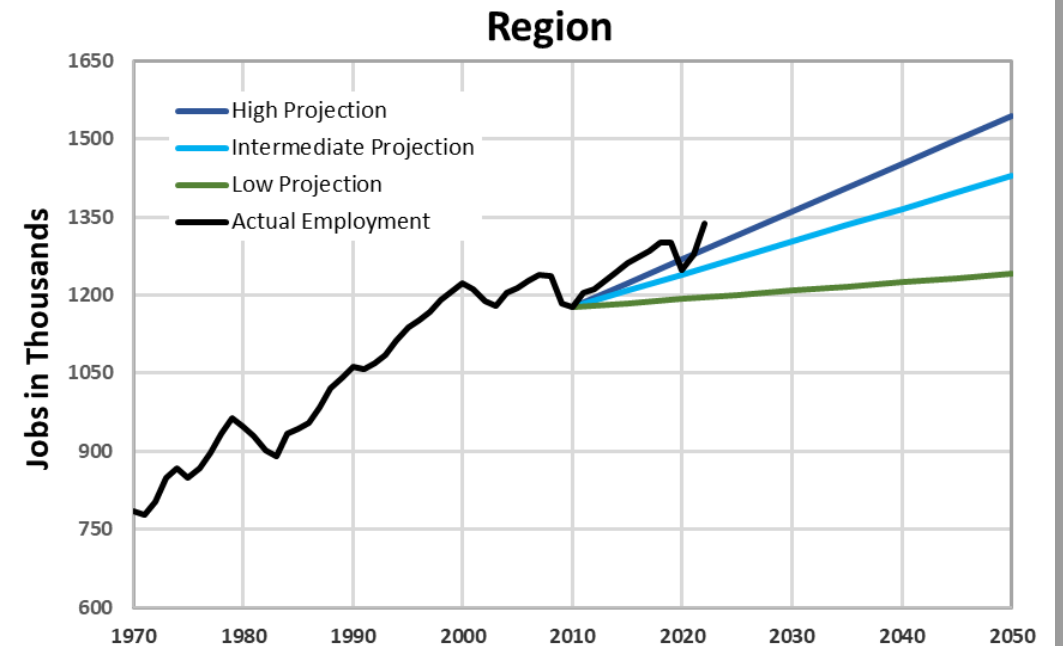
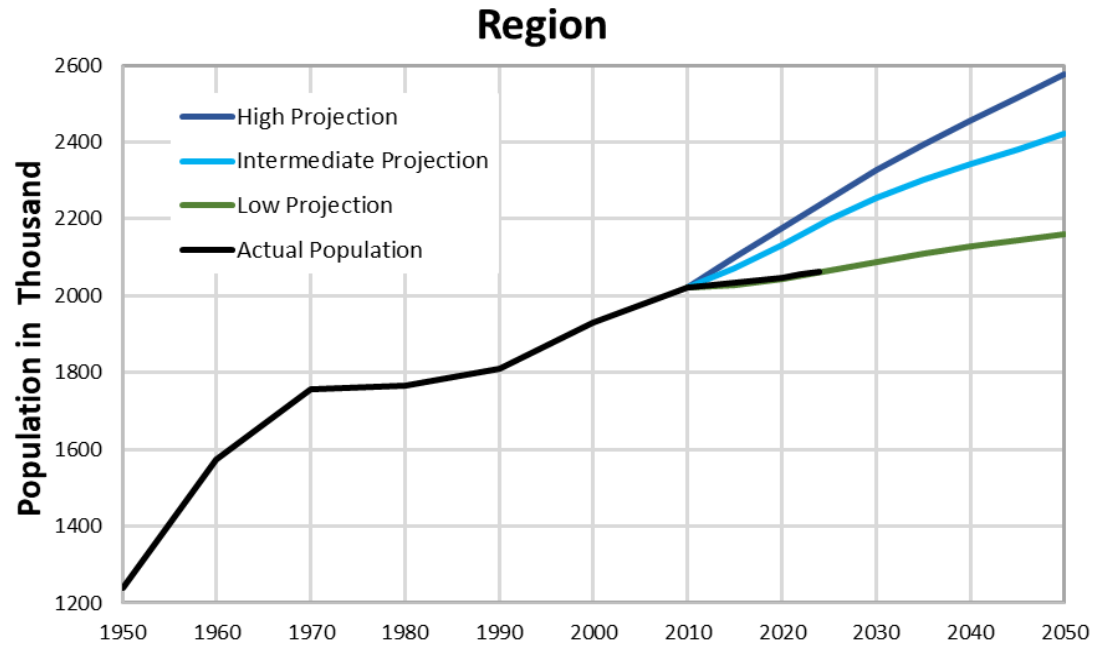
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# Introduction

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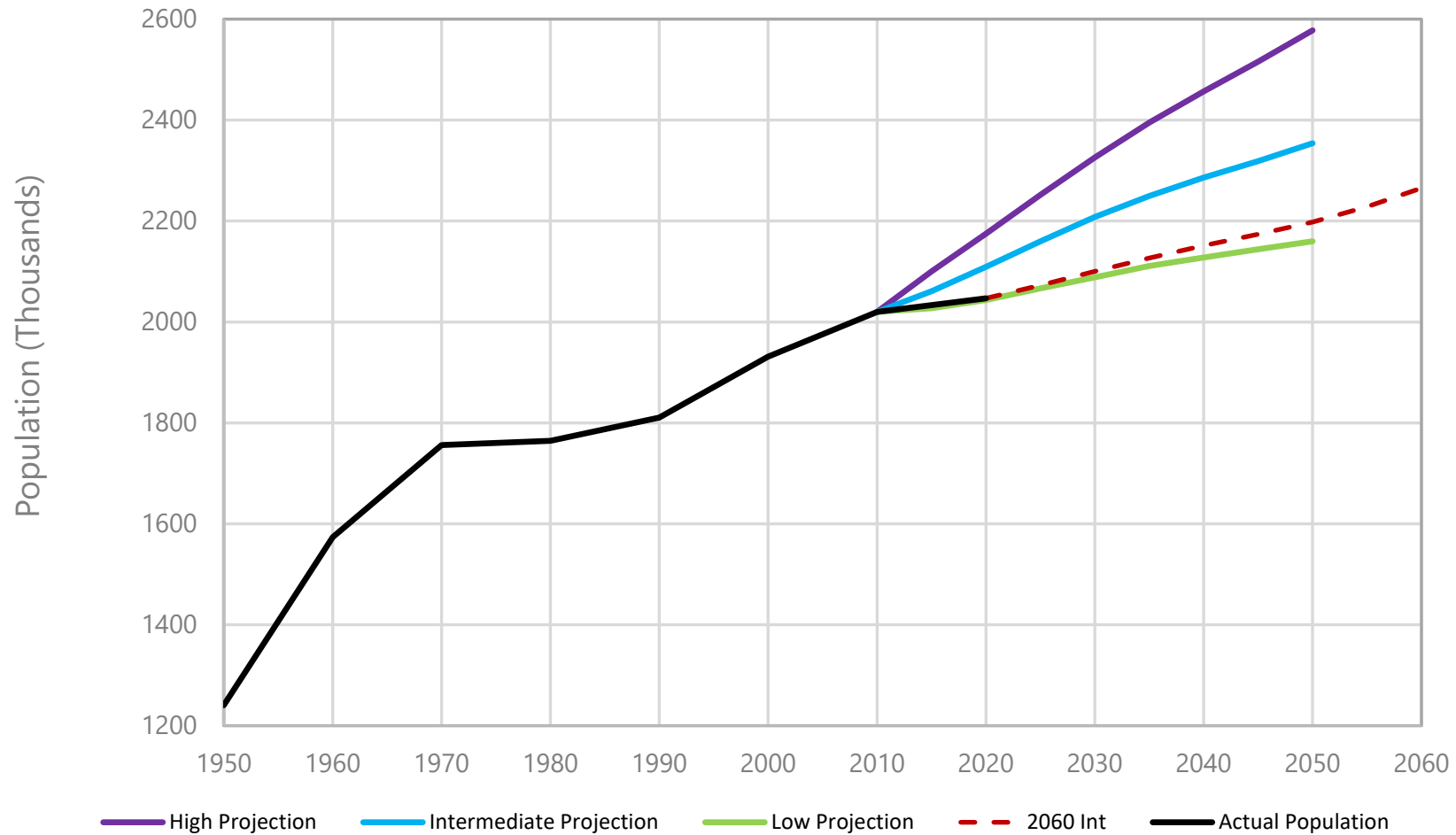
- **VISION 2060: major update to the long-range regional land use and transportation plan**
  - Regional plan impacts Federal funding
  - Reflected in other Commission planning efforts
  - Informs community assistance planning
- Guides development, infrastructure investments, and environmental stewardship through 2060
- Builds on VISION 2050 and prior regional plans
- Anticipated completion in 2028

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



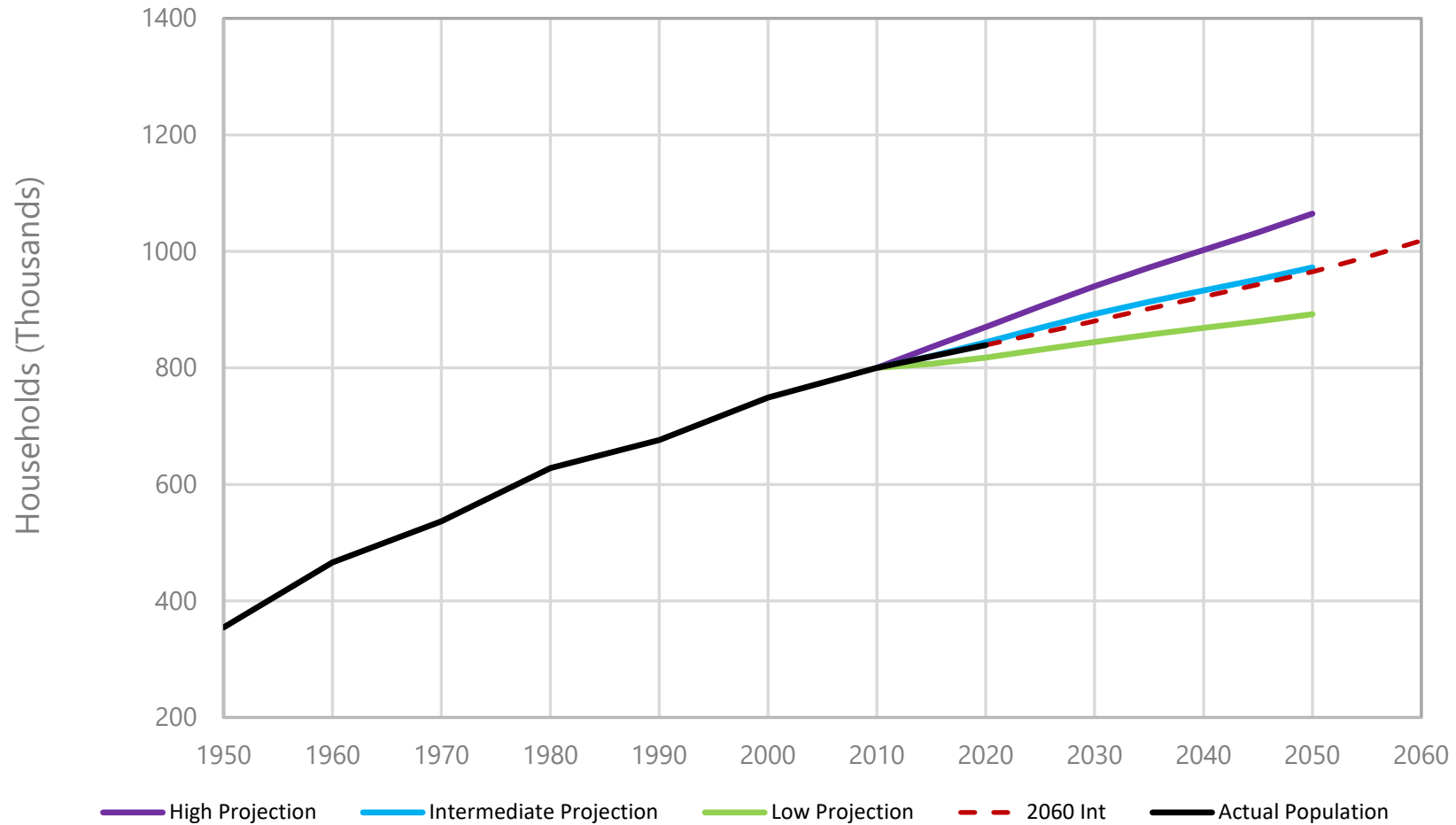
# Population and Employment

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



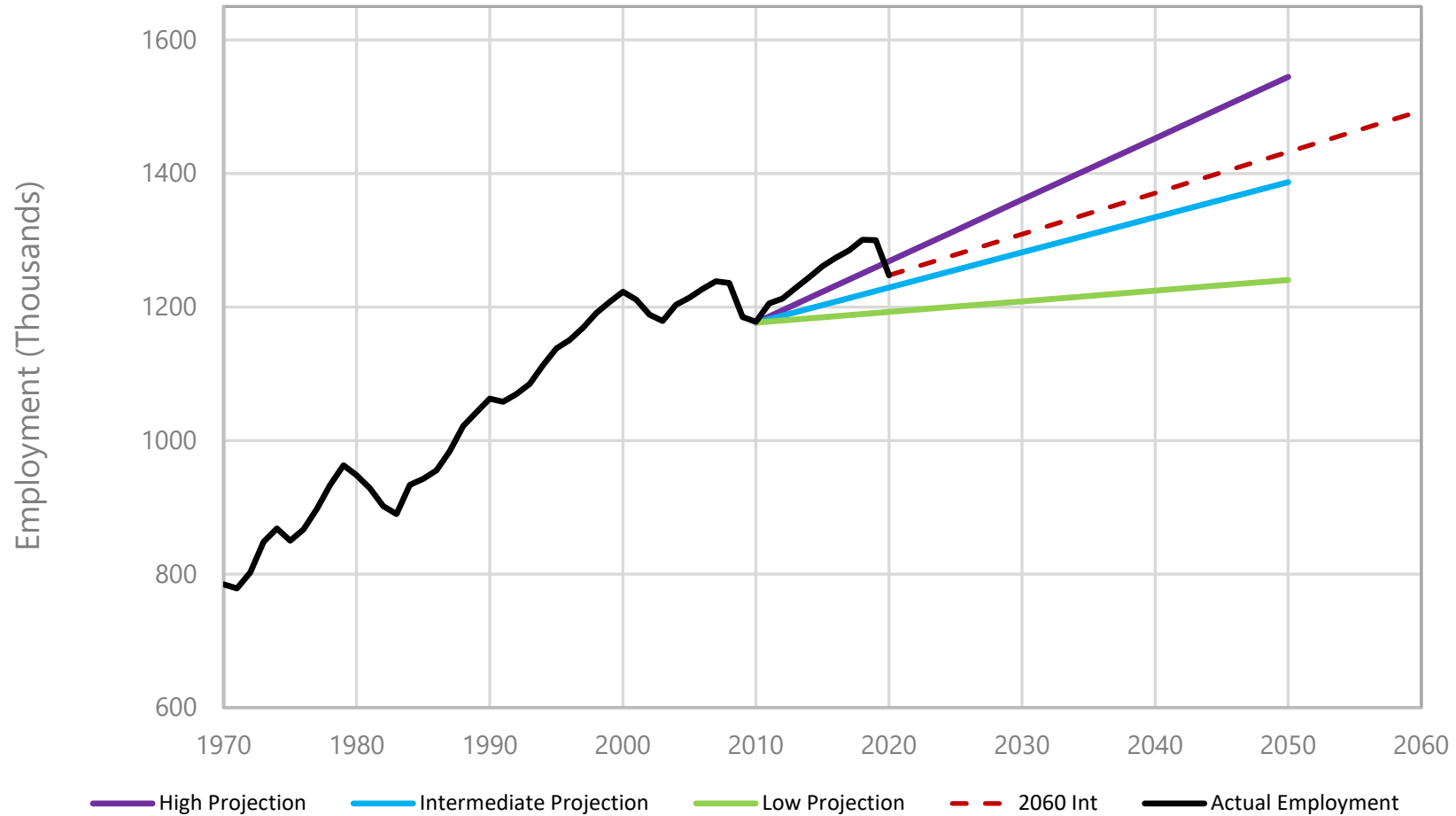
# Population Projections

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

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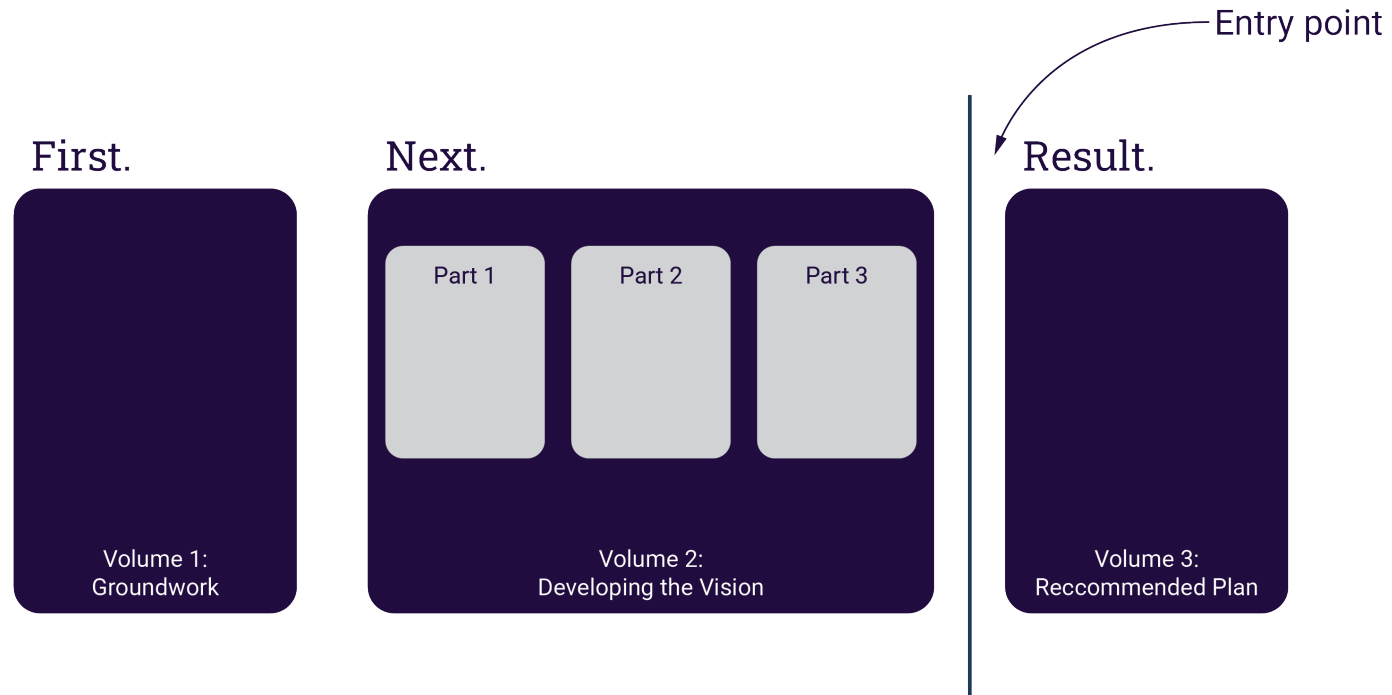
# Rethinking the Plan Structure

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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.

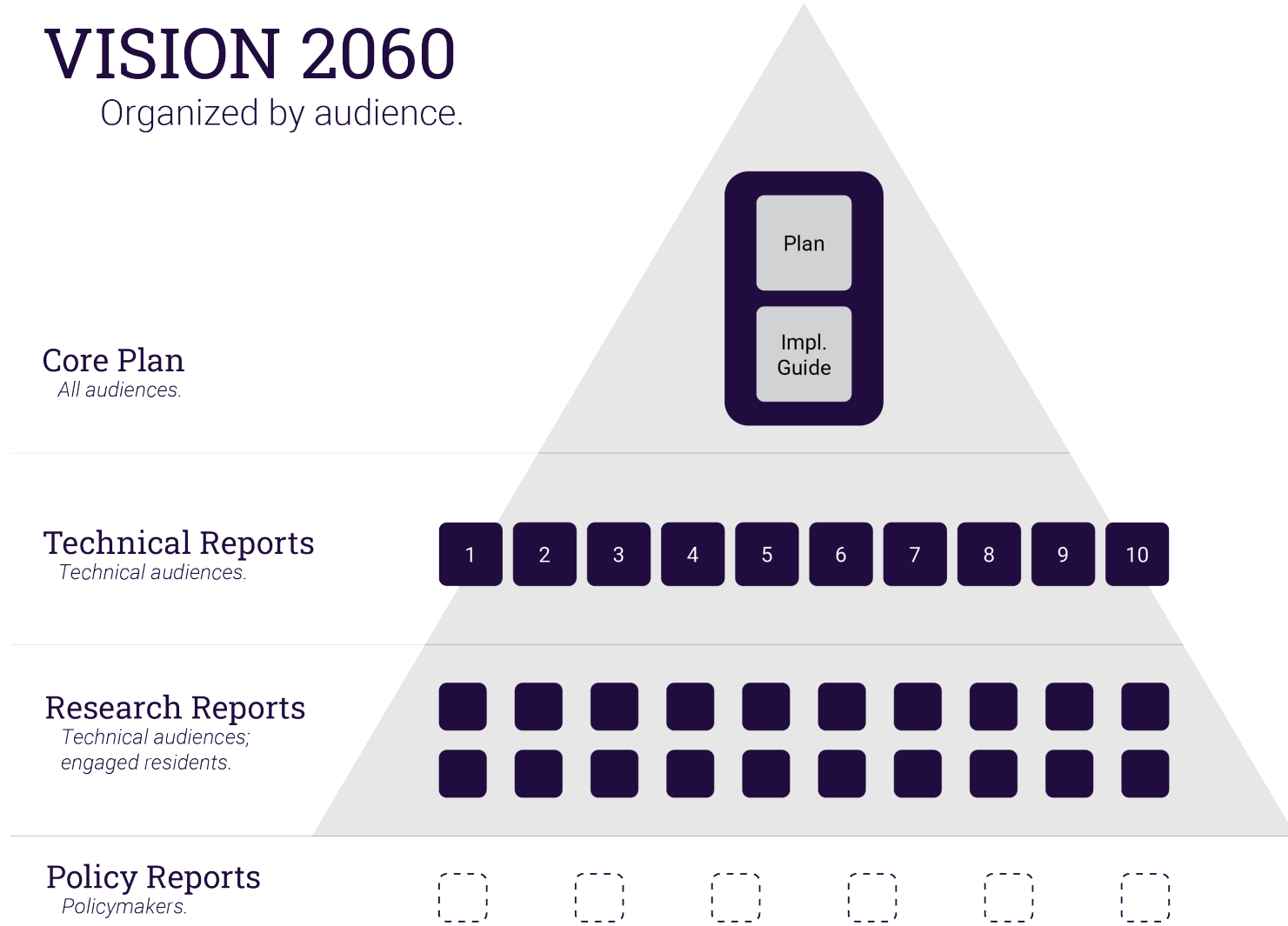


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## Rethinking the Plan Structure

# VISION 2060

Organized by audience.



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# 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

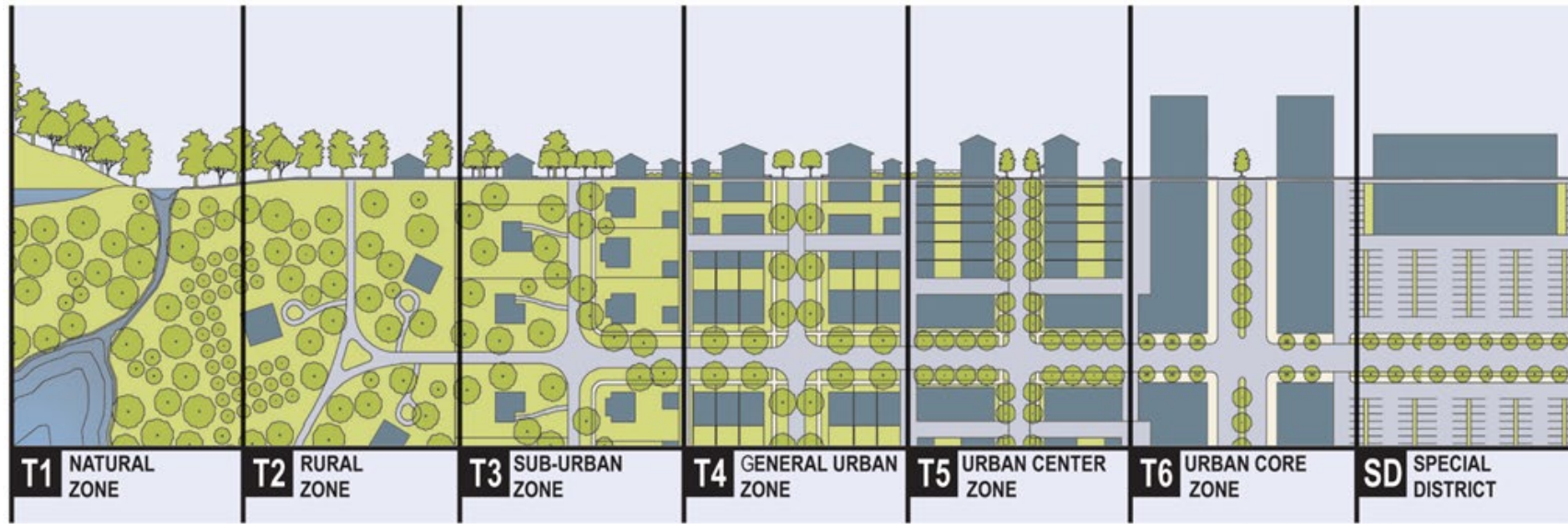
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# Core Plan

Preliminary Structure  
and Outline



- **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



- 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



## Housing, Development & Local Funding

- Rising housing costs and a shortage of affordable options
- Types of housing being built are driven by developer profit, not resident needs
- Strained local budgets from funding shortfalls and state limits on local revenue
- Communities that can't expand their borders are limited in growth and revenue
- Aging infrastructure increasingly hard to maintain
- Redeveloping old industrial or contaminated sites is desirable but challenging
- Resident opposition to apartments and townhomes



## Transportation Safety & Access

- Existing road maintenance does not get enough funding – “new” projects can be easier to fund
- Declining transit service a growing concern
- Need safer, more accessible streets for pedestrians, people with disabilities, bicyclists, and transit
- Dangerous driver behavior (speeding, reckless driving) is a major safety risk



## Environmental Concerns

- Water quality issues including lead and nitrate contamination
- Air quality concerns
- Environmental impacts from data centers (water use, electricity rates, use of farmland)
- Flooding from catastrophic weather events

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# Key Challenges from the V60 Committee

## Contacts

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# THANK YOU

Please reach out for more information!



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