
VISION 2060

A Regional Land Use and Transportation Plan
for Southeastern Wisconsin

October 14, 2026

Southeastern Wisconsin Regional Planning Commission
Community Engagement and Benefits Task Force



VISION 2060

02

Planning Activities Update

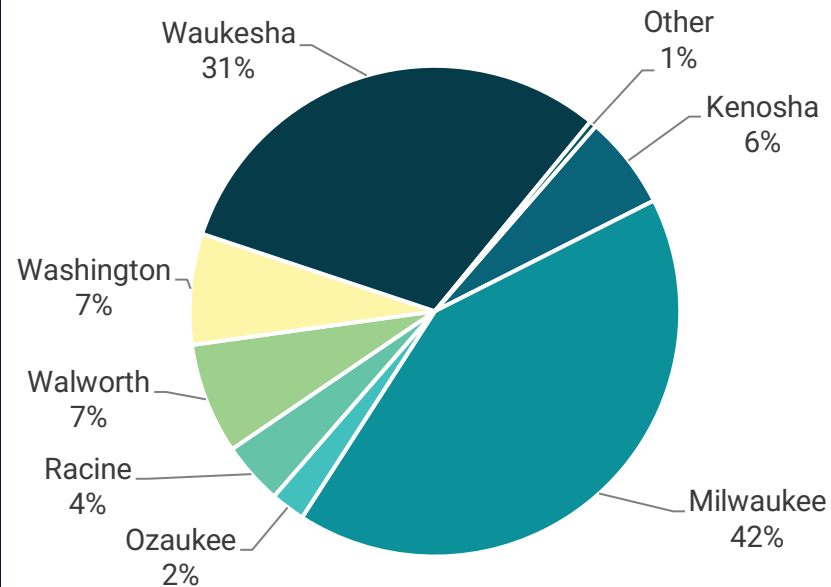


- Draft VISION 2060 Technical Reports
 - #1: Review of VISION 2050
 - #2: Land Use and Resource Base of Southeastern Wisconsin
 - #3: Transportation System of Southeastern Wisconsin
- In-progress VISION 2060 Technical Reports
 - #4: Demographic and Economic Conditions, Trends, and Forecasts
 - #5: Travel Habits and Patterns
- VISION 2060 Research Reports

Where are we at?

Community Engagement

- 438 survey responses (as of 10/13/2026)
- 15 in-person events



Geography of survey responses as of 10/13/2026



Downtown Employee Appreciation Week, 8/20/2026

03

Review of VISION 2050

VISION 2060 Technical Report #1

Key Findings

Technical Report #1:
Review of VISION 2050



- Review of Forecasts
 - Population growth slower than forecast
 - Household growth aligned with forecast
 - Employment growth exceeded forecast
- Implementation of both land use and transportation recommendations has been mixed





Substantially Implemented

- Key elements completed or underway
- Remaining work is generally limited or ongoing



Partially Implemented

- Meaningful progress made
- Some actions or geographic areas remain unaddressed



Mixed Implementation

- Uneven progress across components
- Some components have seen limited or no progress



Not Implemented

- Little or no action taken
- Key elements of the recommendation remain unaddressed

Implementation Statuses

04

Current Conditions

VISION 2060 Technical Reports #1, #2, and #3

Housing, Development, & Community Facilities

VISION 2050 Progress
Recommendations 1.1 – 1.9



Housing choice is expanding, but growth is not always consistent with the plan's vision.



SUBSTANTIALLY IMPLEMENTED

Mix of housing types: multifamily homes made up 52% of new housing in the Region.



PARTIALLY IMPLEMENTED

Communities and counties have been initiating new housing studies, affordability initiatives, and zoning reforms.



MIXED IMPLEMENTATION

Low-density development inconsistent with VISION 2060 continues outside planned urban service areas.



NOT IMPLEMENTED

New single-family homes are still built at lower densities and on larger lots than recommended.

Housing, Development, & Community Facilities

Current Conditions
Growth and Housing Mix



Growth has slowed, and the homes being built are changing.

LAND

4%

growth in developed land from 2010 to 2020, the smallest increase since 1963

810 sq mi (30% of the Region) is now developed

HOUSEHOLDS

~4×

Households grew nearly four times faster than population (4.9% vs. 1.3%)

Household sizes are shrinking, so more homes are needed

HOUSING MIX

52%

of new housing units were multifamily, compared with 25% of the housing stock in 2010

Single-family homes were 43% of new units

WHAT IT MEANS Slower growth gives the Region a chance to be intentional about where and how growth happens.

Housing, Development, & Community Facilities

Current Conditions
Development Patterns



Much new development is outside planned sewer service areas, and often on greenfield land.

WHERE GROWTH OCCURRED

1 in 2

new residential acres were outside planned sewer service areas (7,789 acres)

About 1 in 4 new acres was also built at a density the plan does not recommend for those areas

HOW LAND IS USED

3 : 1

Greenfield development outpaced infill and redevelopment

About 74% of new development was on previously vacant land

LOOKING AHEAD 2025 Wisconsin Act 173 takes effect January 1, 2028. Cities and villages will face new requirements for their comprehensive plans, changing how housing growth and density are planned.

Environmental Resources & Agriculture

VISION 2050 Progress
Recommendations 1.10 – 1.18



Protecting natural resources has been a success, but farmland has been harder to protect.

SUBSTANTIALLY IMPLEMENTED



Primary environmental corridors continue to receive strong protection through local plans, regulations, and conservation efforts.

PARTIALLY IMPLEMENTED



Nearly 9 in 10 identified brownfield sites have been cleaned up or redeveloped, but the remaining sites are often costly or complex.

MIXED IMPLEMENTATION



Productive farmland is still being converted to urban uses; about half of the farmland developed since VISION 2050 was in locations the plan did not recommend.

THE TAKEAWAY VISION 2050 has largely succeeded at protecting resources, but growth and conservation goals are often in tension.

Environmental Resources & Agriculture

Current Conditions
Natural Resources
and Open Space



Environmental corridors have grown, and parks help protect them.

PRIMARY ENVIRONMENTAL CORRIDORS

499 sq mi

19% of the Region, and up 15 square miles since 2010

ALL NATURAL RESOURCE AREAS

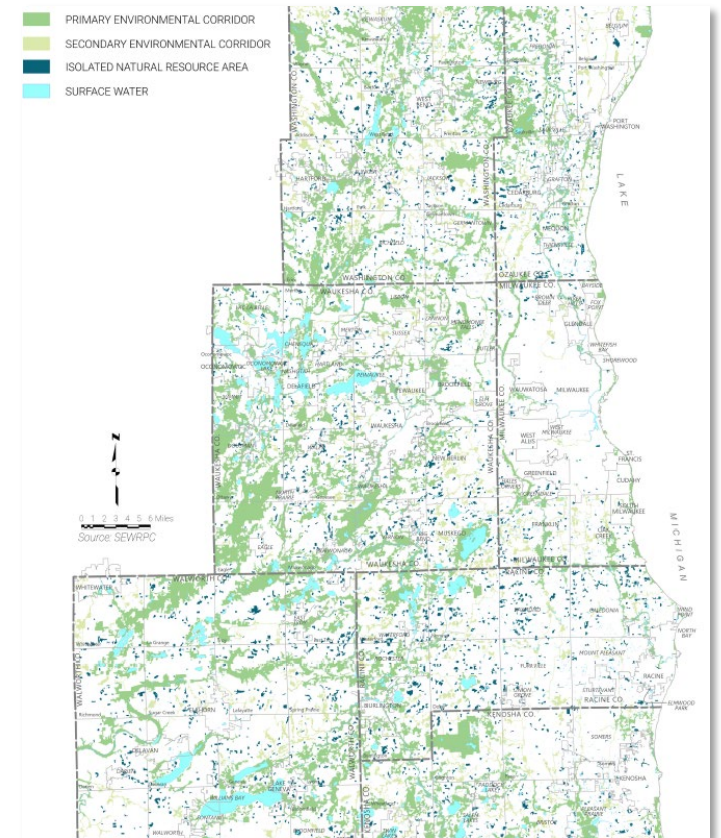
24% of the Region

is in environmental corridors and isolated natural resource areas (653 square miles)

PARKS AND OPEN SPACE

118 sq mi

of primary corridors, nearly a quarter, lie within public parks and open space



Source: SEWRPC, Environmental Corridors & Isolated Natural Resource Areas: 2020

Environmental Resources & Agriculture

Current Conditions
Farmland and Brownfields



Mixed results: farmland is shrinking, and many brownfield sites have been cleaned up.

FARMLAND DECLINE, 2010–2020

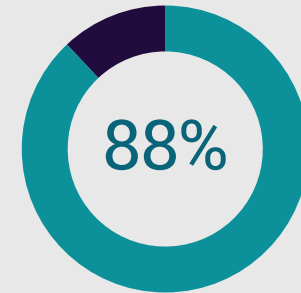


- Converted to urban use (13%)
- No longer farmed (87%)

Still the largest land use: 38% of the Region

78% of remaining farmland is prime soil

BROWNFIELD CLEANUP



- Remediated (88%)
- Still open (12%)

About 10,800 sites identified; nearly 1,300 still open

Milwaukee County holds 55% of all sites

THE CONNECTION Reusing already-developed sites takes pressure off farmland and natural areas.

Public Transit

VISION 2050 Progress
Recommendations 2.1 – 2.14



SUBSTANTIALLY IMPLEMENTED

Additions of CONNECT 1, the Hop, FlexRide Milwaukee, and Borealis services.



PARTIALLY IMPLEMENTED

Local transit route redesigns improve efficiency, but frequency and access have suffered from recent service cuts.



MIXED IMPLEMENTATION

MARK Rail Study advances while commuter bus service is reduced regionally.



NOT IMPLEMENTED

Fiscal challenges: system maintenance and expansion constrained by lack of funding.

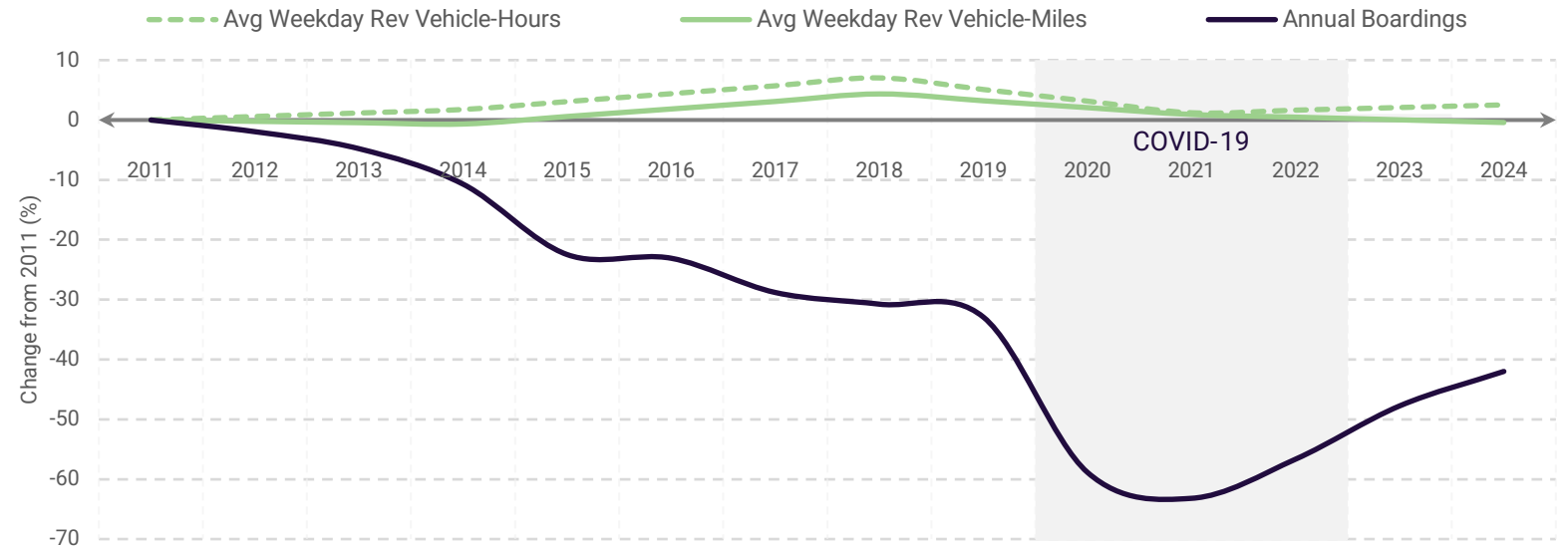
KEY FINDING(S) New services have launched, but without stable funding, recent service cuts are eroding frequency and access.

Public Transit

Current Conditions
Service, Ridership & Access



% Change in Supply and Use of Transit Service Relative to 2011, Public Transit in Southeastern Wisconsin



Source: National Transit Database, MCTS, and SEWRPC

- Service remained near 2011 levels through 2024; boardings fell 42% (28.9 million)
- Shift from local and commuter bus toward express and rapid transit
- Residents with access to quality transit grew ~52,000 (2015–2023), then fell ~69,700 (2023–2025)

KEY FINDING(S) Service levels held steady; ridership changed for different reasons before, during, after COVID; fewer residents now have access to quality transit.

Bicycle & Pedestrian

VISION 2050 Progress
Recommendations 3.1 – 3.6



SUBSTANTIALLY IMPLEMENTED

36% increase in **on-street bicycle facility** mileage along arterial streets.



PARTIALLY IMPLEMENTED

18 miles of **enhanced bicycle facilities** (not incl. sidepaths).



PARTIALLY IMPLEMENTED

10% increase in **off-street bicycle path** mileage.



PARTIALLY IMPLEMENTED

Significant bikeshare growth in Milwaukee County.



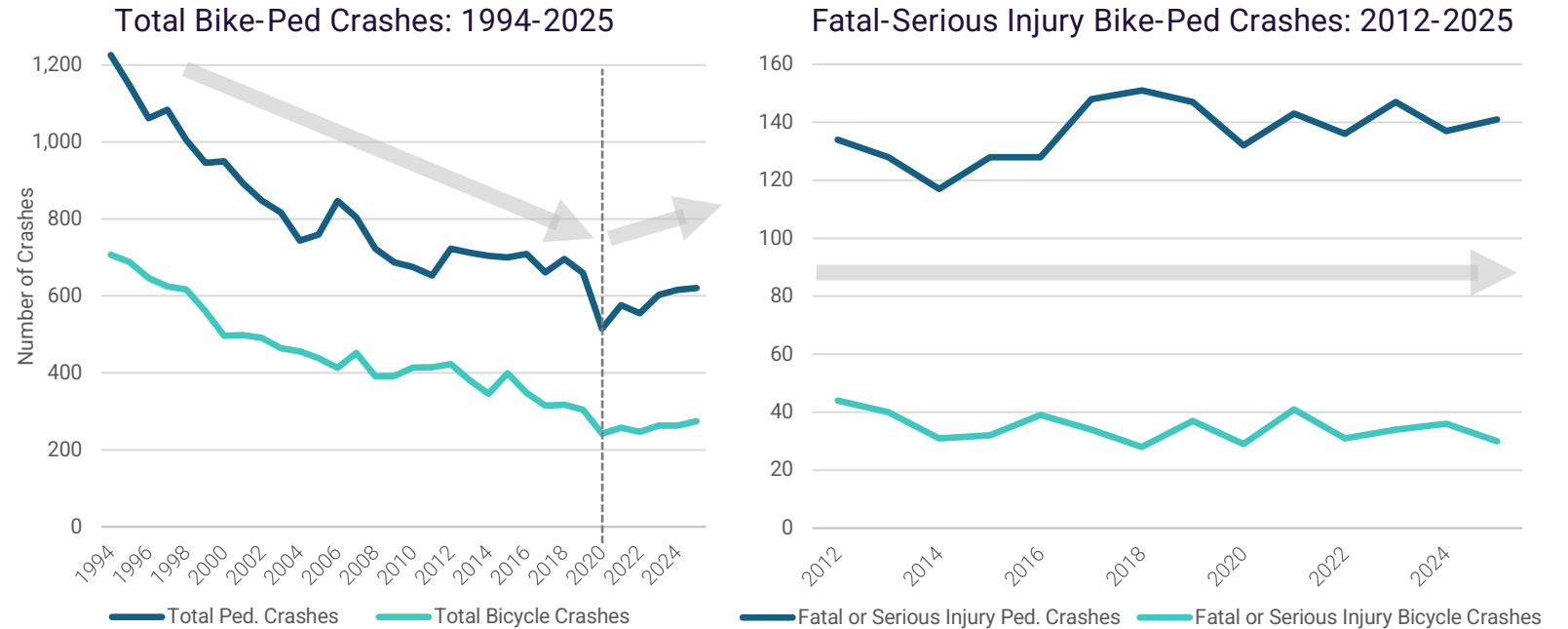
MIXED IMPLEMENTATION

Progress towards ADA-compliant pedestrian facilities; sidewalk inventory will make tracking easier.

KEY FINDING(S) Bike lanes and regional trails have grown steadily since VISION 2050; tracking sidewalks is something VISION 2060 will seek to address.

Bicycle & Pedestrian

Current Conditions
Safety & Comfort



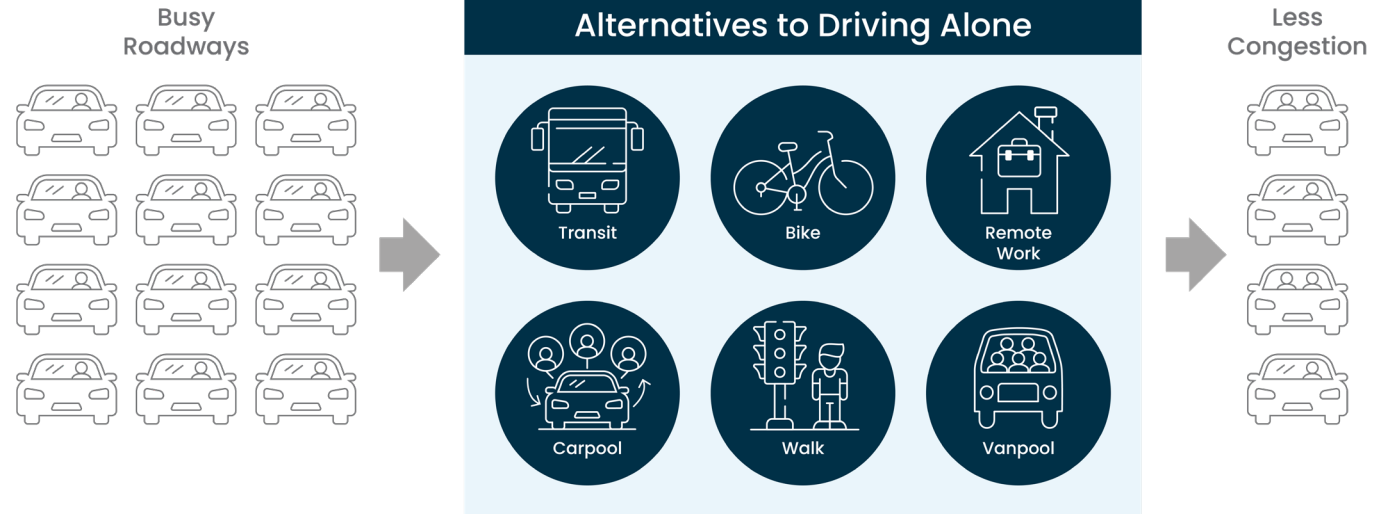
Note: totals reflect sums of crashes in the seven counties in Southeastern Wisconsin.

Source: Wisconsin Traffic Operations and Safety Laboratory and SEWRPC

- Total bike and pedestrian crashes fell through 2020 and have risen since
- Fatal and serious injury crashes show little improvement: 117 pedestrian crashes in 2014, 141 in 2025
- 18% of all fatal or serious injury crashes in 2025 involved bicycles or pedestrians
- ~82% of surface arterial mileage is high-stress (LTS 3 or 4) for bicycling

TSM/TDM

VISION 2050 Progress
Recommendations 4.1 – 5.6



SUBSTANTIALLY IMPLEMENTED

CommuteWISE launched in 2023; implementation of TSM strategies.



PARTIALLY IMPLEMENTED

Parking management systems implemented at major centers (Milwaukee, UWM, Froedtert).



NOT IMPLEMENTED

Not as many people using park and ride lots

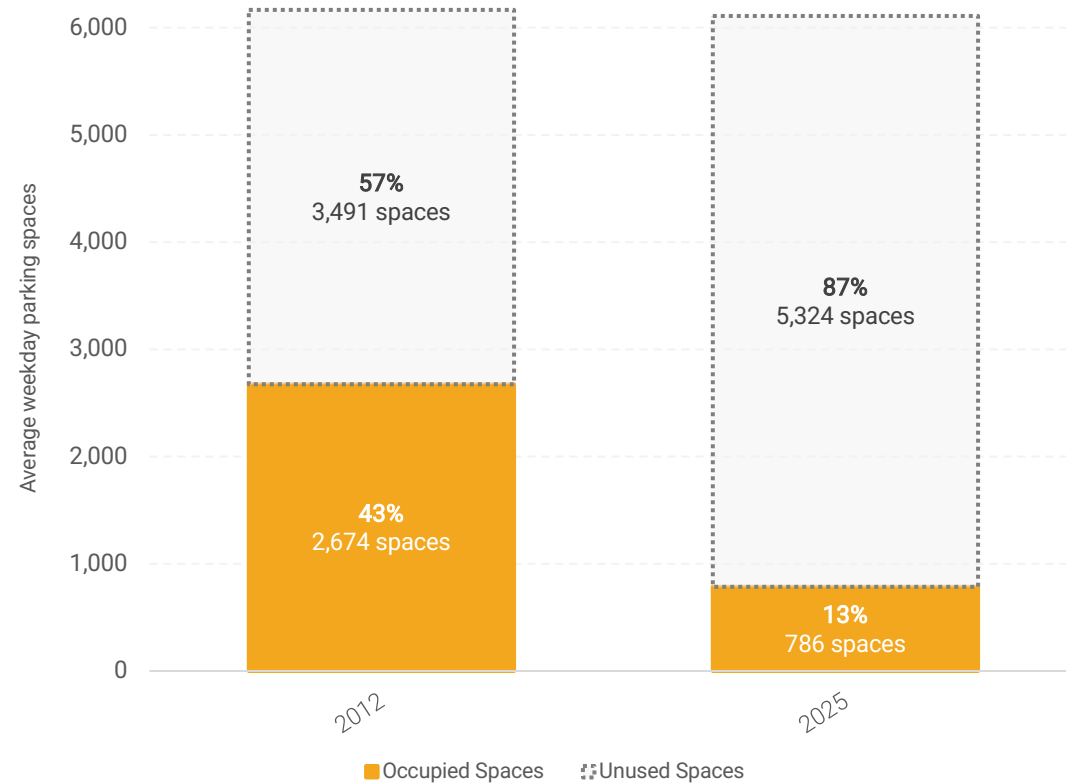
KEY FINDING(S) Many TDM and TSM measures have been implemented; fewer people are using park-and-ride lots.

TSM/TDM

Current Conditions Park and Ride & TSM



Avg. Weekday Utilization, Park and Ride Lots in Southeastern Wisconsin



Source: WisDOT and SEWRPC

KEY FINDING(S) Park-and-ride use fell by about 70% between 2012 and 2025, driven by commuter bus service going away and changes in how people travel.

Streets, Highways, & Freight

VISION 2050 Progress
Recommendations 6.1 – 7.9



PARTIALLY IMPLEMENTED

27% of arterial street and highway system (980 mi) resurfaced, reconditioned, or reconstructed.



PARTIALLY IMPLEMENTED

Many projects incorporate complete street principles, such as STH 59 (National Ave).



PARTIALLY IMPLEMENTED

Safety planning (SS4A, Vision Zero); crash rates remain elevated, reckless driving is an impediment.



MIXED IMPLEMENTATION

Muskego Yard Bypass in final design; expected completion by 2029.



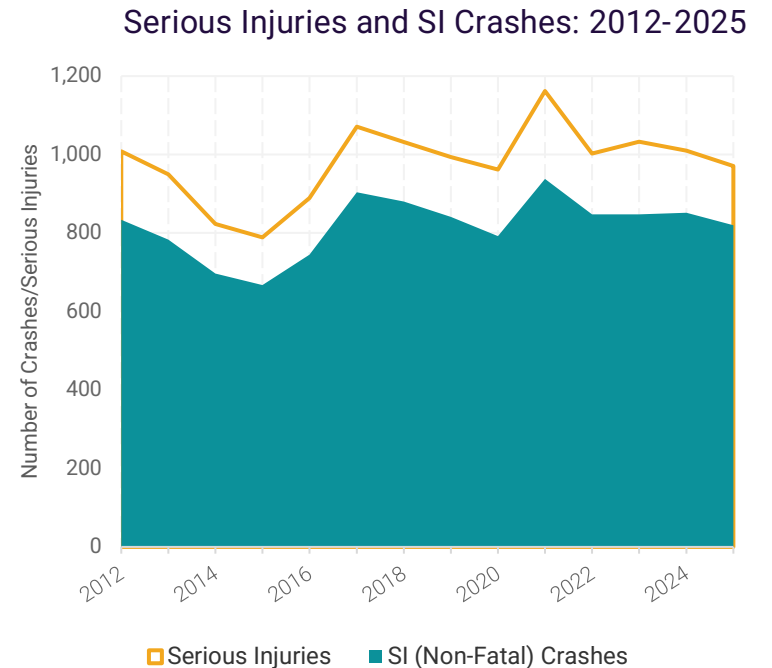
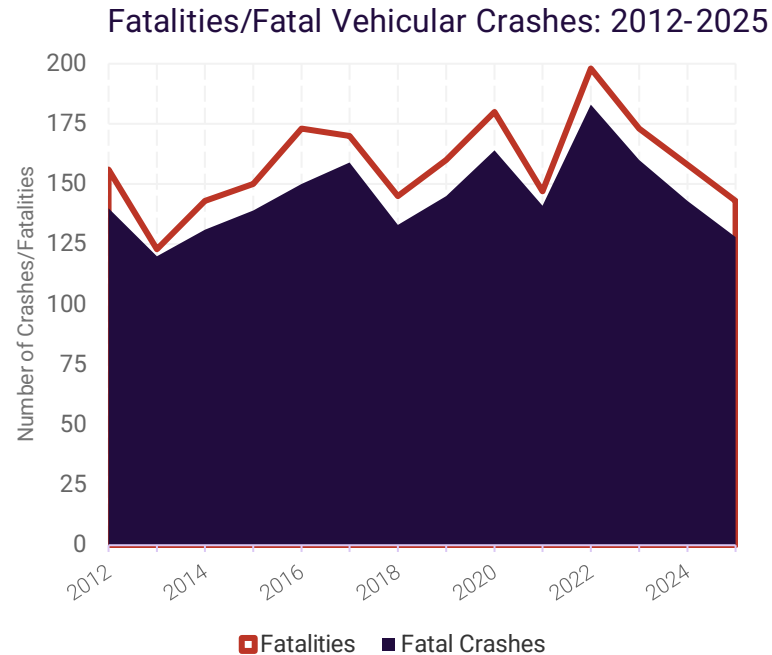
NOT IMPLEMENTED

Funding needs remain; truck size and weight regulations not standardized among Midwest states.

KEY FINDING(S) Primary (arterial) streets continue to be rebuilt, many considering all users; local agencies have responded to reckless driving by focusing on safety; transportation funding needs continue.

Streets, Highways, & Freight

Current Conditions
Safety, Congestion & Condition



Source: Wisconsin Traffic Operations and Safety Laboratory and SEWRPC

- Fatal crashes peaked at 183 in 2022 (highest in 30 years) and were 128 in 2025
- Arterial mileage over design capacity fell 37% (2017–2024); truck routes fell 32%
- Pavement and bridges are shifting from good to fair: the system is aging

KEY FINDING(S) Fatal and serious-injury crashes have declined since the pandemic but remain elevated; peak hour congestion (morning-afternoon) has lessened.

05

Comments & Next Steps

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THANK YOU

Please reach out for more information!



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