



**RECORD OF
PUBLIC COMMENTS**

**REVIEW AND UPDATE OF
REGIONAL LAND USE AND
TRANSPORTATION SYSTEM
PLANS FOR SOUTHEASTERN
WISCONSIN**

AUGUST 4 - SEPTEMBER 20, 2004

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RECORD OF PUBLIC COMMENTS

REVIEW AND UPDATE OF REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN

volume one

AUGUST 4 - SEPTEMBER 20, 2004

October 2004

Prepared by the

Southeastern Wisconsin Regional Planning Commission
P.O. Box 1607
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Waukesha, Wisconsin 53187-1607
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TABLE OF CONTENTS

		Page
INTRODUCTION.....		1
SUMMARY OF COMMENTS AND RESPONSES.....		1
APPENDICES		
Appendix	A	COMMENTS RECEIVED FROM AUGUST 4, 2004, THROUGH SEPTEMBER 20, 2004, REGARDING REVIEW AND UPDATE OF REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN DURING FORMAL COMMENT PERIOD.....
		A-1
Appendix	B	ATTENDANCE RECORDS OF PUBLIC INFORMATION MEETINGS HELD AUGUST 18, 2004, THROUGH AUGUST 26, 2004
	B-1	ATTENDANCE RECORD, PUBLIC INFORMATION MEETING, KENOSHA CITY HALL, CITY OF KENOSHA, AUGUST 18, 2004.....
		B-1
	B-2	ATTENDANCE RECORD, PUBLIC INFORMATION MEETING, ELKHORN GATEWAY TECHNICAL COLLEGE, CITY OF ELKHORN, AUGUST 18, 2004.....
		B-2
	B-3	ATTENDANCE RECORD, PUBLIC INFORMATION MEETING, RACINE GATEWAY TECHNICAL COLLEGE, CITY OF RACINE, AUGUST 18, 2004.....
		B-3
	B-4	ATTENDANCE RECORD, PUBLIC INFORMATION MEETING, WASHINGTON COUNTY FAIR PARK PAVILION, TOWN OF POLK, AUGUST 19, 2004.....
		B-4
	B-5	ATTENDANCE RECORD, PUBLIC INFORMATION MEETING, ROTARY BUILDING, FRAME PARK, CITY OF WAUKESHA, AUGUST 19, 2004.....
		B-5
	B-6	ATTENDANCE RECORD, PUBLIC INFORMATION MEETING, OZAUKEE COUNTY ADMINISTRATION CENTER, CITY OF PORT WASHINGTON, AUGUST 19, 2004
		B-6
	B-7	ATTENDANCE RECORD, PUBLIC INFORMATION MEETING, DOWNTOWN TRANSIT CENTER, CITY OF MILWAUKEE, AUGUST 25, 2004.....
		B-7
	B-8	ATTENDANCE RECORD, PUBLIC INFORMATION MEETING, HEARTLOVE PLACE, CITY OF MILWAUKEE, AUGUST 26, 2004.....
		B-8
	B-9	ATTENDANCE RECORD, PUBLIC INFORMATION MEETING, UNITED COMMUNITY CENTER, CITY OF MILWAUKEE, AUGUST 26, 2004.....
		B-9
Appendix	C	OPINION/EDITORIAL PIECES AND NEWS ARTICLES REGARDING REVIEW AND UP DATE OF REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN.....
		C-1
Appendix	D	COMMISSION ANNOUNCEMENTS OF PUBLIC INFORMATION MEETINGS HELD AUGUST 18, 2004, THROUGH AUGUST 26, 2004, AND SUMMARY MATERIALS DISTRIBUTED AT PUBLIC INFORMATION MEETINGS

D-1	COMMISSION LETTER OF NOTIFICATION TO STATE SENATORS AND REPRESENTATIVES.....	D-1
D-2	COMMISSION NEWS RELEASE.....	D-3
D-3	REVIEW AND UPDATE OF THE REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN NEWSLETTER, NUMBER 1, JULY 2004.....	D-4
D-4	REVIEW AND UPDATE OF THE REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN BROCHURE: JULY 2004 - ENGLISH.....	D-16
D-5	REVIEW AND UPDATE OF THE REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN BROCHURE: JULY 2004 - SPANISH.....	D-20
D-6	PAID NEWSPAPER ADVERTISEMENTS.....	D-24

RECORD OF PUBLIC COMMENTS

REVIEW AND UPDATE OF REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN

VOLUME I: AUGUST 4 - SEPTEMBER 20, 2004

INTRODUCTION

This report presents the public comment received on the review and update of the regional land use and transportation system plans during an initial formal public comment period of August 4, 2004, through September 20, 2004.

The report presents in a series of appendices:

- Written comments received from August 4, 2004, through September 20, 2004 (Appendix A).
- Attendance records of public information meetings held August 18, 2004, through August 26, 2004 (Appendix B).
- Newspaper articles and editorials concerning the review and update of the regional land use and transportation system plans (Appendix C).
- Materials announcing the nine public information meetings and summary materials distributed at those meetings (Appendix D).

The following section provides a summary of the comments received, and Commission staff responses to those comments.

SUMMARY OF COMMENTS AND RESPONSES

During the period of August 4, 2004, through September 20, 2004, a total of 40 persons provided comments regarding the review and update of the regional land use and transportation system plans. The comments were provided on comment forms available at public information meetings or via letter, electronic mail, fax, or through the Commission website (www.sewrpc.org).

Comments in Support of Current Regional Land Use and Transportation System Plans and Review and Update Process Underway

A total of 24 persons expressed support for the current regional land use and transportation system plans in general, or specific elements of those plans, and for the review and update process being conducted. The following are specific subjects addressed in the comments:

- Four persons expressed support for the current year 2020 regional transportation system plan.
- Nine persons specifically supported the planned increase in public transit service, including one person who expressed support for a dedicated source of funding for transit service.
- One person expressed support for continued study of proposed commuter rail service in the Kenosha-Racine-Milwaukee corridor.

- Four persons expressed support for an express transit fixed guideway system – including that which is under consideration as part of the Milwaukee Downtown Transit Connector Study. The current year 2020 regional transportation system plan identifies travel corridors as having potential for light rail or bus guideway transit service. The potential for upgrading from the planned bus-based express rapid transit would be considered in detailed corridor alternatives analysis studies, as is being conducted in the Milwaukee Downtown Transit Connector Study.
- Four persons expressed support for the recommended network of on- and off-street bicycle paths, or specific portions of that network.
- One person expressed support for the planned increase in park-ride lots.
- One person expressed support for the improvement and expansion of the arterial street and highway system in general.
- Four persons supported the planned widening of selected freeways in southeastern Wisconsin.
- Two persons supported the recommended modernization of the regional freeway system.
- Three persons supported the planned widening of existing specific surface arterial streets or planned implementation of a new surface arterial street.
- Ten persons expressed support for the current year 2020 regional land use plan. Four of these 10 persons expressed support for the recommended centralized regional land use pattern, and a reversal of current land use development trends, as is recommended in the current year 2020 regional land use plan.
- One person expressed approval for the public involvement process being conducted for the review and update of the regional land use and transportation system plans.

Comments in Opposition to specific Recommendations of the Current Regional Land Use and Transportation System Plans

A total of 13 persons expressed opposition to the planned improvement and expansion of the arterial street and highway system, or to the improvement or expansion of specific segments of the planned arterial street and highway system.

- One person expressed opposition to adding capacity to the arterial street and highway system.
- Three persons expressed opposition to the planned widening of 127 miles of freeways in southeastern Wisconsin.
- Three persons expressed opposition to the planned widening of freeways within the City of Milwaukee – with two persons opposed specifically to the planned widening of IH 94 between the Marquette and Zoo Interchanges, and the third person additionally opposed to the planned widening of IH 43 between the Mitchell Interchange and Silver Spring Drive.
- Eight persons expressed opposition to the planned widening or expansion – the implementation of a new street segment – of specific arterial streets other than freeways. The persons each opposed the widening or extension of at least one of the following surface arterial streets and highways: STH 100 in Milwaukee County, Arthur Road in Washington County, Barker and Johnson Roads and STH 83 in Waukesha County, and STH 164 in Washington and Waukesha Counties.

The reasons for opposing planned arterial street and highway system improvement and expansion included concerns with air quality, impacts on adjacent neighborhoods, a perceived lack of current traffic volumes that would justify additional arterial street and highway system improvement and expansion, an expectation that additional freeway capacity would cause additional traffic, the preference for transit system and bicycle and pedestrian improvements to meet the Region’s transportation needs, dependence on oil, Milwaukee County residents being subject to the negative impacts while residents of surrounding counties would receive the benefits, and concerns that the expansion of freeway capacity would promote land use development inconsistent with the recommendations of the regional land use plan.

Response: Each of the issues listed above will be examined during the review and update of the regional land use and transportation system plans. During the development and evaluation of transportation system alternatives, an alternative will be considered that will not include arterial street and highway system improvement and expansion. During that consideration, the potential for other measures – including land use measures, public transit system improvement and expansion, transportation systems management measures, and bicycle and pedestrian facilities – to alleviate traffic congestion will be evaluated. Arterial street and highway system improvement and expansion will be considered only to address residual traffic congestion. The potential benefits, costs, and impacts of any proposed arterial street and highway system improvement and expansion will be evaluated.

One person questioned if express transit fixed guideway service – such as light rail – would be feasible in the Milwaukee area

Response: The current regional transportation plan identifies the potential for fixed guideway transit implementation in a total of 12 corridors - six potential corridors for commuter rail service and six potential corridors for light-rail or bus guideway transit service. The potential for upgrading to fixed guideway transit would be considered in corridor alternatives analysis studies. Through these detailed corridor alternatives analysis studies, decisions would be made by the concerned local government sponsors and transit operators whether to provide express or rapid transit service through fixed guideway service. Examples of corridor alternatives analysis studies that have been completed or are under way include the study of commuter rail service in the Milwaukee to Kenosha corridor and the study of bus guideway express transit system technologies in the Milwaukee Downtown Transit Connector Study.

One person suggested that the development of a regional transportation plan for 20 or more years into the future is unreasonable because the potential affect of technological advances mean that it is not possible to plan that far into the future under the assumption of continued use of current technologies such as gasoline-powered vehicles.

Response: The development of a regional transportation plan that extends at least 20 years into the future is required under Federal law. Additionally, the Commission is required the review the regional transportation plan every three years to confirm the continued validity of the plan. The Commission believes that planning at least 20 years into the future provides appropriate guidance for land use and transportation system development in southeastern Wisconsin. The review and update of the regional land use and transportation plans that is currently underway will produce a new generation of plans, and the Commission will continue to periodically review those plans as is required.

One person expressed opposition to the current year 2020 regional land use plan recommendations, indicating that they believe the recommendations encouraging growth adjacent to urban areas and regarding rural density are too restrictive.

Response: The current year 2020 regional land use plan recommends that new urban development should occur in existing urban centers as infill and redevelopment and in defined urban growth areas adjoining these centers, and that areas located beyond planned urban service areas should be retained in rural use, including, as appropriate, outside of lowland environmental corridors and natural areas and prime agricultural land, rural density residential development – under a standard of no more than one residence per five acres.

The recommendations of the current year 2020 regional land use plan will be reviewed as part of the update of that plan, including a review of the standard for rural residential density.

Three persons commented on the coordination of regional land use and transportation planning, suggesting that the coordination is not occurring

Response: The regional transportation plan is designed to serve, be consistent with, and promote implementation of, the regional land use plan. Transportation system improvements implemented within the Region must be consistent with the regional transportation plan, therefore reinforcing the regional land use plan. The recommendations of the regional land use plan are advisory in nature, and land use developments can occur that do not conform to the regional land use plan's recommendations. As part of the review and update of the regional land use and transportation plans, the implementation of the current year 2020 regional land use plan and regional transportation plan will be analyzed.

Comments Regarding Commission Composition and Solicitation of Public Comment

Two persons questioned the composition of the Commissioners of the Southeastern Wisconsin Regional Planning Commission, stating that the composition is not reflective of the population composition of the Region and that the City of Milwaukee is underrepresented.

Response: The composition of the Southeastern Wisconsin Regional Planning Commission is mandated by State law. The Commission consists of 21 members, three from each of the seven member counties. One Commissioner from each county is appointed by, or in those counties where a county executive appoints confirmed by, the county board and is usually an elected county board supervisor. The remaining two from each county are appointed by the Governor, one from a list prepared by the county. Currently, two of the three Commissioners representing Milwaukee County are City of Milwaukee residents.

Three persons commented about the solicitation of specific groups, including one person that asserted that only road-building interests were involved and another person that questioned the Commission's practice in actively soliciting comment from low-income and minority communities.

Response: The Commission is involving numerous groups and interests throughout this review and update of the regional land use and transportation system plans. The review and update of the plans is being guided by two Advisory Committees – the Advisory Committee on Regional Land Use Planning and the Advisory Committee on Regional Transportation Planning. These Advisory Committees are comprised of representatives from each of the seven counties of southeastern Wisconsin and municipalities of southeastern Wisconsin - including the principal public transit providers within southeastern Wisconsin, as well as representatives of the Wisconsin Departments of Transportation and Natural Resources; and the U.S. Department of Transportation, Federal Transit and Federal Highway Administrations, and the U.S. Environmental Protection Agency. A complete membership list of each Advisory Committee is provided on the inside front cover of this report.

Other public involvement efforts to be undertaken during this planning process include providing information to, and obtaining input from, each county's advisory committee on jurisdictional highway planning—which includes representation from each of the seven

counties and 147 municipalities within the Region. The Commission is also working with a number of interests through individual and group briefings and meetings providing information about, and obtaining input on, the plans and planning process. The Commission staff has begun meeting with interests representing business and industry, freight transportation, transit operators, and minority and low-income populations (discussed in greater detail below). The Commission has also developed the first in a series of newsletters and distributed it to a wide audience including all elected officials in the Region, all technical and appointed planning and engineering officials within the Region, minority and low income population groups, business and industry groups, print and broadcast media including minority media, and Region residents who have indicated an interest in planning or transportation issues. The newsletter is also available on the Commission's website – www.sewrpc.org – which also includes all other materials prepared under the study including summary and background information; the study report as prepared chapter-by-chapter; Advisory Committee meeting agendas, minutes, and presentations; and an opportunity to provide comments. The Commission has also held an initial series of public information meetings throughout the Region. Finally, Commission staff is available to meet with any interested group or individual regarding the review and update of the regional land use and transportation system plans.

The Commission will continue to take steps to actively involve low-income and minority communities. The Commission staff, working with the University of Wisconsin–Extension regional planning educator, have directly contacted a number of groups that represent low-income and minority communities to inform them of the review and update of the regional plans and to work with them to involve their respective communities. Paid advertisements, in English and Spanish, regarding the review and update of the regional land use and transportation system plans were placed in a number of publications, including those believed to have substantial circulation in low-income and minority communities in Milwaukee County. As well, a news release was prepared and distributed to a number of newspapers which serve low-income and minority communities. Additionally, the Commission held public information meetings on the near north side and near south side of the City of Milwaukee to solicit comment from low-income and minority communities. The Commission, as part of the effort to solicit comment from low-income and minority communities, provided Spanish-speaking interpreters at the public informational meetings held at the Rotary Building in Frame Park in the City of Waukesha on August 19, 2004, and at the United Community Center in the City of Milwaukee on August 26, 2004, and provided information in Spanish and Hmong on how to provide comment on the review of the regional transportation plan. Finally, the Commission translated brochures into Spanish for distribution at public meetings and on the Commission's website (www.sewrpc.org).

The Commission welcomes suggestions on additional methods to enhance the solicitation of comment from low-income and minority communities.

Comments Regarding Transportation System Improvements not included in the Current Year 2020 Regional Transportation System Plan

Three persons expressed support for a completely new freeway bypass around all, or part of, the Milwaukee area.

Response: Arterial street and highway improvement and expansion project recommendations are only considered to alleviate traffic congestion that may not be expected to be alleviated

by other measures, including land use measures, public transit system improvement and expansion, transportation systems management measures, and bicycle and pedestrian facilities. Additional arterial street and highway recommendations, beyond those recommended in the current year 2020 regional transportation plan, may be considered during the development and evaluation of transportation plan alternatives.

Two persons expressed support for bicycle and pedestrian facilities that are not included in the current year 2020 regional transportation system plan – including support for a bike path on the Hoan Bridge and for new off-street paths to connect with existing paths in the State of Illinois.

Response: A proposed bike bath on the Hoan Bridge was the subject of a preliminary engineering study by the Wisconsin Department of Transportation, but was dismissed in favor of an alternate route. The selected route is expected to be implemented within the next three years

Regarding potential additions to the planned network of off-street bicycle and pedestrian paths, recommendations will be considered during the review and update of the regional transportation plan. Commission staff will investigate possible connections with off-street paths in Illinois at that time.

Other Comments and Suggestions

Three persons expressed support for the development of a regional housing plan.

Response: The Commission does intend to prepare an updated regional housing plan. The Commission intends to undertake the updating effort following the completion of an updated regional land use plan.

Three persons expressed concerns about potential negative impacts of development, particularly concerns related to the impact on the Region’s water resources and aesthetic quality.

Response: The Commission appreciates that land use and transportation system planning must recognize the existence of a limited natural resource base to which urban and rural development must be properly adjusted to ensure the overall environmental quality of the Region. Land, water, and air resources are limited and subject to potential misuse through improper land use and transportation system development. While the Commission recognizes this in its regional planning, governmental bodies that implement land use and transportation system development, and agencies responsible for assuring compliance with applicable regulations, also work to protect the overall environmental quality of the Region during land use and transportation system development and redevelopment.

Two persons expressed support for the maintenance of, or expansion of, existing Amtrak intercity passenger rail service.

Response: While the Commission supports the maintenance of, and expansion of, Amtrak intercity passenger rail service in the Region, the Commission’s regional transportation system plan does not explicitly address intercity transportation services, although such services are recognized as part of the transportation system. The Commission closely coordinates its transportation planning with that of the Wisconsin Department of Transportation, as the Department addresses Amtrak services in its planning.

One person expressed opposition to the proposed expansion Waukesha County – Crites Field.

Response: The Region's airport system was addressed in the year 2010 regional airport system plan and the Wisconsin State Airport System Plan 2020. Some elements of the proposed expansion that have been considered in airport master planning for Waukesha County Crites Field conducted by Waukesha County exceed the level of improvements recommended in the current regional airport system plan.

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Appendix A

**COMMENTS RECEIVED FROM AUGUST 4, 2004, THROUGH SEPTEMBER 20, 2004,
REGARDING REVIEW AND UPDATE OF REGIONAL LAND USE AND
TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN
DURING FORMAL COMMENT PERIOD**

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Appendix A-1

WRITTEN COMMENTS FROM PRIVATE CITIZENS AND ORGANIZATIONS

Date received: 8/16/2004
Name: Jeff Sherman
Organization:
Address: 108 W. Wells St. #2E
 Milwaukee, WI 53203
Comments: Two items for the next year:
 Include Milwaukee Downtown Connector project in planning/funding.
 Build bike lane on Hoan Bridge.
 Seek input from young professionals.
 Thank you.

WRITTEN COMMENT

PUBLIC INFORMATION MEETING

August 18, 2004
 Elkhorn Gateway Technical College, Room 112
 100 Building, 400 County Highway H
 Elkhorn, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name Jean Henderson
 Affiliation W4723 Pine St.
 Mailing Address E. Doherty WI
53151

Comment
Critical we develop a public transportation system
Also Broad Energy Plan

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

Southeastern Wisconsin Regional Planning Commission
 W239 N1812 Rockwood Drive
 P.O. Box 1607
 Waukesha, Wisconsin 53187-1607
 Phone: 262-547-6721 Fax: 262-547-1103

Regional Plan Review and Update
 E-mail: regionalplans@sewrpc.org
 www.sewrpc.org/regionalplans

Transportation Planning Public Involvement Process
 E-mail: transpublicinvolve@sewrpc.org
 www.sewrpc.org/transpublicinvolve

Thank you.
 #98443 v1

WRITTEN COMMENT

PUBLIC INFORMATION MEETING

August 18, 2004
 Elkhorn Gateway Technical College, Room 112
 100 Building, 400 County Highway H
 Elkhorn, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name BURTH EULKER
 Affiliation
 Mailing Address N6637 CTY PER "O"
ELKHORN, WI 53121

Comment
 ① I have a concern about the recommendation that growth be in urban growth areas only. Technology is advancing quickly. The cost of services is going down (well drilling, water systems etc).
 ② Rural Density: current restrictions are too stringent. The conservation subdivision concept leads greater density, lower resources.
 ③ Less GOVT INTERFERENCE.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

④ Check the STATE'S STEWARDSHIP FUND TO STATE
 Southeastern Wisconsin Regional Planning Commission
 W239 N1812 Rockwood Drive
 P.O. Box 1607
 Waukesha, Wisconsin 53187-1607
 Phone: 262-547-6721 Fax: 262-547-1103
Share the money AND Authority.

Regional Plan Review and Update
 E-mail: regionalplans@sewrpc.org
 www.sewrpc.org/regionalplans

Transportation Planning Public Involvement Process
 E-mail: transpublicinvolve@sewrpc.org
 www.sewrpc.org/transpublicinvolve

Thank you.
 #98443 v1

WRITTEN COMMENT

PUBLIC INFORMATION MEETING

August 18, 2004
 Kenosha City Hall, Room 202
 625 52nd Street
 Kenosha, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name Judy Jooss
 Affiliation
 Mailing Address 1154 Lucille Ave
Twin Lakes

Comment
Plan should incorporate incentives for airport parking lots (JH99 STH50) also along I-43
Taken By AHS

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

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 Waukesha, Wisconsin 53187-1607
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 www.sewrpc.org/regionalplans

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 E-mail: transpublicinvolve@sewrpc.org
 www.sewrpc.org/transpublicinvolve

Thank you.
 #98443 v1

WRITTEN COMMENT
PUBLIC INFORMATION MEETING

August 18, 2004
Kenosha City Hall, Room 202
625 52nd Street
Kenosha, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name: Judy Jooss

Affiliation: Twin Lakes Smart Growth

Mailing Address: 1154 Louisville Ave

Twin Lakes, WI 53181

Comment:

There is an excellent bicycle trail system in McHenry Co, Illinois that either reaches or almost reaches the WI/Ill at Rockford, IL just south of Geneva City. It would be good to show this on your plan for an interstate trail connection.

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www.sewrpc.org/transpublicinvolve

Thank you.
#98267

WRITTEN COMMENT
PUBLIC INFORMATION MEETING

August 18, 2004
Kenosha City Hall, Room 202
625 52nd Street
Kenosha, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name: Resident from Milwaukee

Affiliation: _____

Mailing Address: _____

Comment: *1. Great concern over loss of good paying manufacturing jobs in the area over recent years. We are addressing this or coming up with a plan to reinvigorate these kinds of jobs. This is critical and needs to be addressed. A plan and action needs to be in place to getting these jobs back and this means living-wage manufacturing jobs, not low-paying service jobs.
2. There needs to be a coordinated plan (that gets implemented) for the entire area for public transit. Milwaukee County is slashing service and shouldn't be; more service should be provided. If we don't, these cuts will continue leading to less ridership which will lead to more cuts. A permanent*

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

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W239 N1812 Rockwood Drive
P.O. Box 1607
Waukesha, Wisconsin 53187-1607
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Thank you.
#98267

Page 1 of 2

WRITTEN COMMENT
PUBLIC INFORMATION MEETING

August 18, 2004
Kenosha City Hall, Room 202
625 52nd Street
Kenosha, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name: Resident from Milwaukee

Affiliation: _____

Mailing Address: _____

Comment: *source of funding/money to operate this service needs to be found and used. There is a definite need for some type of RTA structure to run transit in the area like other cities have. Milwaukee seems to be the only major city left in the US without a dedicated source of such funding. Milwaukee County eliminated Routes 1 and 2; this was a mistake as these routes were well used.*

OPD

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

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#98267

Page 2 of 2

WRITTEN COMMENT
PUBLIC INFORMATION MEETING

August 18, 2004
Kenosha City Hall, Room 202
625 52nd Street
Kenosha, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name: CHUCK WOLBERS

Affiliation: KENOSHA ACCELERATION CENTER MOBILITY MGR

Mailing Address: 1218 79th ST

KENOSHA, WI 53143-6199

Comment: *Very helpful presentation. Knowledgeable, proactive representative, casual & user friendly, knowledge base of regional planning goals and objectives, obtainable. Thank you Al, Bill, Otto & David.*

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

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Thank you.
#98267

Date received: 8/18/2004
Name: Carolyn Birk
Organization:
Address: Greendale, WI 53129

Comments: I am a concerned Milwaukee County citizen, have spent time traveling by car around the U.S. and wish to comment on the future plans for transportation needs for our area. Milwaukee and SE Wisconsin needs a by-pass from about Hwy 20 in Racine Co heading northwest to I-94 west of Waukesha. Another by-pass around the northwest side of Milwaukee would be a plus. This planning should be done now before more land is used for housing, etc. Many cities have these types of by-passes, but no one here ever talks about this subject. Check out the interstates around Cleveland, Oh., another city with one side taken up by a Great Lake. A by-pass, especially around the south side of Milwaukee County would take much traffic and many heavy semis heading west on I-94 off Milwaukee county freeways. Please consider this for discussion. It would be difficult to do, but must be done if this area is to thrive in the future.

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 19, 2004
Washington County Fair Park Pavilion
3000 County Highway PV
Town of Polk, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name: RUSSELL BRANOT
Affiliation: SLINGER VILLAGE PRESIDENT
Mailing Address: 323 SLINGER ROAD
SLINGER, WI 53086

Comment: RE: AVIATOR ROAD, NORTHERN ROUTE TO HARTFORD.
I AM CONCERNED BY THE POSSIBLE POSITIVE
FLOW OF TRAFFIC OFF OF HWY 41 VIA HWY
TO AVIATOR ROAD. I THINK USING THE CURRENT
HWY 41 INTERCHANGE AND POSSIBLY MAKING
A NEW LINK OFF HWY TO MAKE A
CONNECTION TO AVIATOR ROAD. THIS WOULD
RESULT IN COST SAVINGS EXAMPLE: NO NEW
OVERPASS, NO NEW BRIDGE OVER THE RAILWAY
THE COST OF THE CONNECTION WOULD BE
MUCH LESS.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

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Thank you.
#98445 v1

Date received: 8/18/2004
Name: John Fetlman
Organization:
Address: W150 N8287 Saxony Drive
Menomonee Falls, WI 53051

Comments: I have an observation on the 30 year Freeway plans:

1. I am in favor of expanding and modernization of the "Freeways from Hell." Without question, they are dangerous, and need serious reconstruction and updated design.
2. Milwaukee (both the city and the county) are always behind the 8-ball when it comes to building things right the first time. This is why we have the mess we do right now. These freeways were outdated 20 years ago.
3. WHY is there no plan for a new bypass around metro Milwaukee. I have never seen a plan for this. Does one exist??? I believe highway 83 may be a cheap version. We REALLY need a bypass from Racine county west to I-43, north to I-94 and north to I-43 near Port Washington. Build this, and I'll bet you eliminate 10-20% of the traffic currently going through the Marquette Interchange and using 894. Where is this plan?

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 19, 2004
Rotary Building, Frame Park
1150 Baxter Street
Waukesha, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name: Ellen Gerlach
Affiliation:
Mailing Address: 2005 Danmar Lane
Brookfield WI 53005

Comment: Why is the extension of Becker Rd. off
Capitol Dr. through the huge wetlands of
the Fox R. still on the map? It is a
County Rd and the Waukesha County Board
has twice voted to de-map this road.
What does it take to get SEWRPC to
erase it?
It would be expensive to build
and an environmental disaster both for
water quality reasons & because it would
disrupt a functioning great blue heron rookery.

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Thank you.
#98446 v1

WRITTEN COMMENT
PUBLIC INFORMATION MEETING

August 19, 2004
Rotary Building, Frame Park
1150 Baxter Street
Waukesha, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name Joe Griffin

Affiliation Co. Bd. Sup - Dist 12

Mailing Address 13015 Lewis Ave, BKF 53005

Comment The obvious presence of Barkus/Johnson extension appears to ignore the Co Bd action in either 2001/02 of taking it off. Explanation was given, but it would have needed to be gone on the 2002 plan. Another area missing is the carbon improvement from Capital Drive to Hillis. Platoon Rd is a local road, it may change from main table south to Barkus/Johnson. Public reaction to any change from north side south to Barkus was negative by residents of Elm Grove + Kenosha.

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Thank you

#9846 v1

WRITTEN COMMENT
PUBLIC INFORMATION MEETING

August 19, 2004
Rotary Building, Frame Park
1150 Baxter Street
Waukesha, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name Craig Holl

Affiliation _____

Mailing Address 14720 W DAKOTA ST

NEW BERLIN, WI 53151

Comment - IN AREAS SERVED BY SEWERS, RESIDENTIAL DEVELOPMENT SHOULD BE IN THE LOW-MEDIUM DENSITY RANGE, NOT SUBURBAN. ALSO SHOULD BE CONTINUOUS
- IN AREAS NOT SERVED BY SEWERS, DEVELOPMENT SHOULD BE ALLOWED. A SUBDIVISION WITH 5 ACRE LOTS IS NOT RURAL AND IS WASTEFUL OF OUR LAND
- A MUCH BETTER AERIAL & FREIGHT SYSTEM NEEDS TO BE PLANNED FOR ALL COUNTIES BUT MILWAUKEE. WHEN THE NEED IS FINALLY REALIZED, IT WILL BE TOO LATE TO WHEN WE CAN CREATE FREIGHT CORRIDORS.
- LIGHT RAIL CORRIDOR CONNECTING DUNDELVILLE CANING STADIUM, STATE FAIR, RFD, BROOKFIELD SQ. TWISTWAY IS NEEDED

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Thank you

#9846 v1

MORE ON REVERSE

- NEED MORE CONTINUOUS OFF-ROAD PAVED BIKE PATHS, AT ABOUT A 5-MILE SPACING, TO ENCOURAGE COMMUTING VIA BIKE.
- BARKUS / JOHNSON RD EXTENSION IN BROOKFIELD / NEW BERLIN IS ONLY NEEDED
- 124th ST EXTENSION IS NEEDED
- SUNNY SHAPE EXTENSION IN MUSKOGEE IS NEEDED

WRITTEN COMMENT
PUBLIC INFORMATION MEETING

August 19, 2004
Rotary Building, Frame Park
1150 Baxter Street
Waukesha, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name Dan Schlenker

Affiliation _____

Mailing Address 111 W 24058 River Lane

Waukesha, Wisc. 53188

Comment In regard to Cities Field - I feel the county is being used in rule changes to expand the airport to provide a "convenience" for only a few users. The property is already locked in by development and larger runway for larger planes is only detrimental to the area as a whole. It's just a county airport and should remain as such.

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Thank you

#9846 v1

WRITTEN COMMENT
PUBLIC INFORMATION MEETING

August 19, 2004
Rotary Building, Frame Park
1150 Baxter Street
Waukesha, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name VERA STROUD

Affiliation WAUKESHA COUNTY BOARD

Mailing Address 16940 W. SHADOW DR. NEW BERLIN 53151

Comment Your overall impression was good. You only want to add a wider roads when all other means of transporting people have been exhausted. You want to save environmentally corridors and limit holding in sparsely settled areas to 5 acres minimum!
It therefore was a shock to see you include in your plan the Barkus/Johnson Rd extension. The Waukesha County Board asked you to remove these segments in 1997 and we adopted removing them from our jurisdiction. Highway map in 2002 it is still there. You updated your plan to conform with today not 1997!

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Thank you

#9846 v1

WRITTEN COMMENT
PUBLIC INFORMATION MEETING

August 19, 2004
Rotary Building, Frame Park
1150 Baxter Street
Waukesha, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name: Ruth Van Hatten

Affiliation: retired citizen

Mailing Address: 579 Crane St.

Waukesha WI 53186

Comment: Interesting glimpse into the demographics + environment
of our region. I would call attention to the
three recommendations, reflecting principles,
which all plans + systems need to be consistently
held up against to see if they meet the principles
+ philosophy defined. Nations our region were devised,
providing a set of rules for the recommendations for:
1. Urban Land
2. Environmental Land
3. Agricultural + the rural land

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Thank you.

#98446 v1

Date received: 8/20/2004

Name: Roy Gordon

Organization:

Address: 122 S. Hartwell Ave
Waukesha, WI 53186

Comments: Belief is that first and above all "we" have to get out of the back pockets of the major developers and government officials who seemingly are lacking in understanding that natural resources such as water, trees, other greenery, and open spaces are a necessity to human development. We cannot build and pave over every inch of land and expect the quality of life we have enjoyed in Waukesha to continue. Our water resources, for one, are not infinite and demand much more attention to salvaging recharge fields for the aquifer to rebuild itself. This fantasy of hooking to Milwaukee water will not only cost billions initially, but then we will be required to hook into the infamous "Big Tunnel" and have some responsibility for it's horrendous problems. We need our greenery in total primarily for preservation of air quality, lest between us in the Waukesha area and the lands east to the lake, we become another smog area typical of western California or Gary, Indiana. It's time, regardless of the State's mandate, that all this furtive expansion throughout the area be brought to a halt until all consequences are thought thru, mainly for humanity's sake and nothing else. Expansion with the attitude that "if we build, the water will come" does not solve the problem. People moved out to this area because it was a nice, beautiful, quiet, medium sized community with adequate space for a decent living. Now everyplace you look it is becoming a condo/multi family area and according to the newest redevelopment district (#6) will be even more so. Water usage will increase 20-30 fold where ever a condo replaces a house, and the only consideration seems to be keeping the developers happy. Are the plans in consideration, to have a "concrete jungle" from Lake Michigan to a North/South line thru Madison??? We need more intelligent consideration to other than boosting the ego's of certain individuals in "high office" and big business. Until our total natural resource problems, water primarily, are solved in perpetuity, any further development needs to be placed on a moritorium. Without adequate supplies of good, potable water, what's the point.

Date received: 8/21/2004

Name: George F. Esslinger

Organization:

Address:

Comments: Dear SEWRPC,

I wish to express my strong concern and wishes to NOT add to or widen Barker (Y) road.

It is my understanding our representatives; Waukesha County Board, has twice voted NOT to support the expansion of Barker Road. I believe this item was requested to be removed from SEWRPC future plans and yet up it pops again????? Why?

Following are some of my concerns:

I live in Brook Park Estates and do not feel a four lane road next to our subdivision and the many other homes along Barker would benefit from the expansion:

1. It would increase noise in an area that is already impacted by noise from Hwy 18 and I-94.
2. Increased traffic would increase pollution.
3. Increased traffic would cause a safety concern.
4. The Intersection at Barker and Hwy 18 is already one of the most accident prone intersections in Wisconsin.
Increasing traffic at this intersection does not seem like a solution to an already existing problem.
5. Hwy 164 already offers a four lane road going North from the interstate as does Hwy 16.

Adding a connection to Barker North of Capitol Drive also does not sound like a sound decision:

1. Disruption of a bird sanctuary should not be permitted and it looks like the addition might impact this sanctuary.
2. Expanding the road will encourage additional traffic in a residential area.
3. Increased traffic at Barker and HWY 18 could have a negative impact on an already dangerous intersection.

Please remove this Barker Road plan from your future planning.

Date received: 8/23/2004

Name: David W. Swan

Organization:

Address:

Comments: The following is a comment of Mr. David W. Swan, Waukesha County Supervisor, received by phone call on August 23, 2004, and summarized by Patrick Pittenger.

Mr. Swan's comments:

- 1) Supports additional lanes on IH 94 east-west between Waukesha and Milwaukee Counties, but does not support the narrowing of the freeway in areas of Milwaukee County - that would restrict the flow of traffic.
- 2) Supports more north-south routes in Waukesha County. Supports the widening of STH 164, but dislikes the planned connection between STH 164 and STH 41 and STH 60. Supports the extension of Springdale Road north of Capitol Drive, and believes there is support among local municipalities as well. Supports the completion of Barker Road as a north-south route, but realizes that there is local opposition to such an extension.
- 3) Uncertain about the future of light rail in the Milwaukee area because he believes that unless it is quicker than using the personal automobile and less hassle, drivers are unlikely to use a light rail system.

Presentation to SE WISCONSIN REGIONAL PLANNING COMMISSION

Regarding Scenery

At a Public Hearing in Milwaukee, Wisconsin

August 25th 2004

My name is Chuck Mitchell. I am executive director of *Citizens for a Scenic Wisconsin*, a non-profit organization with 625 members. CSW is dedicated to protecting one of our most precious resources - our scenery.

I have traveled by highway over a large portion of the state of Wisconsin in the course of my career as an engineer and as a salesman. I have come to appreciate how beautiful our state is - a great place to live and to work, a place worth caring for.

Scenic beauty adds greatly to the enjoyment of life, it is important to the business climate and it is the economic lifeblood of the tourism industry.

Unfortunately, I have witnessed a decline in the attractiveness of the southeastern portion of the state. When I first came to Wisconsin in 1965, by car along highway 41 (now replaced by I94), the view was mainly farms and cows in pastures. Now we have a lot more development: factories, equipment dealers, gas stations and stores. This is wonderful economic growth, and mostly planned for, but there is a definite drop in the visual appeal of the corridor. I am not here to present any detailed plans, but only to state that we feel that it could be more attractive - by better placement of buildings, better landscaping and more use of trees as screens.

Our message is to pay more attention to the visual aspects of development and planning.

Unmitigated sprawl is, in general, what makes for less pleasant scenery, but in particular, billboards along the highways are damaging the appearance of our state. Look at the pictures of the freeway link from the airport and a view of downtown from the high-rise bridge to see the effect of billboards on sights that tourists expect in Wisconsin.

Billboards have become more and more intrusive: bigger, many of them on tall steel posts soaring over treetops, giant monstrosities with invasive commercial messages. Such large visual obstructions rob the driver of pleasant scenery that makes a trip enjoyable, and they dull the impression that a first-time visitor gets of Wisconsin.

The main reason people come to Wisconsin is for the scenery. The special landscape of any region or the features of a city or town is a major attraction for tourists. Simply sight-seeing is the main activity of most tourists, and an important activity for business visitors.

Outdoor advertising lobbyists exaggerate how important billboards are to the tourism industry. They will make it sound like they pull in the whole \$11 billion in tourism business. In fact, signs in Wisconsin do not bring us any tourists. You can't see signs from Illinois. Roadside signs come into play only after the tourist reaches his recreational area, to attract him to a specific business. Billboards do not increase the tourism business. They are just oversized directional signs.

And about 50% of signs advertise products other than traveler/tourist oriented. It's hard to believe that these signs are necessary with the availability of newspapers, magazines, internet, TV and radio. So is it worth polluting our scenic with outdoor advertising?

We understand the value of directing people to a place of business. We provide model sign ordinances as examples of good sign management for cities and towns. These ordinances allow signs where they are effective, but prohibit excessively large signs. We favor increased use of small, tasteful "tourist oriented directional signs". These signs are placed near the road in the public right-of-way along state and county highways. Wisconsin already has laws on the books to govern such signs and they are widely used in some other states. We are also in favor of increased use of "logo signs" - signs that indicate food, fuel and lodging at freeway exits.

This is a time when many communities are enacting ordinance to reduce or eliminate billboards: Marshfield last year, DePere a couple years ago, Lincoln County recently, Waupaca Co. in process. Elsewhere, Indianapolis has been considering a ban on billboards, San Francisco enacted a ban in 2002, Houston a long time ago, and most major tourist-oriented towns prohibit billboards. The reasons cited are: Civic Pride. Business Climate.

Six states have state-wide prohibitions on billboards.

In summary, it is in the interests of the people of Wisconsin to minimize the use of large signs in our landscape

Free enterprise does not have to be ugly.

Let's not lose sight of Wisconsin.

Chuck Mitchell

WRITTEN COMMENT
PUBLIC INFORMATION MEETING

August 25, 2004
Downtown Transit Center, Harbor Lights Room
909 E. Michigan Street
Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name Joyce Tang Bayland

Affiliation _____

Mailing Address _____

Comment FAVORS PUBLIC TRANSIT.
TOOK TRANSIT TO WORK EVERYDAY UNTIL SERVICE
WAS CUT.
BELIEVES MORE PEOPLE CAN BE SERVED MORE
EFFICIENTLY BY TRANSIT THAN HIGHWAY IMPROVEMENTS,
BECAUSE HIGHWAYS ARE EXPENSIVE.
FEELS THAT PEOPLE WERE HURT ON MILWAUKEE'S
EAST AND NORTHWEST SIDES WHEN BUS ROUTES
WERE CUT
REQUESTED THAT ABOVE COMMENTS BE ENTERED
ON HER BEHALF. JOYCE TANG BAYLAND

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact: RAK

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Thank you.

#98448 v1

WRITTEN COMMENT
PUBLIC INFORMATION MEETING

August 25, 2004
Downtown Transit Center, Harbor Lights Room
909 E. Michigan Street
Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name Philip Hohlweck

Affiliation Milwaukee County resident

Mailing Address 6420 S. Crabapple Ct. #12
Oak Creek, WI 53154

Comment I believe freeways in the Milwaukee area
should be built to maximum capacity/
wherever you can add a lane, do it. We
need to ensure our ability to get around
in a reasonable time is preserved. The
freeways are the overwhelming choice of
transportation preferred by residents. Congestion
is bad for the economy, for our freedom
and for our health! Even people who don't
drive benefit from a good freeway system.
Thank you.

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#98448 v1

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 25, 2004
Downtown Transit Center, Harbor Lights Room
909 E. Michigan Street
Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name KRIS MARTINUSEK
Affiliation CITIZEN
Mailing Address 1325 E Packer Ave
Milw. WI 53207

Comment
I continue to support the Regional transportation plans inclusion of a Milwaukee downtown circulator and commuter rail (Metra) as well as modern public transit alternatives being studied for future expansion west-north.
Don't pit freeway expansion against commuter rail and other public transit improvements. We need both not either.

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PUBLIC INFORMATION MEETING
August 25, 2004
Downtown Transit Center, Harbor Lights Room
909 E. Michigan Street
Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name Elinor Trotterway
Affiliation Monominee Valley Partners
Mailing Address 321 W Wisconsin Ave
Milwaukee, WI 53203

Comment
Why do we need to improve the highways when we currently have no traffic? Increased lanes bring more traffic so lets build more bike & bus lanes to solve our problems.

It is very difficult to envision commuter rail options without seeing some accompanying land use plan

I don't see a plan to reduce the sprawl shown in the 2020 Land Use Plan. I would expect these plans to counter ~~grow~~ expected growth. →

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Thank you.

#98448 v1

We need to focus on connecting the ^{planned} bike trails to central Milwaukee - they are of ~~no~~ no help to central city residents currently especially ~~since~~ since we can't take bikes on the MCTS buses.

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 26, 2004
HeartLove Place, Auditorium
3229 N. Dr. Martin Luther King, Jr. Drive
Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name George R. Affeldt
Affiliation
Mailing Address 130 S. Water ST Unit 310
Milwaukee WI 53204-4303

Comment
I have concerns about several aspects of the regional plan:
1. I worry about the loss of our prime farmland. I lived 20+ years in Cedarburg, surrounded by excellent farm fields. Many of these are now housing tracts.
2. I am displeased with the naked political power which distorts the transportation grid. I have seen WI 81 restricted in Ozaukee county and heard that WI 83 in Waukesha Co. will suffer a similar fate. Neighbors with \$ and pull prevent the good of all. Conversely, those with less may not be able to prevent destruction of their neighbor's roads if freeways grow more lands.
3. (over)

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

Southeastern Wisconsin Regional Planning Commission
W239 N1812 Rockwood Drive
P.O. Box 1607
Waukesha, Wisconsin 53187-1607
Phone: 262-547-6721 Fax: 262-547-1103

Regional Plan Review and Update
E-mail: regionalplans@sewrpc.org
www.sewrpc.org/regionalplans

Transportation Planning Public Involvement Process
E-mail: transpublicinvolve@sewrpc.org
www.sewrpc.org/transpublicinvolve

Thank you.

#98449 v1

3. This region is justly famous for its environmental awareness and park system. Maximum effort must be made to maintain this for the future. I am pleased that private groups (The Nature Conservancy, Ozaukee Washington Land Trust, etc.) work with civic officials. I am also pleased at work being done to restore the health of the region's rivers and especially the promise of the Henry Aaron State Trail.
4. MMSD and sewer services are a problem to be solved,

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name Stephanie Bahr
Affiliation Employee at The Hope School/Milwaukee
Mailing Address 6434 A. W. North Avenue
Wauwatosa, WI
53212

Comment 2 words - Affordable Housing - Currently I am a resident of Wauwatosa looking to live in Milwaukee - It seems my options (provided to me by my realtor) are to either move into the ghetto and rehab a home, or ask for a \$70,000 raise to afford a condo. I love the development that has occurred, however - I'm not seeing a solution for the middle class that wants to stay in the city. I'd hate to believe that the response is that you don't want us - but there don't seem to be many other options.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

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E-mail: transpublicinvolve@sewrpc.org
www.sewrpc.org/transpublicinvolve

Thank you.
#9849 v1

*I love the plans & concept, I'm just a person that isn't afraid of integration - just want a place to live!
But in whole I love the direction you're headed in.*

Mark McComb

Introduction

Milwaukee is a beautiful city with great potential. Like every major city however, Milwaukee also has its share of problems. The city and county have both experienced population declines in recent decades, funding for basic city and county services is at a near crisis level, and an increasing amount of people in the city are without jobs. The region also lacks any form of rapid transit and is known as one of the most racially segregated areas in the country.

In preparation for this paper, I examined hundreds of sources consisting of government reports, city plans, newspaper articles, academic reports, research organization documents, and many others. First hand experience and data was collected whenever possible also. Priority was given to case studies and similar documents.

What this paper presents is the foundation for a demonstration project that would attempt to address many of the above-mentioned issues, as well as a few others. The area chosen for the demonstration project is the far northwest side, more specifically the (former) Northridge area, the north 76th Street corridor, and the Fond du Lac Avenue corridor. The plan centers on a bus rapid transit line extending from downtown to Northridge traveling via the plan's corridors. The remaining elements of the plan use the rapid transit link as a catalyst for their development.

The plan covers a wide range of areas rather than a specific element, and as such is rather broad in scope and attempts to focus on the fundamentals rather than dwelling on details. This paper starts out describing the area as it currently exists, and then continues by describing the various elements of the plan.

Milwaukee's far northwest side
Why here?

The Northridge / 76th Street corridor was chosen as the recommended area for a demonstration project for a variety of reasons. First, and foremost, the area chosen needed to be one of the links in my rapid transit plan, or had to be able to support a rapid transit line. The rapid transit line chosen had to be relatively inexpensive to construct also. This left only the Northridge link, and a new link running to Southridge (via Forest Home and Miller Park Way) that proved able to support a rapid transit line.

Between the two possibilities, I carefully weighed the pros and cons for each alignment. The Southridge alignment had the advantage of being five miles shorter than the Northridge line. The Southridge line also had a wide range of trip generators and served a number of areas that I felt could be crannies for transit-orientated development (Miller Park Way, 43rd & Forest Home, 60th & Forest Home, and Spring Mall.)

The Southridge alignment remained the preferred alternative up until about two weeks ago when all of the pieces started coming together. At that point, the objective turned from a paper focused on a rapid transit demonstration, to a project proposing an experiment on how to change the status quo in Milwaukee. With the new objective the Northridge / 76th Street area became the clear choice.

Mark McComb

The following describes the area as it currently exists, and as such some of the problems that the area faces and the ultimate reasons for choosing the area for the demonstration.

Milwaukee's far northwest side
As it exists today: "Boxed in"

The most notable recent issue that the northwest side has had to face in recent years is the closing of the former Northridge Mall. Northridge Mall opened in the early 1970s and became one of Milwaukee's major regional shopping centers. Joining Southgate and Capital Court, it has also now become the third of Milwaukee's major regional shopping centers to close its doors.

The area has been in a steady decline for almost a decade. While I was at work one day, I decided to ask some of my co-workers what they thought of the Northridge / 76th Street area. One response (which kind of sums up the general consensus) from a person who used to live in the area was "It's turning ghetto." In a less generic way another suggested that within the last 2 years or so, the city (of Milwaukee) has been attempting to take back the inner city, and as such were pushing the people who were displaced from the inner city farther out towards the Northridge area.

I decided to look at the numbers to see if the area was actually showing an increase in lower income residents. I looked at the census data from 1989 and 1999 for Milwaukee's census tract #1 - the census tract that surrounds Northridge. The following table shows some of the changes in income at various levels.

	1989 level (Actual - in 1998 dollars)	1989 level (Adjusted to 1999 dollars)	1999 level (Actual - in 1999 dollars)	Change (1989-1999 in 1999 dollars)
Median Household Income	\$29,339	\$39,418	\$35,584	-10.8%
Median Family Income	\$38,462	\$51,675	\$44,632	-15.8%
Per Capita Income	\$17,536	\$23,560	\$20,555	-14.6%

Source 1990 and 2000 census data

As you can see from the data, there appears to be lower median and per capita income levels in the area. Another findings is that the percent of individuals below the poverty line increased from 8% in 1989 to 20% in 1999.

Another measure looked at was rental-housing rates. The median gross rent in 1989 was \$526 (\$706 in 1999 dollars), in 1999 it was at \$642. This represents a decrease of 10% using 1999 dollars. Moreover, while the percent of households paying more than 30% of household income towards gross rent held steady at 38%, the number paying more than 35% of household income increased from 27% to 34.3%.¹

One important note to keep in mind, these numbers are five years old, Northridge Mall was still open at the time this data was collected. The area has declined even further since the mall's closure. Moreover, it is not possible to determine whether the decline occurred steadily from 1989 to 1999, or if the majority of the change occurred in the later half of the decade (further decline since 1999 would most likely prove more severe if the later is the case).

The other aspect of decline is in the form of retail. Even before the closure of Northridge Mall, the area was experiencing many retail vacancies. The following excerpts from a 1997 Business Journal of Milwaukee article describe some of the troubles and opinions regarding the areas retail woes:

The vacant and boarded up storefronts along West Brown Deer Road on Milwaukee's northwest side tell a story of an area in decline or an area being reborn. The interpretation depends on the storyteller.

"It's unfortunately taken a downturn in recent years," said James Barry III, a principal at James T. Barry Co. Inc., a Milwaukee real estate brokerage.

...others cite declining income demographics of Northridge-area shoppers as a reason for the downturn. [Northridge Plaza's Marcia] Stenman said, "the problem lies more with changes in retailing itself."

...Northridge Plaza remodeling to make room for its [new] Circuit City is an example of what Brown Deer Road needs to do.

"That was the only alternative that made sense," he said. "That shows there is interest and demand in that area."

But other vacancies may indicate other problems.

Barry noted that new car dealers selling upscale Infinitis and Acuras recently closed along Brown Deer while dealers selling more modestly-priced Chevrolets and Saturns remain there.

...Other upscale retailers and restaurants have also been replaced along that road by "secondary retailers," Barry said.

"Per capita income and the price of housing have gone down in that area," he said.

...But the problem [may not [be] so much with the financial condition of the shoppers,] but of the retailers, said Northridge Plaza's Stenman.

Before it secured Circuit City as a new tenant, Northridge Plaza suffered two big blows when retail tenants filed for bankruptcy or were bought out by other retailers and left the center.

...[i]s it as leased up as we'd like it to be? No," she said. "Are we optimistic and supportive of the area? Yes."²

This suggests that big-box retailers are the key to helping the area, however in the area around Northridge the number of abandoned big-boxes is high and growing. Moreover, big-box retailers are now well known to have many negative aspects associated with them. The following excerpts from an article from the League of Wisconsin Municipalities website explains:

... In the view of many, big-box stores impose hidden costs that don't appear on the price tags of the products they sell: traffic congestion, loss of trees, open space and farmland; displaced small businesses; substitution of jobs that support families with low-paying jobs that don't air and water pollution; dying downtowns with vacant buildings; abandoned shopping centers; a degraded sense of community; and sprawl. The list of problems linked to big-box stores is long.

...Another reason for citizen opposition to big-box stores is their design: nondescript, enormous, "off the shelf" buildings set in a sea of asphalt, with no windows, rooflines, or attempt to respect the architectural character of the local community.

... Many communities share [the] view that retail sprawl is "inefficient and unsustainable." As [Cape Cod's] regional plan explains, "The surplus of retail operations both locally and nationally indicates that over-retailing does not add to the region's economic pie. It ends up hurting smaller, locally-owned businesses and creating blight when existing retail buildings are vacated." The U.S. had only five square feet of retail space per person in 1980, today, that number is 20 square feet. "Developers and retail chains have over-saturated the suburbs and under served the cities," says Burt Flickinger, III, managing director of Reach Marketing of Westport,

Connecticut. Even though Wal-Mart has vacated 426 of its stores, the company plans to build 46 million square feet of new retail space this year.

As retailers close older, smaller stores and open larger new ones farther out in the countryside, terms like "retail graveyards" and "greyfields" have emerged to describe the growing problem of vacant superstores. Local officials are concerned that these outlets breed crime and vandalism, depress nearby property values, and saddle municipalities with financial and legal liabilities. Snellville, Georgia, has three big-box stores sitting empty. In Bardstown, Kentucky, an old Wal-Mart... stood vacant for almost ten years. In Hagerstown, Maryland, a big-box building supply store has moved into a new structure but allowed its previous one across the street to sit vacant for the past five years.³

One problem of when big-boxes close is that the typical layout of big-boxes make it very hard to use the property for any purpose than as another big-box, at least without demolishing the property.

Granville Station

A Cure?

Plans to redevelop Northridge are finally underway, with construction of phase one of Granville Station in progress. Phase 1 will bring about a new Pick n' Save and a Menards. Phase 2 will bring more retail, and phase 3 will consist of "mixed use" development⁴ (however based on current information this will not consist of any residential, which, based on the planned layout, would most likely be unsuitable regardless). Looking at the plan it also looks as if the existing former Northridge structure will be reused for much of the development.

The development, undertaken by Tucker Development, appears to be mostly retail. While phase one will bring about two new stores, only Pick n' Save will be new to the area; Menards will be moving from their current site one-half mile south, leaving yet another vacant big-box in the area. Considering there are at least seven other vacant big-boxes in the area vacant (and even countless more retail and office vacancies of all sizes), it seems unlikely that there will be anyone filling the space any time soon. The abundance of retail space in the area also makes it

questionable as to whether Granville Station will be able to really revitalize the area with (what seems like) another shopping center.

While Granville Station may help the area in the short term, the chance of long-term success is questionable at best. What is really needed to put the area back on track is a new vision as to where the Northridge area, and the northwest side in general, should be heading.

The Northwest side vision
More than just a physical change

Now I shall present the ideas that could be applied to change the Northwest side from it's current state, to an ideal that could be applied elsewhere in both the city and suburbs. What is envisioned is using the Northridge area and portions of the Northwest side as part of a demonstration project. This project would combine new transportation, housing, and land use ideas to create a more "livable city"; a city that is more accessible, diverse, integrated, has a higher quality of life, and is more sustainable not only environmentally, but socially and economically also.

The Northwest side, in particular the Northridge area, was a chosen for a number of reasons the first of which was because of the apparent changes occurring in the residential makeup of the area. Second given the area lies rather close to wealthy suburbs, the area has the unique potential to become the first racially and socially (by income) integrated place in the region. Third, because of Northridge's closure and the stagnant retail market in the area, many large parcels of vacant or struggling retail space are available. This retail space could be demolished and re-developed without adversely affecting current uses.

This area is in a rare position, it has the potential to, almost literally, demolish the sprawl and start anew! It also has the ability to tackle some of Milwaukee's most problematic social issues, and most importantly examine a potential city building model that could be applied throughout the city. If the area continues to see decline, it could potentially become an area of concentrated poverty. Concentrated poverty defies municipal boundaries, if the area gets to that point we could see suburbs such as Brown Deer, Menomonee Falls, and Germantown falling victim to the spread of concentrated poverty. Milwaukee's northern suburbs could fall to the same fate as Chicago's poverty stricken southern suburbs.

If we are not willing to take a chance and actually attempt to change things (in the region, not just the Northridge area), Milwaukee could continue to see itself losing population, losing tax base, losing its business and economic activity to more forward thinking cities. Milwaukee has the choice of either competing in the global market as a destination for residents, businesses, and investment, or it could merely be known as that city north of Chicago. This represents our chance to actually make a lasting investment in our city!

The rapid transit element:

The backbone of the vision is the rapid transit service. The rapid transit line would stretch from the Northridge area to downtown via 76th street, Fond du Lac, and then via a railroad right-of-way and through the Menomonee Valley to downtown.

The rapid transit service would essentially be a "Bus Rapid Transit" (BRT) line. BRT can best be described as light rail, except using buses. BRT offers the speed and convenience of light rail, but with the flexibility and lower costs of bus service.

8

The route would operate in the medians of 76th Street and Fond du Lac Avenue. 76th Street and Fond du Lac are typical 96-foot boulevards, and are wide enough to support both rapid transit service in addition to two lanes of traffic in each direction. The transit lanes would be separated from regular traffic with beautifully landscaped medians, and would allow for higher speed operation for transit in the reserved lanes.

Service would ideally be part of a regional rapid transit network. This line would be the first link in that network. With the redevelopment of the Northridge area and the 76th Street corridor, along with the already redeveloping Menomonee Valley and Fond du Lac corridor, the routing for this line would be able to serve a wide variety of trip generators. Because of this higher number of potential trip generators, this line could have the ability to survive alone as the first line in the system, and serve as a demonstration for the remaining lines in the system.

The housing element:

The housing aspect of the vision is what separates this redevelopment plan from others. The first idea is to create a mixed-income housing environment. Taking into consideration the currently changing state of the Northridge area, the income makeup of the surrounding area, and the need for redevelopment in the area, the area is potentially ripe for creating a mixed-income, racially integrated environment if properly planned.

9

This excerpt from the Dallas-Fort Worth *Star-Telegram* is a good example of what could be envisioned:

Bryan Deems didn't realize he was joining a social experiment in progress. He didn't ask what made the Timberlawn Crescent garden apartment complex. Management didn't volunteer.

Timberlawn Crescent earns its place in history as one of the nation's earliest mixed-income housing projects. People who pay \$3,300 a month for three-bedroom apartments live next door to people who pay \$360 a month, based on poverty-level incomes.

"We didn't know until we'd lived there about a year and a half," said Deems, who paid the market rate. "Everyone was always friendly. It was very well taken care of."⁵

Unlike many other mixed-income housing projects the mixed-income units in the Northridge area development would not be publicly owned or operated. The inclusion of non-market rate units would be a requirement for a developers project to be approved. There would be incentives and bonuses to developers to promote the inclusion of lower-income units.

Unlike other mixed-income projects, the buildings will not be converted from older public-housing buildings. This has been a reason that some projects have had a harder time attracting market rate tenants. The location of the proposed developments also is a favorable aspect; while the area has begun to experience decline, it still is in the phase where a turn-around is more than possible. Lastly, these projects are not designed as a form of public housing; they are designed to be standard market-rate properties that happen to include some subsidized units.

The other aspect of the housing element that is incorporated into the vision, is the inclusion of a demonstration co-op project. While conversions of public-housing projects into co-ops in America have had mixed success⁶ (partly due to complications from the fact that the properties were former public-housing projects), there appears to a longer track record of success in Canada.

10

The Co-operative Housing Federation of British Columbia defines a co-op as "an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise."⁷

The co-op project for the Northridge area would be highly mixed in income (like the other housing properties in the redevelopment), but the residents would also experience benefit from participation in the co-op that might not be experienced in a standard mixed-income housing development. The Co-operative Housing Federation of British Columbia lists the following principals that exemplify some of the benefits of a co-op:

- Voluntary and Open Membership
"without gender, social, racial, political or religious discrimination"
- Democratic Member Control
"controlled by their members"
- Member Economic Participation
- Autonomy and Independence
"are autonomous, self-help organizations controlled by their members"
- Education, training and Information
"provide education and training for their members"
- Co-operation among Co-operatives
- Concern for Community
"work for the sustainable development of their communities"⁷

The development of the co-op and the training of its members would require careful planning. Lack of training has been one of the causes of failure of some US projects. The ideal situation would involve traveling to Canada and learning what makes for success, bringing over volunteers for the initial training, and developing a support network for continued support.

11

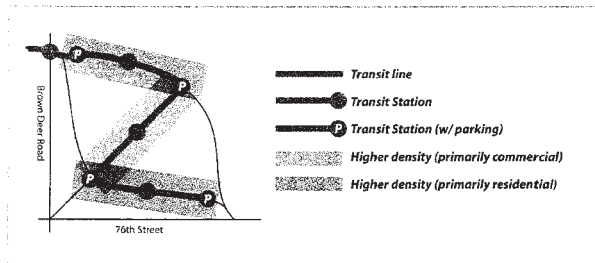
The layout element:

The final major element in the vision is the layout of the redevelopment. The design would call for a highly pedestrian oriented and bicycle friendly environment. The streets would be walkable, and there would be a good mix of open space.

The center of the redevelopment project would be at the site of the former Northridge Mall. The site would be transformed into a "town center" like setting for northwest Milwaukee. There would be higher densities of development at the site, and would be a mix of housing, office, clean industrial, retail, and civic uses.

While by no means set in stone, the vision of the layout focuses on three arterials. Two of the arterials would form a "ring road" with a one-way flow. The third arterial would cut through the other two and intersect at a redesigned (and at grade) 76th Street-Brown Deer Road intersection. Traffic traveling from the north leg of 76th Street to/from the west leg of Brown Deer Road would be encouraged to use the ring road in order to provide off-peak traffic in the development (for a feeling of safety in the development).

As the diagram on the next page shows, the highest densities would be located along the transit line, the rest of the development would have lower densities. Additional interior streets would be added as necessary.



Mark McComb

Final thoughts:

This vision can be realistically feasible if properly planned, and if given a high degree of flexibility as the plan evolves and things change. The focus must remain on the vision, and that vision should not be compromised. As long as everything evolves towards a common goal, there is a good chance for success.

However, the time is now to act. If we wait too long, the unique opportunity to transform the area may pass us by. This could represent the chance to experiment and learn for possible future paths for other areas of Milwaukee.

Footnotes:

- (1) 1990 and 2000 census data
- (2) Robert Mullins, "West Brown Deer Road takes a downturn" *The business journal of greater Milwaukee*, 11 July 1997
- (3) Constance E. Beaumont and Leslie Tucker, "Big-Box Sprawl and How to Control It" League of Wisconsin Municipalities, <http://www.lwm-info.org/legal/2002/06june/comment.html>
- (4) Tucker Development website, <http://www.tuckerdevelopment.com/prop-1.asp?StrSKU=GRANWI>
- (5) Kevin Lyons, Todd Mason, and Maria Recio, "Mixed-income housing is a proven success elsewhere" *The Dallas-Fort Worth Star-Telegram*, 15 July 2002
- (6) William M. Rohe, "Converting Public Housing to Cooperatives: The Experience of Three Developments" *Housing Policy Debate*, Volume 6, Issue 2, 1995
- (7) Co-op Principals, "The Co-operative Housing Federation of British Columbia" <http://www.chf.bc.ca/pages/about3.asp>

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"A Plan For Milwaukee's Northwest Side: 1987-1992" City of Milwaukee Department of City Development, March 1988

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"Removing Roadblocks To Continued Economic Prosperity For the Greater Toronto Area, Ontario and Canada" Greater Toronto Services Board, January 2000

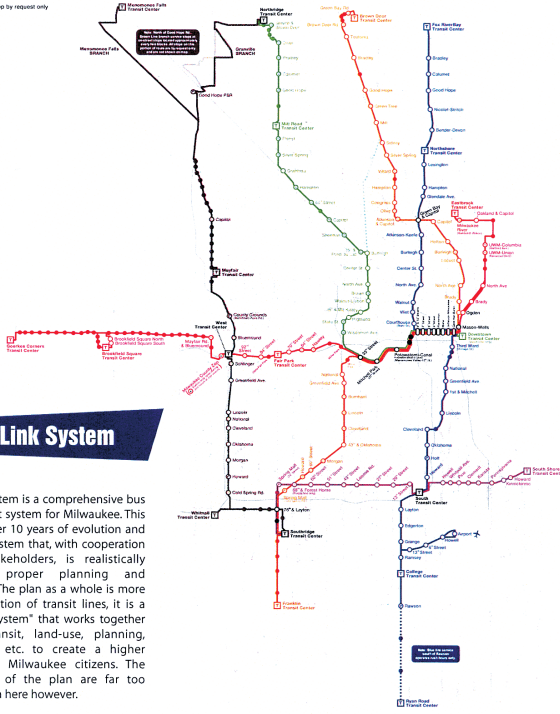
"Ridership Growth Strategy" Toronto Transit Commission, March 2003

"Zoning Code" City of Milwaukee

Milwaukee MetroLink System

A WisTrans Service

- Key to Station and Stop:
- Station Center
 - Station
 - Station with parking available
 - Station with bike racks available
 - Stop by request only



MetroLink System

The MetroLink system is a comprehensive bus based rapid transit system for Milwaukee. This is the result of over 10 years of evolution and planning. It is a system that, with cooperation amongst all stakeholders, is realistically feasible (with proper planning and implementation). The plan as a whole is more than just a collection of transit lines. It is a comprehensive "system" that works together with proper transit, land-use, planning, housing, design, etc. to create a higher quality-of-life for Milwaukee citizens. The complete details of the plan are far too complex to explain here however.

As for the map itself, it was created from scratch, the background road network included.

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 26, 2004
HeartLove Place, Auditorium
3229 N. Dr. Martin Luther King, Jr. Drive
Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name JENNANN OLSEN
Affiliation _____
Mailing Address 1029 N. JACKSON # 140A
MILWAUKEE 53202

Comment

① STRONGLY SUPPORT A BALANCED TRANSPORTATION PLAN WHICH GIVES EQUAL ATTENTION TO TRANSIT + HIGHWAYS

② STRONGLY OPPOSE WIDENING OF I 94 BETWEEN 200 INTERCHANGE + MARQUETTE INTERCHANGE + I 43 BETWEEN MITCHELL + SILVER SPRING.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

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Thank you.
#98449 v1

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 26, 2004
United Community Center, Conference Room 2
1028 S. 9th Street
Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name Bette Arey
Affiliation self
Mailing Address 11509 Parkview Lane
Hales Corners, WI 53130

Comment

ATTACHED

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

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www.sewrpc.org/transpublicinvolve

Thank you.
#98450 v1

11509 Parkview Lane
Hales Corners, WI 53130
August 26, 2004

Southeastern Wisconsin Regional Planning Commission

Good Afternoon:

Among the many issues of concern to us in southeastern Wisconsin is transportation. In my opinion, what we need is more and better options for mass transit. Whether the best option is trains, buses, or whatever, we need to reduce the number of vehicles on our streets and highways. Doing so will benefit air quality, land use, and the appearance of our communities. I believe that adding lanes to existing streets and freeways is a really bad idea. There has to be a better way to move people and products.

Your role may be advisory only, but I would like to see SEWRPC take a stand against destruction of the lakefront by ill-advised developments, such as condo and business construction, and the ecological mayhem that will occur if WE Energies is allowed to proceed with its power plant plans. Although the impact of the former may be primarily aesthetic, that of the latter will be most devastating for water quality and associated aquatic communities.

I find "development" to be a two-edged sword. Planners and elected officials should weigh all sides of proposals before deciding that something new and/or bigger is really better.

Sincerely,

Bette Arey
Bette Arey

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 26, 2004
United Community Center, Conference Room 2
1028 S. 9th Street
Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name DELENE HANSON

Affiliation _____

Mailing Address 10303 W. RIDGE RD.
HALES CORNERS, WI 53130-1437

Comment *I am totally in favor of your land use plans & especially the preservation of environmental corridors and agricultural land. Somehow we must get local units of government to buy into these concepts instead of the "development & tax base at any cost" mentality. I agree with the portion of the transportation plan dealing with expansion of mass transit and bike/walking paths. I am completely against highway expansion, especially (and)*

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

Southeastern Wisconsin Regional Planning Commission
W239 N1812 Rockwood Drive
P.O. Box 1607
Waukesha, Wisconsin 53187-1607
Phone: 262-547-6721 Fax: 262-547-1103

Regional Plan Review and Update
E-mail: regionalplans@sewrpc.org
www.sewrpc.org/regionalplans

Transportation Planning Public Involvement Process
E-mail: transpublicinvolve@sewrpc.org
www.sewrpc.org/transpublicinvolve

Thank you.

#98450 v1

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 19, 2004
Rotary Building, Frame Park
1150 Baxter Street
Waukesha, Wisconsin



Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name Patricia Haukehl

Affiliation Waukesha CC Supervisor

Mailing Address 13650 Waukescott Rd
Brockfield, WI 53005

Comment *Please be sure to delete those portions of Barker Road (Bounty Hwy Y) that the Waukesha County Board voted to de-map from the SEWRPC Regional Transportation Map for Waukesha Co. on the new map being prepared for 2035. Thank you.*

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

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P.O. Box 1607
Waukesha, Wisconsin 53187-1607
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www.sewrpc.org/transpublicinvolve

Thank you.

#98446 v1

I-94 and Highways 164, 83 and 100 through Hales Corners. Hales Corners is already severely divided by this highway, it is dangerous to try to walk across it, and expansion would adversely impact many businesses.



P. O. Box 12150
Milwaukee, WI 53212
August 27, 2004

Southeastern Wisconsin Regional Planning Commission
W239 N 1812 Rockwood Drive
P. O. Box 1607
Waukesha, WI 53187-1607

Subject: Public Information Meeting - 8/26/04
3229 N. Dr. Martin Luther King, Jr. Drive
Milwaukee, WI 53212

I attended the above meeting last evening. It was again an exercise in futility. After reading all the charts, I ask how input from low-income and minority populations would be obtained. I received the "pat answer" (outreach and staff availability).

- I ask my questions of 2 years ago (to the Preliminary Freeway System Reconstruction Plan):
1. How many Commission members are of the minority (now majority in Milwaukee) population? **Answer: Of the 21, none.**
 2. How many Commission members do not own a car and rely on other means for their transportation? **Answer: I don't know but my guess would be none.**

On the Regional Planning Commission we have 21 white, vehicle-owner, predominately male, able-bodied representatives making plans for people they cannot relate to, do not understand culturally, and/or do not view as equals. Therefore, it should come as no surprise that Milwaukee appears "out of step" with the other geographical areas in our region.

Lastly, how can we even speak about transportation needs 20 (much less 50) years from now in terms of present needs. Computers and other kinds of equipment are already outdated before they come on market. Once the stranglehold is broken on gasoline-powered vehicles, the sky will be the limit on what future transportation will look like. We need visionary people looking ahead toward that reality instead of saddling our children with albatrosses.

The Commission will probably write off lack of participation in this Public Involvement Process as "lack of interest." It is time the Regional Planning Commission looks at itself and the real reasons why it gets so little cooperation. When it becomes truly diverse and genuinely representative perhaps we will be able to work together.

Sincerely,

Rose Stietz, O.P.
Rose Stietz, O.P.

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 26, 2004
United Community Center, Conference Room 2
1028 S. 9th Street
Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name Jack Vascaro
Affiliation City of Cudahy
Mailing Address 5050 S. Lake Drive
Cudahy, WI 53110

Comment
Needless to say I found the
staff and its presentation informative
and thorough as usual
The City of Cudahy is anxiously
awaiting the Engineering Study of the
METRA extension.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

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W239 N1812 Rockwood Drive
P.O. Box 1607
Waukesha, Wisconsin 53187-1607
Phone: 262-547-6721 Fax: 262-547-1103

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www.sewrpc.org/regionalplans

Transportation Planning Public Involvement Process
E-mail: transpublicinvolve@sewrpc.org
www.sewrpc.org/transpublicinvolve

Thank you.
#98450 v1

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 25, 2004
Downtown Transit Center, Harbor Lights Room
909 E. Michigan Street
Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name William E. Carter
Affiliation none
Mailing Address 3914 W. Portage St.
Milwaukee WI 53209

Comment
See attached letter.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

Southeastern Wisconsin Regional Planning Commission
W239 N1812 Rockwood Drive
P.O. Box 1607
Waukesha, Wisconsin 53187-1607
Phone: 262-547-6721 Fax: 262-547-1103

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www.sewrpc.org/regionalplans

Transportation Planning Public Involvement Process
E-mail: transpublicinvolve@sewrpc.org
www.sewrpc.org/transpublicinvolve

Thank you.
#98448 v1

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 25, 2004
Downtown Transit Center, Harbor Lights Room
909 E. Michigan Street
Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name Wilmas Carol M. LaBelle
Affiliation _____
Mailing Address 2301 N. Cambridge Ave.
Apartment 415
Milwaukee, WI 53202

Comment
Maintaining the bus system
Milwaukee County Transit, is imperative
The bus driver's personal care for all
passengers must be retained.
Bus system should be coordinated with
road widening, light rail, Amtrak and all
Land Use Planning.
Please retain Amtrak.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

Southeastern Wisconsin Regional Planning Commission
W239 N1812 Rockwood Drive
P.O. Box 1607
Waukesha, Wisconsin 53187-1607
Phone: 262-547-6721 Fax: 262-547-1103

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Transportation Planning Public Involvement Process
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www.sewrpc.org/transpublicinvolve

Thank you.
#98448 v1

ATTN: Written Comment / Public Information Meeting
Southeastern Wisconsin Regional Planning Commission
W239 N1812 Rockwood Drive
P.O. Box 1607
Waukesha, WI 53187-1607

3914 W. Portage St.
Milwaukee, WI 53209
September 15, 2004

Dear Sir / Madam:

I am writing to comment on the Regional Land Use and Transportation Plans for Southeast Wisconsin.

Upgrading to Rail Transit or Bus Guideways:

Although I am a strong support of rail transit, it is clear that rail transit is an unlikely prospect in Wisconsin's current political environment. So instead, I shall address the more likely bus guideway.

Separating bus service from automobile traffic will be a key factor in bringing the benefits of a true rapid transit system to this region. Such a separation could be accomplished through dedicated highway lanes, a separate bus roadway built on rail or utility corridors, or an elevated structure. If grade crossings exist, traffic signals can be controlled to give the transit vehicles the right of way, as is commonly done with light rail.

The city of Curitiba, Brazil, is well known for its environmental planning. Without the money to build a metro, it decided to convert its bus system into a metro-style transit system. It operates double-length, articulated buses on dedicated lanes and busways. Passengers pay and pass through a turn-style to enter an elevated platform. With the fare already collected, all the bus doors open automatically at the platform, allowing for rapid boarding and alighting. This may be one way to bring the benefits of rapid transit to a bus-only system.

Seattle, Washington, operates a fleet of combination diesel-electric buses through its downtown transit tunnel. The buses use their diesel engines in the suburbs and on the freeways. Upon entering the downtown transit tunnel, the diesel engines are turned off and the pantographs are raised to touch the overhead catenary. The buses operate on electric power through the tunnel, then switch back to diesel upon exiting the tunnel.

Electric operation brings the benefits of no emissions, reduced noise and vibration, a longer service life, as well as faster acceleration. This idea could be implemented on the Milwaukee area's future bus lanes and busways. The buses could operate using electric catenary on the busways and using diesel engines in the outlying areas. This would help to address this region's air quality issues. Furthermore, the electric busway would be a nearly silent neighbor for those who live along the route.

Seattle will likely retire its fleet of diesel-electric buses in a few years, when the city's new light rail line begins operation through the downtown tunnel. This may be an opportunity for us to purchase them second-hand.

One form of rail service that would be politically feasible is the westward extension of the Amtrak Hiawatha. Especially now that the Hiawatha will begin serving General Mitchell Airport, it only makes sense to extend the

train route into Waukesha County. Having the Hiawatha run from perhaps Oconomowoc to Chicago via downtown Milwaukee and Mitchell Airport would offer a great alternative to I-94 and I-894. This could possibly be among the easiest transit improvements to implement.

Could the Hiawatha extension be implemented before the I-94 reconstruction?

Land Use:

One of the principle goals of land use planning should be to reduce the number of automobile trips. This helps to improve the quality of the environment and of a person's daily life. Promoting compact, mixed-used development is an important tool towards this goal.

My sister lives in a suburban neighborhood in Gaithersburg, Maryland. In the center of the blocks, between the homeowners' backyards, are public footpaths that lead to the neighborhood school. All the children walk to school, away from traffic, and within sight of the local families. This idea should be encouraged for new developments near public schools. This would be the simplest way to alleviate the "soccer mom" syndrome.

A number of years ago, novel thinking on how to reduce automobile trips was encouraged through a grant. The winning idea was to place a daycare center in a Los Angeles-area commuter rail station. Like the example above, help was directed to the "soccer moms".

Transit designed for commuters should also be integrated into commercial developments on the suburban end as well. This will help to eliminate automobile trips beyond just the commute.

Arterial Street and Highway System:

I am vehemently opposed to widening the freeways to eight lanes within Milwaukee County.

First, you cannot build your way out of congestion. More road surface encourages more sprawl. Within a few years, the new road surfaces are themselves congested.

Second, the construction of more freeway lanes does not address the issue of air quality. This region does not meet clean air standards, and therefore must use reformulated gasoline. In the summer, we experience high levels of ozone. Improving land use planning and transit alternatives are the ways to improve our air quality - not accommodating more single drivers. Nor does this work toward the goal of reducing automobile trips.

Through planning and investment in public transit, the city of Portland, Oregon, has been able to increase the number of trips made to downtown and, at the same time, decrease the number of automobile trips made to downtown. If only we have the political will to aim for such an objective.

Nor does widening the freeways address this nation's dependence on oil and its devastating effects on our balance of trade and national security.

Finally, the freeway widening plan is socially and economically unjust. The plan offers the greatest benefit to those who live outside Milwaukee County. Yet the costs will be paid by those who reside in Milwaukee

2

W Sell
2827 S. Lenox
Milwaukee, WI 53207
414 744 3970

September 18, 2004

2 PAGE FAX

SEP 20 2004

Dear SEWRPC,

Attached are my personal comments on the Regional Land Use and Transportation System Plan. Thank you for the opportunity to address our concerns.

I would appreciate it if I could receive all future issues of the Newsletter (related to this Planning) at the above address. I believe I may have requested only the email version, but I would also like to receive the paper version. Thank you.

Sincerely,

William Sell
Chair, Transportation Committee, Bay View Neighborhood Association (identification purposes only)

From The Desk of William Sell:

County. While it may offer commuters a savings of five minutes or so on their drive, this does not justify the millions of dollars in property value lost to Milwaukee County and its municipalities.

There is also a socio-economic and racial component to this plan. The suburban commuters are predominantly white. The Milwaukee neighborhoods most effected have a high percentage of minority residents and transit dependent residents. Again, those who will benefit the most and those who will pay the most are different classes of people.

We must remember that the first wave of freeway construction in the 1950s and 1960s destroyed the economic center of the African American community in virtually every American city. African American communities have still not fully recovered from the freeway policies of the Eisenhower era. Have we learned nothing from this?

Finally, widening the freeways defeats the purpose of land use planning. If our goal is to reduce commuting time, we would do better to build a world where people can live closer to their work. Building more freeways sends the message that long distance commuting is acceptable and sustainable. It promotes the socially and environmentally costly habit of discarding older neighborhoods in favor of green field development.

If people are frustrated with their commute from Delafield to Milwaukee, perhaps they should live closer to Milwaukee. How much social, environmental, and economic capital must all of us spend to accommodate that lifestyle?

I propose to you that the widening of the freeway is completely contrary to what the goals of your commission should be.

Sincerely,

William E. Carter

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 26, 2004
United Community Center, Conference Room 2
1028 S. 9th Street
Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
- Update of Public Involvement Process for Regional Transportation Planning

Name: BILL SELL
Affiliation: TRANSPORTATION COMMITTEE CHAIR, DAY VIEW NEIGHBORHOOD ASSN.
Mailing Address: 2827 S. LENOX ST. MILWAUKEE, WI 53207

Land use planning must be integrated with transportation planning, and not left to local decisions. Your planning document leans toward wishful thinking, no muscle. If all SEWRPC can effect is roads, then local governments are off the hook on affordable housing. The 18 urban centers need accommodations for the workers who will staff them.

Curb lane restrictions are a good idea, to encourage larger off-freeway traffic volume. But, again, SEWRPC leaves the option open to local government. That is a sure way to kill the practice, as the local drivers will challenge local elected officials. The State needs to make demands on the local government if Curb Lane Restrictions are to be effective.

While you defer to local preferences, you ignore them, too. I am mindful of the large majority of the Milwaukee County Board that voted against the Freeway Expansion as proposed. Even though that was vetoed (giving Milwaukee County no voice at all), the Board's vote reflects a large majority of Milwaukee County.

Why are road (car, truck) interests invited to be part of the planning process, but not others. Affordable housing spokespersons, Bicyclists and Transit users should have voices at the table, too.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

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P.O. Box 1607
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www.sewrpc.org/transpublicinvolve

Thank you.
#W456 v1

3

Date received: 9/14/2004
Name: Richard Jeffords
Organization:
Address: 4230 Bonmaur Terrace
 Slinger, WI 53086
Comments: I am sending this e-mail as I do not think Arthur Road by-pass from Hartford to Hy 41 is the best use of tax dollars while there is a need for this I believe Hy K is the best use as the interchange is built as is the railroad bridge. And following Hy K some road work will be needed west of Hy 83 and when they reach Arthur Road the by-pass can turn west as they had planed in the first place. The City of Hartford said in the papers the Arthur road project would cost about 10 million dollar but does this cost include the bridge over Hy 41 and the railroad bridge, the cost to rate payers for moving the 12 high pressure natural gas main, electric lines, cable and telephone line and lest not forget the Coke line that crosses Arthur road. So I hope Washington County board uses some good common sense plus I think a southern route should come first as most of the traffic going thru Hartford goes top Milwaukee Thank you

Date received: 9/20/2004
Name: Brian Peters
Organization: IndependenceFirst
Address: 600 W Virginia Street
 Milwaukee, WI 53204
Comments: Dear SEWRPC:
 Thank you for the informative public meeting that was held at the downtown transit center, and I enjoyed meeting the staff as well as viewing the displays.

Please accept this e-mail as my public comment.

Transportation:

Although the staff that I spoke to pointed to the public transportation plans such as public transit, rapid transit, bike paths, etc., he also said that SEWRPC could only advise, which makes the public transportation plans seem to be little more than lip service. Much of the freeway plans I saw on the maps seemed to be oriented toward increased suburbanization of the region. I am not opposed to freeways where needed, but the focus should be on encouraging communities to give some thought to how housing, jobs, entertainment, and transportation interacts, and increasing the role of public transportation in the community. A recent UWM study has confirmed that there is a mismatch between people with low income in the City of Milwaukee, and the transportation available toward the entry-level jobs in the suburbs. <http://www.uwm.edu/Dept/CED/publications.html>

Housing:

I was quite disappointed that housing was not part of the public meeting as I believe that housing is an integral part of the community, and when one look at transportation and regional issues, one cannot leave out housing.

Board:

I have heard some comments about the representation on the board of SEWRPC, and strongly urge SEWRPC to consider changing the representation on the board to better reflect the communities it serves. For instance, my understanding is that there is "equal" representation amongst the counties (i.e. one county, one member), but this actually means that the areas where the majority of people live are under-represented. Furthermore, there is a lack of diversity on the board. How can the board claim to represent the communities when there are only representatives from a segment of the population?

9-20-204 8:50AM FROM WBERG ARCHITECTURE 414 774 0475 P. 1

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
 August 25, 2004
 Downtown Transit Center, Harbor Lights Room
 909 E. Michigan Street
 Milwaukee, Wisconsin

Subject of Comment (Mark as appropriate):

- Review and Update of Regional Land Use and Transportation System Plans
 Update of Public Involvement Process for Regional Transportation Planning

Name: TIMOTHY P. WBERG
Affiliation: ARCHITECT
Mailing Address: 12317 W. RIPLEY AVE.
 WAUKATOSKA, WI 53226

Comment: TRANSPORTATION:
 FOR A LONG TIME I'VE WONDERED...
 WE HAVE A NORTH-SOUTH FREEWAY,
 AN EAST-WEST FREEWAY, A NORTH-
 WEST FREEWAY, A SOUTHWEST FREE-
 WAY, AND A BY-PASS FREEWAY.
 SOUTH AND WEST. WHERE IS THE
 NORTH SIDE BYPASS? MAJOR MILWAUKEE
 EAST-WEST AVENUES ON THE NORTH
 SIDE ARE HEAVILY CONGESTED BECAUSE
 THERE ISN'T ONE.

Add sheets as needed and leave at the registration table or give to a SEWRPC staff member. Additional comments will be accepted through September 20, 2004. Contact:

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 E-mail: transpublicinvolve@sewrpc.org
 www.sewrpc.org/transpublicinvolve

Thank you.
 #05448 -1

Date received: 9/20/2004
Name: Anne Sandvig
Organization:
Address: N7273 Ski Slide Rd.
 Oconomowoc, WI 53066
Comments: I would like to comment on the future of the I-94 eastbound entrance ramp at Sawyer Rd. in Waukesha County and the westbound entrance ramp at Willow Glen Rd. in Jefferson County. I have never understood why these were constructed this way without the corresponding westbound entrance at Sawyer Rd. and eastbound entrance at Willow Glen Rd. This has been confusing and ridiculous for decades. With all of the increased residential and commercial building at Hwy. 67, it would seem to make the Sawyer Rd. on-ramp unnecessary. If it is considered to still be necessary, given the proximity to Hwy. 67, then the corresponding westbound ramp should be constructed. More important, however, is the Willow Glen interchange. Again, given the proximity to the Hwy F. interchange, I'm not sure why this was constructed this way. But now all these years later, it would seem to make sense to make Willow Glen Rd. a full interchange with exits and on-ramps in both directions. The residential building boom in and around Ixonia and Ski Slide Rd. and Hwy. 16 would make this a much easier access than Hwy F. I live on Ski Slide Rd. in Jefferson County and getting on eastbound I-94 at Hwy. F requires much more "doubling back" than if I could get on at Willow Glen Rd. and would save the time it takes to go through Silver Lake on Hwy. B to Hwy 67 at 25 mph. Please consider the needs of the rural residents trying to get to work in Waukesha. If you are not the correct body to address this concern to, please advise me as to whom my comments should be sent for changes in Jefferson County. Thank you.

Date received: 9/20/2004
Name: Norman Siler
Organization: KenRail
Address: PO Box 278
Somers, WI 53171-0278

Comments: (Please note that my e-mail address denotes North-South transit for the lakeshore corridor in which I live. Coincidence with my initials is only that, coincidence.)

Southeast Wisconsin has toyed with several public transit projects for some years, and throughout that multi-decade interval none have been universally acceptable – nor fully integrated into a Regional transportation plan.

Every planner knows that well-planned infrastructure is fundamental to the viability of a neighborhood, a village, an unincorporated township, let alone a seven-county region.

South East Wisconsin Regional Planning Commission has demonstrated its capability to craft well reasoned, well-intergrated plans for our Region. I have seen the Commission move through two studies of commuter rail for the Kenosha-Racine-Milwaukee lakeshore corridor and know first-hand that the necessary talents and expertise are in place.

As the long range plan for 2035 is devised, I urge the Commission and each Commission member to afford the staff of SEWRPC sufficient support to implement its Transportation Plan.

We cannot afford – as a Region, as any of seven counties, as any of numerous municipalities of every size – to delay and squabble, to duplicate or mismatch our investment in Regional transportation infrastructure.

We cannot compete with metropolitan regions like Charlotte, where they intend to spend three or four times as much as the K-R-M project to implement a similar-length commuter rail operation. We cannot compete as a Region if every township's trustee has ability to stymie larger plans for broader goals.

We already have transportation infrastructure projects and funding for operations which lacks integration into a Regional Transportation Plan.

This long term Plan for 2035 should accomplish more than burnish the existing Plan and tweak ideas for eventual construction and operation.

With this Plan, SEWRPC and its dependents/constituents – all of us working, living, commuting within, and traveling from/to southeast Wisconsin – must put aside past self-interested agendas and join together for the economic survival of a Region once among the most prosperous in North America.

We no longer fit that description – and can ill-afford to persist in past patterns which have proven for more than a decade to lack sufficient return on our investment. On our human resources investment, on our capital projects investment, on our transportation infrastructure investment.

With this 2035 Transportation Plan, those shortcomings must end. This Plan must be more than average; this plan must be very good and it must succeed at returning southeast Wisconsin to above-average prosperity.

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Appendix B

ATTENDANCE RECORDS OF PUBLIC INFORMATION MEETINGS HELD AUGUST 18, 2004 THROUGH AUGUST 26, 2004

- Kenosha City Hall, City of Kenosha, August 18, 2004
- Gateway Technical College, City of Elkhorn, August 18, 2004
- Gateway Technical College, City of Racine, August 18, 2004
- Washington County Fair Park Pavilion, Town of Polk, August 19, 2004
- Rotary Building, Frame Park, City of Waukesha, August 19, 2004
- Ozaukee County Administration Center, City of Port Washington, August 19, 2004
- Downtown Transit Center, City of Milwaukee, August 25, 2004
- Heartlove Place, City of Milwaukee, August 26, 2004
- United Community Center, City of Milwaukee, August 26, 2004

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Appendix B-1

ATTENDANCE RECORD PUBLIC INFORMATION MEETING KENOSHA CITY HALL, CITY OF KENOSHA, AUGUST 18, 2004

SIGN-IN ROSTER/LISTA DE ASISTENCIA

Public Information Meeting/Audiencia de Información al Público
Review and Update of Regional Land Use and Transportation System Plans and
Update of Public Involvement Process for Regional Transportation Planning/
Revisión y Actualización de los Planes Regionales del Uso de la Tierra y Sistema de Transportación y
Actualización del Proceso de Inclusión del Público en la Planeación de Transportación

August 18, 2004
Kenosha City Hall, Room 202
625 52nd Street
Kenosha, Wisconsin

Name/Nombre	Address/Dirección	Community/Comunidad
1. <u>Jersey PAPA</u>	<u>2445 N. 54th St</u>	<u>Waukesha</u>
2. <u>Harvyn L. Olson</u>	<u>4009 Wilson Rd</u>	<u>Kenosha</u>
3. <u>Robert W Fay</u>	<u>3903-8th Ave</u>	<u>Kenosha 53146</u>
4. <u>Joan J. Pella</u>	<u>7944-46 Ave</u>	<u>Kenosha, 53142</u>
5. <u>Robert Madison</u>	<u>4427 N 80th St</u>	<u>Milwaukee, 53218</u>
6. <u>Chuck Winters</u>	<u>PO Box 294, 4900 240th Ave</u>	<u>Salem, WI 53168</u>
7. <u>Mike Lemus HS</u>	<u>625 52nd St.</u>	<u>Kenosha 53140</u>
8. <u>BOW BURSEK</u>	<u>625 52nd St</u>	<u>KENOSHA 53140</u>
9. <u>Joseph V. Pfall</u>	<u>12010 Sheridan</u>	<u>Plano, Texas</u>
10. <u>Robert J. Ammer</u>	<u>3025 60th Ave N.</u>	<u>St. Thomas, WI</u>
11. <u>John Quastrock</u>	<u>5901 5th Avenue</u>	<u>Kenosha</u>
12. <u>Young C. Fann</u>	<u>1247 Sheridan Road</u>	<u>Kenosha 53140</u>
13. <u>Tudor Jones</u>	<u>1154 Lenville Ave</u>	<u>Twin Lakes 53181</u>
14. <u>Walt Hogan</u>	<u>1000-01st</u>	<u>Fond du Lac 53110</u>
15. <u>Robert P. Potts</u>	<u>1000-60th St</u>	<u>Kenosha, WI 53146</u>
16. <u>Jeff Griesenz</u>	<u>715 Ransom Rd</u>	<u>Twin Lakes, WI 53151</u>
17. <u>Mary D. Potts</u>	<u>6201 5 Ave</u>	<u>Kenosha</u>

COMMISSION STAFF

Albert A. Beck Principal Planner
 Otto P. Dobnick Principal Planner
 David M. Jolicœur Senior Engineer
 Patrick A. Pfitzinger Senior Planner
 William J. Stauber Chief Land Use Planner

Appendix B-2

ATTENDANCE RECORD PUBLIC INFORMATION MEETING ELKHORN GATEWAY TECHNICAL COLLEGE, CITY OF ELKHORN, AUGUST 18, 2004

SIGN-IN ROSTER/LISTA DE ASISTENCIA

Public Information Meeting/Audiencia de Información al Público
Review and Update of Regional Land Use and Transportation System Plans and
Update of Public Involvement Process for Regional Transportation Planning/
Revisión y Actualización de los Planes Regionales del Uso de la Tierra y Sistema de Transportación y
Actualización del Proceso de Inclusión del Público en la Planeación de Transportación

August 18, 2004
Elkhorn Gateway Technical College, Room 112
100 Building, 400 County Highway H
Elkhorn, Wisconsin

Name/Nombre	Address/Dirección	Community/Comunidad
1. <u>Cindy Hines</u>	<u>407 E. Geneva</u>	<u>Delavan, WI</u>
2. <u>Carol Wehrwein</u>	<u>622 STATE RD 50</u>	<u>Delavan WI</u>
3. <u>DARREL MARKHAM</u>	<u>123 S. SECOND ST</u>	<u>CITY OF DELAVAN</u>
4. <u>NICK HAVILAND</u>	<u>330 ELMWOOD DR</u>	<u>LAKE GENEVA</u>
5. <u>CHAS GOEBEL</u>	<u>360 OAKWOOD DR</u>	<u>LAKE GENEVA</u>
6. <u>Michael Lotter</u>	<u>3929 Hwy N.W.</u>	<u>Elkhorn WI 53121</u>
7. <u>Joseph F. Snyder</u>	<u>N4519 ST RD 89</u>	<u>DELAVAN WI 53115</u>
8. <u>BUTCH ECKER</u>	<u>N6637 CT RD "D"</u>	<u>ELKHORN, WI 53121</u>
9. <u>MARIE RHODES</u>	<u>N3319 ST RD 67</u>	<u>LAKE KENOSHA WI 53142-2657</u>

COMMISSION STAFF

Robert E. Beglinger Chief Transportation Engineer
Gary K. Korb Regional Planning Educator
Jeffrey A. McVay Senior Planner

Appendix B-3

ATTENDANCE RECORD PUBLIC INFORMATION MEETING RACINE GATEWAY TECHNICAL COLLEGE, CITY OF RACINE, AUGUST 18, 2004

SIGN-IN ROSTER/LISTA DE ASISTENCIA

Public Information Meeting/Audiencia de Información al Público
Review and Update of Regional Land Use and Transportation System Plans and
Update of Public Involvement Process for Regional Transportation Planning/
Revisión y Actualización de los Planes Regionales del Uso de la Tierra y Sistema de Transportación y
Actualización del Proceso de Inclusión del Público en la Planeación de Transportación

August 18, 2004
Racine Gateway Technical College, Huron Room
1001 S. Main Street
Racine, Wisconsin

Name/Nombre	Address/Dirección	Community/Comunidad
1. David Fabian	3516 Placid Ln	Racine 53405
2. Aaron Herzigberg	Sustinkate Racine, 413 Main St.	Racine
3. Franklin Mandt	3347 Charles	Racine 53402
4. Tom Reigle	1525 Home ST	Racine
5. Stan Lamark	14200 Wisconsin Ave	Sturtevant WI 53177
6. Peter Fogec	567L Garland Lane	Greendale WI 53129
7. Mercedes D'Amico	609 7th St	Racine WI 53406
8. Miles McElwee	2444 21st St	Racine 53403
9. DENNIS D. RYAN	200 W. MONROE	CHILWAGO 60606
10. Susan M. Weber	" " Site 165B	" "

COMMISSION STAFF

Kenneth R. Yunker Deputy Director
 Christopher T. Hiebert Senior Engineer
 David A. Schilling Principal Planner

Appendix B-4

ATTENDANCE RECORD PUBLIC INFORMATION MEETING WASHINGTON COUNTY FAIR PARK PAVILION, TOWN OF POLK, AUGUST 19, 2004

SIGN-IN ROSTER/LISTA DE ASISTENCIA

Public Information Meeting/Audencia de Información al Público
Review and Update of Regional Land Use and Transportation System Plans and
Update of Public Involvement Process for Regional Transportation Planning/
Revisión y Actualización de los Planes Regionales del Uso de la Tierra y Sistema de Transportación y
Actualización del Proceso de Inclusión del Público en la Planeación de Transportación

August 19, 2004
Washington County Fair Park Pavilion
300 County Highway PV
Town of Polk, Wisconsin

Name/Nombre	Address/Dirección	Community/Comunidad
1. <u>DOUG BADE</u>	<u>1134 GREEN TAPE RD</u>	<u>WEST BEND</u>
2. <u>HAR BAIER</u>	<u>6010 HY</u>	<u>MARTFORD</u>
3. <u>JIM PIPER</u>	<u>532 S 18TH AVE</u>	<u>WEST BEND</u>
4. <u>RICHARD JEFFORDS</u>	<u>4136 BONMAK TR</u>	<u>SLINGER</u>
5. <u>PAT STRACOTA</u>	<u>1639 RIDGE RD</u>	<u>WEST BEND</u>
6. <u>JANICE DELGIVE</u>	<u>300 SUNSHINE RD</u>	<u>SLINGER</u>
7. <u>KEN TESSCH</u>	<u>900 LANG ST</u>	<u>WEST BEND</u>
8. <u>JERRY HOFFMAN</u>	<u>686 MIDLAND AVE</u>	<u>WEST BEND</u>
9. <u>MARY A. KRAMBRIGL</u>	<u>795 WASHINGTON AVE</u>	<u>Cedarburg (Town of Jackson)</u>
10. <u>DONALD E. ALBERT</u>	<u>2355 COUNTY AVE</u>	<u>Cedarburg (Town of Jackson)</u>
11. <u>RUSSELL BRANDT</u>	<u>421 HILL VIEW</u>	<u>SLINGER WI</u>
12. <u>Ron Bird</u>	<u>Lannon Rd</u>	<u>GERMANTOWN</u>
13. <u>Geraldine K Bird</u>	<u>'</u>	<u>'</u>
14. <u>Crystal Dunlop</u>	<u>171220366 Northwood</u>	<u>JACKSON</u>

COMMISSION STAFF

Robert E. Beglinger Chief Transportation Engineer
David M. Tolicoeur Senior Engineer
William J. Stauber Chief Land Use Planner

Appendix B-5

ATTENDANCE RECORD PUBLIC INFORMATION MEETING ROTARY BUILDING, FRAME PARK, CITY OF WAUKESHA, AUGUST 19, 2004

SIGN-IN ROSTER/LISTA DE ASISTENCIA

Public Information Meeting/Audiencia de Información al Público
Review and Update of Regional Land Use and Transportation System Plans and
Update of Public Involvement Process for Regional Transportation Planning/
Revisión y Actualización de los Planes Regionales del Uso de la Tierra y Sistema de Transportación y
Actualización del Proceso de Inclusión del Público en la Planeación de Transportación

August 19, 2004
Rotary Building, Frame Park
1150 Baxter Street
Waukesha, Wisconsin

Name/Nombre	Address/Dirección	Community/Comunidad
1. VERNON BENTLEY	3450 So. Johnson Rd	NEW BERLIN 53146
2. Ruth A. Blum VanHouten	519 Grove St.	Waukesha 53186
3. Elen Georrich	2005 Danmar Ln.	Brookfield 53005
4. Patrick Renee	W315 S102 Glacen Pass	Delafield 53018
5. Theodora Masma	319 S. Ames St	Wauke 53183
6. Russell E. Egan	512 W. 9051 Cambon	Waukesha 53188
7. Nand Schlanwoog	W11 W24058 Raven Lane	Waukesha 53188
8. Dennis A. Shook	Waukesha Freeway	
9. CRAIG HALL	14420 U. DAKOTA	NEW BERLIN 53151
10. Eric Griffin ^{CO SUP}	13015 Lewis Ave	Brookfield 53005
11. Pat Haukoil	13650 Wayne Scott Rd.	Brookfield 53005
12. Sean E. Mearns	City of Muskego P.O. Box 747 Muskego WI 53150	
13. Charles Merten	1037 White Oak Ln	Waukesha 53186
14. Marianne Lynn Kupp	1240 Salkand Dr.	Waukesha, WI 53186
15. Kathryn Harrington	2345 Memorial Dr.	Brookfield WI 53005
16. Lisa St. Louis	16940 W. Sheboygan Dr	New Berlin
17. Ronald Sprecher	929 Rosemary St.	Waukesha
18. Maria Sprecher	929 Rosemary St.	Waukesha
19. Vandy Videlovoul	3903 Fox Ridge	Waukesha 53189
20. JANE ZANDEL	N716W2219 Chestnut Hill	SUSSEX 53089
21. J. Scott Mathie	2452 Cornelia Lane Waukesha WI 53186	
22. Metropolitan Builders Assoc.	N16 W27321 Stone Ridge Dr.	Waukesha, WI 53188
23.		
24. PAUL A. FELLER	130 Delafield St, Waukesha	City of Waukesha
25. Nancy Glor	19355 Benington Tr	Brookfield 53045
26. Beth Massey	4808 Major Ave	Madison WI 53716
27. David Knuth	1071 White oak Ave	Waukesha, WI 53186
28. Charlene Lemsine	1240 Highpoint Ln	Waukesha 53189

COMMISSION STAFF

Kenneth R. Yunker.....Deputy Director
Gary K. Korb.....Regional Planning Educator
David A. Schilling.....Principal Planner

Appendix B-6

ATTENDANCE RECORD PUBLIC INFORMATION MEETING OZAUKEE COUNTY ADMINISTRATION CENTER, CITY OF PORT WASHINGTON, AUGUST 19, 2004

SIGN-IN ROSTER/LISTA DE ASISTENCIA

Public Information Meeting/Audiencia de Información al Público
Review and Update of Regional Land Use and Transportation System Plans and
Update of Public Involvement Process for Regional Transportation Planning/
Revisión y Actualización de los Planes Regionales del Uso de la Tierra y Sistema de Transportación y
Actualización del Proceso de Inclusión del Público en la Planeación de Transportación

August 19, 2004
Ozaukee County Administration Center, Auditorium
121 W. Main Street
Port Washington, Wisconsin

Name/Nombre	Address/Dirección	Community/Comunidad
1. DAVE VERLEY	4422 HWY H	PORT WASHINGTON
2. Gus Winters	1190 Wase Spring	Cedarburg Wis.
3. Lynn Tarrence	821 W Grand	Port Wash.
4. Maridy Thilly	8316 W. Pioneer Rd.	Cedarburg
5. John Harbeck	WIS N14257	Washington Cedarburg
6. Ed Beimborn		

COMMISSION STAFF

Albert A. Beck Principal Planner
Christopher T. Hiebert Senior Engineer
Jeffrey A. McVay Senior Planner

Appendix B-7

ATTENDANCE RECORD PUBLIC INFORMATION MEETING DOWNTOWN TRANSIT CENTER, CITY OF MILWAUKEE, AUGUST 25, 2004

SIGN-IN ROSTER/LISTA DE ASISTENCIA

Public Information Meeting/Audiencia de Información al Público
Review and Update of Regional Land Use and Transportation System Plans and
Update of Public Involvement Process for Regional Transportation Planning/
Revisión y Actualización de los Planes Regionales del Uso de la Tierra y Sistema de Transportación y
Actualización del Proceso de Inclusión del Público en la Planeación de Transportación

August 25, 2004
Downtown Transit Center, Harbor Lights Room
909 E. Michigan Street
Milwaukee, Wisconsin

Name/Nombre	Address/Dirección	Community/Comunidad
1. <u>Peter Beitzel</u>	<u>756 N. Milwaukee St.</u>	<u>Milwaukee</u>
2. <u>Kristen Accinno</u>	<u>3522 S 19th St</u>	<u>Milwaukee WI 53221</u>
3. <u>Jarvis B. Allen</u>	<u>6235 Cresham #25</u>	<u>Cudahy WI 53110</u>
4. <u>Bruce Peters</u>	<u>620 W. Wisconsin St.</u>	<u>Milwaukee WI 53204</u>
5. <u>John Chappelle</u>	<u>139 N 7th St</u>	<u>Milwaukee WI 53203</u>
6. <u>Scott Saxon</u>	<u>18650 W. Corporate Dr. #305</u>	<u>Broomfield CO 80045</u>
7. <u>Carie Dove</u>	"	"
8. <u>William Carter</u>	<u>3914 W. Portage St.</u>	<u>Milwaukee WI 53209</u>
9. <u>Barbara Vossas</u>	<u>604 E. Burlingame St.</u>	<u>Milwaukee WI 53212</u>
10. <u>Anna Carol Marey</u>	<u>3201 N. Lincoln St. #200</u>	<u>Milwaukee WI 53202</u>
11. <u>Matthew Mayr</u>	<u>445 W. Gilman St.</u>	<u>Madison WI 53703</u>
12. <u>Gregory F. Bird</u>	<u>2230 S. Woodward St.</u>	<u>Milwaukee WI 53207</u>
13. <u>Chris Ahmud</u>	<u>207 E. Buffalo St. #321</u>	<u>Milwaukee WI 53202</u>
14. <u>Randy Roter</u>	<u>7621 Mission Hills Dr.</u>	<u>Franklin WI 53122</u>
15. <u>Steve Miller</u>	<u>6020 South Park Ave.</u>	<u>Cudahy WI</u>
16. <u>Nicholas LaJoie</u>	<u>1127 U. Cass St. #3A</u>	<u>Milwaukee WI 53202</u>
17. <u>Deane Gou</u>	<u>125 N. 84th St.</u>	<u>Milwaukee GAS</u>
18. <u>Ward Lyles</u>	<u>16 N. Carroll St.</u>	<u>Madison WI 53705</u>
19. <u>Phil Schultz</u>	<u>1560 E. Blackhorse Pl.</u>	<u>Whitefish Bay WI 53211</u>
20. <u>Kevin Buss</u>	<u>1108 N. Milwaukee St.</u>	<u>Milwaukee WI 53202</u>
21. <u>Joel Mandelman</u>	<u>1809 W. Commerce St. #303</u>	<u>Milwaukee WI 53212</u>
22. <u>Jim Supers</u>	<u>5036 So 101st St.</u>	<u>Greenfield WI 53228</u>
23. <u>Cherie Mitchell</u>	<u>7525 Orchard Ave.</u>	<u>Wauwatosa WI 53213</u>
24. <u>Kate Gordon</u>	<u>1150 Oriskany Dr.</u>	<u>Wisconsin Dunes (Cous)</u>
25. <u>Nick Cokosh</u>	<u>PO Box 7802</u>	<u>Madison WI 53707</u>
26. <u>Peter McMillan</u>	<u>2300 N. De. MKK St. Dr.</u>	<u>Milwaukee WI 53202</u>
27. <u>Jason Leopold</u>	<u>1614 N. Franklin Pl</u>	<u>Milwaukee WI 53202</u>
28. <u>Dan Booth</u>	<u>1542 N. 17th St.</u>	<u>Milwaukee WI 53205</u>
29. <u>Manjivkesh</u>	<u>125 N. 84th St.</u>	<u>Milwaukee WI 53211</u>
30. <u>David Schlauter</u>	<u>2205 N. 50th St.</u>	<u>Milwaukee WI 53208</u>

Name/Nombre	Address/Dirección	Community/Comunidad
31. <u>Jerry Patzward</u>	<u>1120 E. Chambers St</u>	<u>Milwaukee WI 53208</u>
32. <u>Quinn Mastrom</u>	<u>1325 E. Potem Ave</u>	<u>Milwaukee WI 53207</u>
33. <u>John Hoffman</u>	<u>3906 River Hill Lane</u>	<u>Greenfield WI 53228</u>
34. <u>Mike Kramer</u>	<u>2761 S. Superior St.</u>	<u>Milwaukee WI 53207</u>
35. <u>Jeff Mantjes</u>	<u>City of Milwaukee 841 N. Broadway</u>	<u>Milwaukee WI 53202</u>
36. <u>Jim Rowan</u>	<u>3107 N. Jackson St</u>	<u>Milwaukee WI 53207</u>
37. <u>Michael Rika</u>	<u>4169 S. 5th St</u>	<u>Milwaukee WI 53207</u>
38. <u>Barry Eichinger</u>	<u>4152 N. Elm St.</u>	<u>Glendale WI 53209</u>
39. <u>Philip Hohlweck</u>	<u>6420 S. Crabapple Ct. #2</u>	<u>Oak Creek WI 53150</u>
40. <u>Kevin Atkinson</u>	<u>4169 S. 5th St</u>	<u>Milwaukee WI 53207</u>
41. <u>Belle Bergner</u>	<u>3232 N. Dowd St.</u>	<u>Milwaukee WI 53212</u>
42. <u>Michael J. Maierle</u>	<u>2809 N. Broadway</u>	<u>Milwaukee WI 53202</u>
43. <u>Julia Carian</u>	<u>2010 N. 53rd St.</u>	<u>Milwaukee WI 53208</u>
44. <u>Tim Whisler</u>	<u>12317 U. Kelp St.</u>	<u>Tosco WI 53226</u>
45. <u>Elinor Trachtenberg</u>	<u>1118 E. Chambers</u>	<u>Milwaukee/Menomonee Valley</u>
46. <u>Michael Vekker</u>	<u>1942 W. 17th St.</u>	<u>Milwaukee WI 53208</u>
47. <u>Joyce Tang Byland</u>	<u>3227 N. Camer St.</u>	<u>Milwaukee WI 53211</u>
48. <u>Kenny Thomas</u>	<u>Transit NOW</u>	

COMMISSION STAFF

Kenneth R. Yunker	Deputy Director
Albert A. Beck	Principal Planner
Robert E. Beglinger	Chief Transportation Engineer
Christopher T. Hiebert	Senior Engineer
David M. Jolicoeur	Senior Engineer
Gary K. Korb	Regional Planning Educator
Patrick A. Pittenger	Senior Planner
William J. Stauber	Chief Land Use Planner

Appendix B-8

ATTENDANCE RECORD PUBLIC INFORMATION MEETING HEARTLOVE PLACE, CITY OF MILWAUKEE, AUGUST 26, 2004

SIGN-IN ROSTER/LISTA DE ASISTENCIA

Public Information Meeting/Audiencia de Información al Público
Review and Update of Regional Land Use and Transportation System Plans and
Update of Public Involvement Process for Regional Transportation Planning/
Revisión y Actualización de los Planes Regionales del Uso de la Tierra y Sistema de Transportación y
Actualización del Proceso de Inclusión del Público en la Planeación de Transportación

August 26, 2004
HeartLove Place, Auditorium
3229 N. Dr. Martin Luther King, Jr. Drive
Milwaukee, Wisconsin

Name/Nombre	Address/Dirección	Community/Comunidad
1. <u>Stephanie Burr</u>	<u>6434 W. North Ave</u>	<u>Wauwatosa</u>
2. <u>Kori Schneider</u>	<u>3347 N. 50th</u>	<u>Milwaukee</u>
3. <u>Doris Wallace</u>	<u>2677 N. 46th St.</u>	<u>Milw.</u>
4. <u>Rose Stietz</u>	<u>P.O. Box 12150</u>	<u>Mil WI 53212</u>
5. <u>George R. Offelt</u>	<u>130 S. Water St #310</u>	<u>Milw. WI 53204</u>
6. <u>Ann Revone</u>	<u>1919 N. Summit</u>	<u>Mil 53202</u>
7. <u>Joan Maas</u>	<u>u</u>	<u>9</u>
8. <u>RICHARD NORTHOUSE</u>	<u>1111 W. Mequon Rd</u>	<u>Mequon, WI 53097</u>
9. <u>Margy Woz</u>	<u>6730 W. Lisbon Ave</u>	<u>Milw 53210</u>
10. <u>JEFF MANTES</u>	<u>CITY of MILW CPW PMS01 841 N. Bevanway</u>	<u>Milw 53202</u>
11. <u>Mark McLomb</u>	<u>5085 S Greenbrook ter</u>	<u>Greenfield WI 53220</u>
12. <u>PATRICIA McComb</u>	<u>4960 S Greenbrook ter</u>	<u>Greenfield WI 53220</u>
13. <u>JENNANN OLSEN</u>	<u>1029 N. JACKSON</u>	<u>MILW 53202</u>
14. <u>Stephanie Berger</u>	<u>3203 N. Julia St.</u>	<u>Milw. 53212</u>
15. <u>V. Clapp</u>	<u>3910 W. Cottman</u>	<u>Milw. 53209</u>

COMMISSION STAFF

Albert A. Beck	Principal Planner
Robert E. Beglinger	Chief Transportation Engineer
David M. Jolicœur	Senior Engineer
Patrick A. Pittenger	Senior Planner
William J. Stauber	Chief Land Use Planner

Appendix B-9

ATTENDANCE RECORD PUBLIC INFORMATION MEETING, UNITED COMMUNITY CENTER, CITY OF MILWAUKEE, AUGUST 26, 2004

SIGN-IN ROSTER/LISTA DE ASISTENCIA

Public Information Meeting/Audiencia de Información al Público
Review and Update of Regional Land Use and Transportation System Plans and
Update of Public Involvement Process for Regional Transportation Planning/
Revisión y Actualización de los Planes Regionales del Uso de la Tierra y Sistema de Transportación y
Actualización del Proceso de Inclusión del Público en la Planeación de Transportación

August 26, 2004
United Community Center, Conference Room 2
1028 S. 9th Street
Milwaukee, Wisconsin

Name/Nombre	Address/Dirección	Community/Comunidad
1. <u>Laura Rash</u>	<u>1533 N. Rowlett Dr. 53242</u>	<u>Children's Health Education Cn.</u>
2. <u>Bridget Clementi</u>	<u>1533 N. Rowlett Dr 53212</u>	<u>Children's Health Education</u>
3. <u>Jim Hermann</u>	<u>4808 594 St. Menasha 53228</u>	<u>City of Menasha</u>
4. <u>MIKE THOMPSON</u>	<u>2300 N MILWAUKEE MILWAUKEE</u>	<u>DNR</u>
5. <u>MIKE HIEBERT</u>	<u>4215 N 100TH MILWAUKEE</u>	<u>LUOPEWISONS FIREST</u>
6. <u>JEFF FRANCIS</u>	<u>1621222 GREEN COVEY</u>	<u>TERRAZA FOX</u>
7. <u>Ditte Arey</u>	<u>11509 Parkview Lane, Hales Corners, WI 53130</u>	
8. <u>DeLone Hansen</u>	<u>10203 W. Ridge Rd, Hales Corners, WI 53130-1437</u>	
9. <u>Jim Juskiewicz</u>	<u>6255 S. Illinois Ave Cudahy WI 53110</u>	
10. <u>Jack Vaccaro</u>	<u>4770 S. Parkwood Cudahy WI 53110</u>	
11. <u>BILL SELL</u>	<u>2827 S. LENOX MILWAUKEE 53207</u>	
12. <u>JEFF MARTEL</u>	<u>CPW - CITY OF MILWAUKEE</u>	
13. <u>Domena Brown</u>	<u>WISCONSIN DEPT OF TRANSPORTATION</u>	
14. <u>Dwayne Johnson</u>	<u>"</u>	
15. <u>BRANDON JOHNSON</u>	<u>734 N. 26th ST. MILWAUKEE 53233</u>	
16. <u>TOM TARONSKI</u>	<u>4025 S. 54 MILWAUKEE 53220</u>	
17. <u>PATRICK STANKIEWICZ</u>	<u>W67 N222 GREENFIELD TERRACE</u>	<u>ENGINEERING</u>

COMMISSION STAFF

Kenneth R. Yunker.....Deputy Director
Christopher T. Hiebert.....Senior Engineer
Gary K. Korb.....Regional Planning Educator
Jeffrey A. McVay.....Senior Planner

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Appendix C

**OPINION/EDITORIAL PIECES AND NEWS ARTICLES REGARDING REVIEW
AND UPDATE OF REGIONAL LAND USE AND TRANSPORTATION
SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN**

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SEWRPC revising land-use, transportation plan

The Daily Reporter
Monday, August 2, 2004

August 2, 2004
By Jeremy Harrell,
Daily Reporter Staff

In the next year and a half, planners will redefine, or at least alter, the long-term building landscape for the seven counties surrounding Milwaukee.

In the last few years, the Southeastern Wisconsin Regional Planning Commission has gathered a raft of population, transportation and economic data from a number of sources including the 2000 U.S. Census. With the new information in tow, SEWRPC is undertaking the fifth revision of its land-use and transportation plan, a master document outlining development and transportation patterns through 2035.

Later this month, the organization will hold public hearings in each of the seven counties in SEWRPC's jurisdiction. By 2006, the planners expect to have a completed plan to present to all seven county boards, said Kenneth Yunker, SEWRPC's deputy director.

In the meantime, the public hearings and additional staff analysis should give SEWRPC a greater understanding of where people in southeast Wisconsin are living, moving, working and building. It's too early now, however, to say with much specificity if population centers or development projects have shifted dramatically to new areas since the last time SEWRPC drafted a similar plan nearly 10 years ago.

"The next set of meetings will look at those questions," Yunker said.

Planners will also look at revising SEWRPC's transportation plan based on the new data. That could include updating the \$6.25 billion highway blueprint SEWRPC adopted last year, Yunker said.

The revision will also update regional development patterns and identify where development should occur and what kind of projects should go there.

"It is always intended to identify a desired pattern of land use," Yunker said. "It could encourage redevelopment or no development."

Far horizon

Planning for 30 years in advance poses the challenge of accurate prediction. For instance, when SEWRPC wrote its first master plan in 1966, which looked ahead to 1990, the agency came within a few percentage points of correctly estimating the number of miles traveled on the region's freeways and arterial highways.

Planners also projected employment to within 5 percent to 10 percent of the actual total, despite what Yunker called "the substantial changes in the economy between 1966 and 1990."

On the other hand, SEWRPC's projection for the area's population overshot reality. When planners drafted the first document in the early 1960s, they expected a continuation of what Yunker called the "'Leave It to Beaver' lifestyle."

That included the traditional nuclear family with two parents – one of whom worked – and more than two children. In actuality, the family environment that produced the baby boom faded and with it went the spurt of new children born in the Milwaukee area and around the country.

In an unexpected twist, however, both the number of cars and vehicle miles traveled in southeast Wisconsin increased as though the population projections panned out, Yunker said.

SEWRPC meetings to light future torch

Perhaps getting people to attend a public hearing held by the Southeastern Wisconsin Regional Planning Commission would be a herculean task, even if the hearings weren't largely occurring during the week of the summer Olympics.

After all, public policy meetings tend to seem dry and unproductive anyway. Competing against must-see TV and balmy summer nights might be too much to ask.

But here is an argument for attending one in a series of upcoming public hearings being sponsored by SEWRPC — they are talking about the future of regional transporta-

tion and land use, out to 2020. When you live in the suburbs of greater Milwaukee, transportation and land use are vital issues.

Few people have to be reminded of how important and controversial transportation is as a local concern. The Marquette Interchange work is consuming most of the attention and funding at this point. But other transportation programs are also being planned, including much-needed work on the zoo interchange and the controversial plans for widening Interstate 94 from the Marquette to the zoo.

On the land use side, the state is moving slowly but surely

toward the Smart Growth planning mandate for local governments. That mosaic probably will impact every property owner in the region in one way or another, although it might not be immediately obvious. It could be enlightening to see what vision SEWRPC has for the entire seven-county region as well as the local communities.

And those who attend the sessions will also have the opportunity to ask questions about the plans.

All meetings are scheduled in an "open house" format from 4 p.m. to 7 p.m. Staff will be available to answer any and all questions. The sessions in this area are:

- Aug. 19 — Rotary Building, Frame Park, 1150 Baxter St., Waukesha
 - Aug. 25 — Downtown Transit Center, Harbor Lights Room, 909 E. Michigan St., Milwaukee
 - Aug. 26 — HeartLove Place, Auditorium, 3229 N. Dr. Martin Luther King Jr. Drive, Milwaukee
 - Aug. 26 — United Community Center, Conference Room 2, 1028 S. Ninth St., Milwaukee
- The Olympics are held only once every four years but the SEWRPC plan extends for more than 15 years into the future. And, when all is said and done, it will be the local matters that end up meaning the most to you.

Commission updating local land, transportation plans

Menomonee Falls News
Thursday, August 12, 2004

The Southeastern Wisconsin Regional Planning Commission has begun to update its plans for land use and transportation in seven counties, including Waukesha County.

The commission adopted its first regional land-use and transportation-system plans in 1966.

Since that time, there have been three additional "generations" of plans.

The time has come to review and update the plans in light of the 2000 U.S. Bureau of Census population data, 2000 regional land use inventory data and 2001 regional travel survey data.

The plans will serve as a guide to land-use development and redevelopment and transportation-system development through 2035.

The transportation plan is designed to serve the land-use plan. The transportation plan has four principal components: public transit, bicycle and pedestrian facilities, transportation-systems management and arterial streets and highways.

The population and employment forecasts underlying the

regional land-use and transportation plans will be completed in summer 2004; the regional land-use plan will be completed in spring 2005; and the regional transportation-system plan will be completed in spring 2006.

As part of the update of the regional plans, public information meetings have been scheduled in the seven counties. The Waukesha County meeting will be 4 to 7 p.m. Thursday, Aug. 19, in the Rotary Building at Frame Park, 1150 Baxter St., Waukesha.

The commission has prepared the first in a series of newsletters on the regional land-use and transportation-system plans. The newsletter is available on the commission Web site, www.sewrpc.org/regionalplans.

Written comments may also be submitted no later than Monday, Sept. 20, to Southeastern Wisconsin Regional Planning Commission, N1812 Rockwood Drive, P.O. Box 1607, Waukesha 53187-1607.

The commission's phone number is (262) 547-6721. The fax number is (262) 547-1103.

Speak up now on plan for region's next 30 years

Amid criticism, panel seeks input on sprawl, growth

PUBLIC MEETINGS

All meetings are scheduled from 4 p.m. to 7 p.m., with regional planners available to answer questions in an open-house format:

■ **Wednesday:** Kenosha City Hall, Room 202, 625 52nd St., Kenosha; Gateway Technical College, 100 Building, 400 Highway H, Elkhorn; Gateway Technical College, Huron Room, 1001 S. Main St., Racine.

■ **Thursday:** Washington County Fair Park Pavilion, 3000 Highway PV, Town of Polk; Rotary Building, Frame Park, 1150 Baxter St., Waukesha; Ozaukee County Administration Center, 121 W. Main St., Port Washington.

■ **Aug. 25:** Downtown Transit Center, Harbor Lights Room, 909 E. Michigan St., Milwaukee.

■ **Aug. 26:** HeartLove Place, 3229 N. King Drive, Milwaukee; United Community Center, 1028 S. 9th St., Milwaukee.

By **SCOTT WILLIAMS**
swilliams@journal sentinel.com

Southeastern Wisconsin freeway expansion, suburban sprawl, and other growth issues are back on the table, as regional planners update their official blueprints for the future.

The Southeastern Wisconsin Regional Planning Commission is seeking public feedback on those issues to help set a course for development of the region over the next 30 years.

Commission officials already are getting an earful from critics who say that planners are myopic about certain issues, and that the process for gauging public sentiment is flawed.

Residents, municipal leaders and advocates on all sides will get their chance to sound off starting this week at public meetings scheduled throughout the area.

Ken Yunker, deputy director of the commission, said the updated plans, which will emerge from a process expected to continue more than a year, will influence significant growth issues in Milwaukee and its suburbs.

Planner's goal is consensus

The chances of getting federal funding for any individual highway project or other major initiative are slim unless the project is included in the regional plan, Yunker said.

"You can't say having it in the plan forces it to be implemented," he added. "But you develop agreement on a general course of action — and on the projects necessary to implement that course of action."

Based in the City of Pewaukee, the commission is the federally designated metropolitan planning organization for a region that includes the counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha.

The agency's existing plans for transportation and development — most recently updated in 1997 — call for free way upgrades, improved public transit, revitalized urban centers and controlled suburban growth.

Freeway expansion has been a particularly controversial issue. Critics have charged that a commission-backed proposal for \$6.25 billion in highway reconstruction and widening would disturb neighborhoods, increase air pollution and promote needless suburban sprawl.

Gretchen Schuldt, co-chairwoman of the opposition group Citizens Allied for Sane Highways, said her coalition hopes to persuade regional planners to drop all freeway expansion plans inside the City of Milwaukee.

The governor and state legislators have the ultimate authority over state highway improvements, Schuldt said. But, she added: "We'd like SEWRPC (the commission) to realize the error of its ways. That would probably carry some weight in Madison."

Waukesha County Executive Dan Finley, who supports freeway expansion, said he hopes the commission reinforces its commitment to such transportation improvements. Finley said opposition to highway wid-

ening has come from a limited number of Milwaukee residents, which he doubts will be enough to significantly alter blueprints for the region as a whole.

"If there are some adjustments that need to be made, that's fine," he said. "I'm not overly concerned about some dramatic change."

Although commission officials intend to conduct a separate housing study later, the executive director of the Wisconsin chapter of the American Civil Liberties Union, Chris Ahmuty, said housing should not be isolated from transportation and land use issues. The ACLU has urged the commission to discuss and promote in its long-range plans the development of affordable housing for minority and low-income families.

SEWRPC itself lacks minorities

Noting that relatively few racial minorities are represented on the commission's 21-member board, Ahmuty questioned what he described as the group's reluctance to confront the region's racial segregation.

"You'd think they would do something more," he said. "You wonder if the structure of the commission isn't an issue."

Both the ACLU and the freeway opponents said the commission is not doing enough to ensure public participation in the regional planning process. Yunker said the public meetings starting this week will be followed later by two more sets of public meetings, as well as public hearings where residents can testify before the commission's board.

He said critics and others will have adequate opportunities to influence both the structure and the outcome of the planning process.

"All comments received will be used to improve the process," he added. "We've designed it that way."

For more information about the Southeastern Wisconsin Regional Planning Commission, go to www.sewrpc.org.

Regional planners to gather input on future growth, transportation

BY SARAH WARNING
KENOSHA NEWS

The Southeastern Wisconsin Regional Planning Commission is looking for public input as it begins updating regional growth and transportation plans for the next 20 years.

An open house will be held Wednesday afternoon in the Kenosha Municipal Building to familiarize residents with the planning process and take comments. It will be from 4-7 p.m.

"What we're looking for, at this point, is ideas or comments on current plans or current transportation problems or situations individuals might want us to address," said Phil Evenson, executive director for SEWRPC.

The commission is the official planning agency for the seven counties in the southeastern Wisconsin region, creating long-range plans for land development, environmental corridor protections, roadway maintenance and expansion and increasing alternative transportation options such as buses and bicycle paths.

The plans, which look 20 years to the future, have been updated four times since 1966, most recently in 1997.

They are being updated now because new data from the 2000 census, 2000 land use inventory

and the 2001 regional travel survey are now available.

The latest population estimates, released last week, showed 2.7 percent growth in Kenosha County, and Evenson said development in the western area of the county is one thing the commission will be looking at.

"I wouldn't expect wholesale changes, but I would expect modifications to reflect changing conditions in the Kenosha area," he said, noting that improving arterial highways is an example of something that will be examined.

After reviewing the current plans, the committee will develop and adopt a land use plan by spring 2005. That summer and fall, it will review alternatives for a transportation plan, develop a new transportation plan over the winter and approve a

plan by spring 2006.

The commission also is working to improve public outreach through a newsletter, its Web site, www.sewrpc.org, and public meetings throughout the region.

A second round of meetings will be held as the land use plan is developed and transportation alternatives considered. A third series of meetings will be held during development of transportation plans.

Evenson said public input from the open house and mail or e-mail correspondence from interested residents will be analyzed and summarized for advisory committees to consider as they work through the planning process.

"We don't go through this exercise just to waste everybody's time," he said. "We truly believe in citizen input."

Regional plans

■ **What:** Open house for the Southeastern Wisconsin Regional Planning Commission

■ **When:** 4-7 p.m. Wednesday

■ **Where:** Kenosha Municipal Building, 625 52nd St.

■ **Why:** To allow residents to examine long-range plans for southeastern Wisconsin, including land development, environmental corridor protection, roadway maintenance and expansion, and alternative transportation.

■ **Information:** Access the Web site at www.sewrpc.org.

Be heard on regional plan

There is no magic bullet for most of the urban problems, such as sprawl, traffic congestion and air and water pollution, that add stress to our daily lives.

But regional cooperation — and the planning that goes along with it — is a huge part of the solution.

To that end, the Southeastern Wisconsin Regional Planning Commission is holding a series of open-house meetings throughout the area over the next two weeks, starting today: from 4 to 7 p.m. at Kenosha's City Hall, at Gateway Technical College in Elkhorn and at Gateway Technical College in Racine.

OK, much of the commission's findings are non-binding on municipalities and counties in the region. Nonetheless, for better or worse, organizations like this one are a vital antidote for the parochialism that ails this region. SEWRPC's planning, however, will only be as good as the voices heard on the issue — and, to be effective, those voices must come from throughout the region.

The commission is seeking public feedback to revise its plans for development of this region over the next 30 years. One of the issues planners are wrestling with is transportation, including the possible need for more mass-transit options as well as plans to upgrade the region's aging free-

way system. The commission has supported plans to improve and widen freeways at a cost of \$6.25 billion. On this issue, at least, the federal government does indeed listen to groups like SEWRPC. This is all the more reason for your voice to be heard.

Despite the commission's blessing, those freeway plans remain controversial — and for good reason. Critics, including this Editorial Board, believe that adding lanes to the freeways will have a particularly detrimental effect on housing, businesses, air quality, property values and aesthetics in Milwaukee County. What's more, a growing body of national evidence suggests that widening freeways in metropolitan areas such as this actually encourages more traffic.

SEWRPC has been criticized for being myopic and too institutional. But that by no means suggests that the commission hasn't also done a lot of good in this area by thinking ahead. This region is in dire need of futurists. SEWRPC fills that mission, which at times simply includes bringing people from throughout the region to the table to search for uncommon solutions to common problems.

These solutions will have more substance if citizens get directly involved in arriving at them.

Commission's plan includes commuter rail

BY CORRINNE HESS
KENOSHA NEWS

The regional planning commission is working on a proposal that will include a commuter rail from Kenosha to Milwaukee County, along with major interstate improvements.

This week members of the Southeastern Wisconsin Regional Planning Commis-

**'AT THIS POINT
we are just trying to
inform people of
what we're doing.'**

Kenneth Yunker
SEWRPC deputy director

sion held informational meetings in Kenosha, Racine and Walworth counties to seek public input on its land use plan and transportation plan, which will be released in spring 2005 and spring 2006, respectively.

The plans will serve as a guide to land use development and transportation system redevelopment through 2035.

The meetings held this week were the first of several before the final plans are completed.

Kenneth Yunker, deputy director for the commission, said about 20 people attended the Kenosha County meeting Wednesday, which was held at the Municipal Building.

Yunker said most of the questions asked by attendees were regarding the commuter rail.

"At this point we are just trying to inform people of what we are doing," Yunker said, adding that the commission did not directly answer commuter rail questions. "This is still the very beginning. We will hold another meeting in the spring. At that time, we will bring forward more information."

Yunker said the commission is currently using plans adopted in 1997 for use through 2025. Those plans will be replaced by the documents being developed now incorporating Census Bureau population data, land use inventory data and regional travel safety data, Yunker said.

Once completed, Kenosha County and the six other southeastern Wisconsin counties that the commission oversees will be eligible for state and federal grants.

The documents also make it easier for projects to be completed, because all plans developed by the commission are approved by several governmental entities.

Kenosha County Director of Public Works Frederick Patrie, who serves on the commission's advising committee, said when Green Bay Road was expanded from two lanes to four lanes and curb and gutter was added the project was part of the current transportation system plan.

If a plan had not been in place, grant money would not have been attained and the project could have been stalled for not meeting standards, Patrie said.

"These plans serve as guiding documents for all improvements done in southeastern Wisconsin," Patrie said. "They are very important to development in the county and the region."

SEWRPC 2035 planning

The Freeman
Thursday, August 26, 2004

OURVIEW

worth a look

When settlers first moved to Waukesha County from points east a couple of centuries ago, they just plunked down where they thought it would be easiest to live.

That usually meant near bodies of water, where game was plentiful, or where land seemed most propitious for farming.

Those people did not have the kinds of opportunities – or choices – for transportation that residents do today. Wagons running on plank roads or boats floating down rivers were pretty much the options until railroads came through.

So land use and transportation issues were not so important then.

Even a century ago, when Waukesha County was dubbed “Cow County USA,” land use and transportation issues were not overly complicated.

But in the mid 1960s, Waukesha County had grown fast

enough that the Southeastern Wisconsin Regional Planning Commission was formed as an advisory board to governments. The thought was that a group of planners looking out for the welfare of the entire seven-county region of southeastern Wisconsin would take a wider, more thoughtful, and therefore less political, view of what the future of the region should be.

The first thing the Waukesha-based SEWRPC did was to develop a regional land use and transportation plan in 1966 that was updated at key intervals to reflect what was actually happening in the area.

The latest incarnation of that SEWRPC vision – projected out to 2035 – is now being displayed for public input and is available to be glimpsed online at www.sewrpc.org.

The planning organization is seeking your input and it can e-mailed to that site or sent to

SEWRPC, addressed to Philip C. Evenson, executive director, at P.O. Box 1607, Waukesha, WI 53187-1607

The current plan describes what SEWRPC has planned for such transportation elements such as mass transit, freeway and highway construction, and even bike trails.

The 2035 plan is also important on the land use side because the state has mandated local municipalities have some kind of land use plan in place by 2010, under the direction of the Smart Growth mandate. SEWRPC officials say their master plan can serve as a guiding tool for small municipalities looking for the best way to meet the mandate.

The plan itself is only advisory so people should not look on it as being locked in stone because SEWRPC wants it. Nor should they think that communities always adhere to and follow it ... because they don't. For instance, the SEWRPC map still shows the extension of Johnson Road to Barker Road. That politically controversial extension has already been removed from Waukesha County and New Berlin maps.

But such planning commission recommendations are interesting because they illustrate what the planners believe would be the best possible use in these areas.

You will have some time to share your responses because the current meetings being held are just the first series being held in the seven-county region. The planners have scheduled another series of sessions for spring/summer 2005 and in the winter of that year. A final plan is projected to be in place by March 2006.

While it is not always the most exciting reading, it is interesting because it provides a glimpse of the future that SEWRPC would like to see.

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Appendix D

**COMMISSION ANNOUNCEMENTS OF PUBLIC INFORMATION
MEETINGS HELD AUGUST 18, 2004 THROUGH AUGUST 26, 2004
AND SUMMARY MATERIALS DISTRIBUTED AT PUBLIC INFORMATION MEETINGS**

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Appendix D-1

COMMISSION LETTERS OF NOTIFICATION TO STATE SENATORS AND REPRESENTATIVES

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

W239 N1812 ROCKWOOD DRIVE • PO BOX 1607 • WAUKESHA, WI 53187-1607 • TELEPHONE (262) 547-6721
FAX (262) 547-1103



August 19, 2004

«Name_and_address»

Dear «salutation»:

The purpose of this correspondence is to acquaint you with the recently initiated review and update of the regional land use and transportation system plans for southeastern Wisconsin, and to offer you briefings at your convenience.

The regional plans are intended to provide a vision for, and guide to, land use and transportation system development for the seven-county Southeastern Wisconsin Region. The current land use and transportation plans, adopted in 1997 for the year 2020, have been amended and extended to the year 2025. These plans have served the Region well, but the time has come to update them in light of the year 2000 U.S. Bureau of Census population data, year 2000 regional land use inventory data, and year 2001 regional travel survey data. The new plans currently being prepared will guide land use development and redevelopment, and transportation system development, to the year 2035. The new land use plan—to be completed in early 2005 and the new transportation system plan is to be completed in early 2006.

Enclosed is a copy of the first newsletter pertaining to this planning process. This newsletter includes information regarding the Regional Planning Commission, public involvement opportunities, a schedule for the review and update process, population and economic projections, regional land use-transportation planning principles, and the existing regional plans.

Please call me at the Commission offices, (262) 547-6721, with any questions or comments, or to request a briefing.

Thank you very much for your time and consideration.

Sincerely,

Philip C. Evenson
Executive Director

PCE/KRY/PAP/mlh
#98390

Enclosure

NOTE: THIS LETTER OF NOTIFICATION SENT TO ALL STATE SENATORS AND REPRESENTATIVES FROM SOUTHEASTERN WISCONSIN AT THE TIME THE LETTER WAS TRANSMITTED (LIST ON FOLLOWING PAGE).

STATE SENATORS AND REPRESENTATIVES TO WHOM NOTIFICATION LETTER WAS SENT

Representative Pedro A. Colon
P.O. Box 8952
Madison, WI 53708

Representative Curtis C. Gielow
P.O. Box 8952
Madison, WI 53708-8952

Representative Scott L. Gunderson
P.O. Box 8952
Madison, WI 53708

Representative Scott R. Jensen
P.O. Box 8952
Madison, WI 53708

Representative James Kreuser
P.O. Box 8952
Madison, WI 53708

Representative Bonnie Ladwig
P.O. Box 8952
Madison, WI 53708

Representative Daniel LeMahieu
P.O. Box 8952
Madison, WI 53708

Representative Stephen L. Nass
P.O. Box 8953
Madison, WI 53708

Representative Christine Sinicki
P.O. Box 8953
Madison, WI 53708

Representative Jeff Stone
P.O. Box 8952
Madison, WI 53708

Representative Debra L. Towns
P.O. Box 8952
Madison, WI 53708

Representative Leah Vukmir
P.O. Box 8953
Madison, WI 53708

Representative Leon Young
P.O. Box 8953
Madison, WI 53708

Senator Tim Carpenter
P.O. Box 7882
Madison, WI 53708

Senator Scott L. Fitzgerald
P.O. Box 7882
Madison, WI 53707-7882

Senator Mary A. Lazich
P.O. Box 7882
Madison, WI 53707-7882

Senator Jeffrey Plale
P.O. Box 7882
Madison, WI 53707

Senator Robert Wirch
P.O. Box 7882
Madison, WI 53708

Representative David Cullen
P.O. Box 8952
Madison, WI 53708

Representative Mark Gottlieb
P.O. Box 8952
Madison, WI 53708

Representative Mark Gundrum
P.O. Box 8952
Madison, WI 53708

Representative Suzanne Jeskewitz
P.O. Box 8952
Madison, WI 53708

Representative Shirley I. Krug
P.O. Box 8952
Madison, WI 53708

Representative John Lehman
P.O. Box 8952
Madison, WI 53708

Representative Johnnie Morris
P.O. Box 8952
Madison, WI 53708

Representative Ann Nischke
P.O. Box 8953
Madison, WI 53708

Representative Tony Staskunas
P.O. Box 8952
Madison, WI 53708

Representative Lena Taylor
P.O. Box 8952
Madison, WI 53708

Representative Robert Turner
P.O. Box 8953
Madison, WI 53708

Representative Sheldon Wasserman
P.O. Box 8953
Madison, WI 53708

Representative Josh Zepnick
P.O. Box 8953
Madison, WI 53708

Senator G. Spencer Coggs
P.O. Box 7882
Madison, WI 53707

Senator Theodore Kanavas
P.O. Box 7882
Madison, WI 53707-7228

Senator Gwendolynne Moore
P.O. Box 7882
Madison, WI 53708

Senator Thomas Reynolds
P.O. Box 7882
Madison, WI 53707

Representative Steven M. Foti
P.O. Box 8952
Madison, WI 53708

Representative Glenn Grothmann
P.O. Box 8952
Madison, WI 53708

Representative Mark Honadel
P.O. Box 8952
Madison, WI 53708

Representative Samantha Kerkman
P.O. Box 8952
Madison, WI 53708

Representative Peggy Krusick
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Representative Michael A. Lehman
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Representative Thomas Lothian
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Representative Jon Richards
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Representative John Steinbrink
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Representative Barbara Toles
P.O. Box 8953
Madison, WI 53708

Representative Daniel P. Vrakas
P.O. Box 8953
Madison, WI 53708

Representative Annette Polly Williams
P.O. Box 8953
Madison, WI 53708

Senator Alberta Darling
P.O. Box 7882
Madison, WI 53708

Senator Neal Kedzie
P.O. Box 7882
Madison, WI 53708

Senator Mary E. Panzer
P.O. Box 7882
Madison, WI 53707

Senator Judith Robson
P.O. Box 7882
Madison, WI 53707

Senator Cathy Stepp
P.O. Box 7882
Madison, WI 53708

COMMISSION NEWS RELEASE

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

W239 N1812 ROCKWOOD DRIVE • PO BOX 1607 • WAUKESHA, WI 53187-1607 •

TELEPHONE (262) 547-6721
FAX (262) 547-1103

Serving the Counties of:



News Release

July 29, 2004
Release No. 04-1

FOR IMMEDIATE RELEASE

For more information, contact Kenneth R. Yunker, Deputy Director, at (262) 547-6721 or kyunker@sewrpc.org

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION SCHEDULES PUBLIC MEETINGS FOR REVIEW AND UPDATE OF THE REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS AND TRANSPORTATION PUBLIC INVOLVEMENT PROCESS

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) has initiated a review and update of the regional land use and transportation plans as well as an update of its public involvement process for regional transportation planning.

The Commission is the official areawide planning agency for the physical infrastructure of the seven county Southeastern Wisconsin Region, including transportation, flood management, and sewerage, and as well, parks and open space, environmental corridors, and natural areas. With respect to transportation, the Commission is responsible to consider current and future transportation needs of the seven-county Region and recommend an advisory long-range regional transportation plan of actions to address those needs. The regional transportation system plan has four principal components: public transit, bicycle and pedestrian facilities, transportation systems management, and arterial streets and highways.

The Commission is also responsible for regional land use planning, including the development of regional population and employment forecasts that provide a basis for the regional land use plan. The regional transportation plan is designed to serve the regional land use plan. All future needs for transit, street and highway, and other transportation improvements considered in the regional transportation planning process are derived from the future growth proposed in the regional land use plan.

-more-

News Release No. 04-1
July 29, 2004
Page 2

The Commission adopted its first regional land use and transportation system plans in 1966. Since that time, there have been three additional "generations" of plans – the most recent plans being adopted in 1997 as plans for the year 2020. While the current plans, which have been amended and extended to the year 2025, have served the Region well, the time has come to review and update the plans, in light of new year 2000 U.S. Bureau of Census population data, year 2000 regional land use inventory data, and year 2001 regional travel survey data. The regional plans currently being prepared will update the existing plans, and will serve as a guide to land use development and redevelopment and transportation system development to the year 2035. The population and employment forecasts underlying the regional land use and transportation plans will be completed in the Summer of 2004, the regional land use plan will be completed in the Spring of 2005, and the regional transportation system plan will be completed in the Spring of 2006.

The Commission is also updating its public involvement process for regional transportation planning. The Commission has developed a proposed public involvement process that describes how it intends to provide information about, and access to, regional transportation planning and programming activities; obtain public input; consider public input when recommendations are made; and evaluate and improve the transportation public involvement process. This proposed process will be applied not only during the update and review of the regional transportation plan recently initiated by the Commission, but also to all other regional transportation planning and programming activities conducted by the Commission.

As part of the review and update of the regional plans and the update of the transportation planning public involvement process, a series of public information meetings has been scheduled. The purpose of these meetings is to familiarize the residents of the Region with the plan review and update process, and to provide an opportunity to comment on the development of the Region's land use and transportation system plans. Comments are encouraged, particularly on regional land use and transportation system needs and problems, the current regional land use and transportation system plans, and land use and transportation alternatives. The proposed public involvement process for regional transportation planning will also be under review at these meetings. The preliminary draft of the public involvement process document will be available for review at these meetings, and comments regarding the document contents, public involvement needs, and suggestions regarding the Commission's public involvement process are encouraged. Staff will be available at the meetings in an "open house" format from 4:00 p.m. to 7:00 p.m.

-more-

News Release No. 04-1
July 29, 2004
Page 3

to individually answer questions and provide information about the review and update of the regional land use and transportation plans and the update of the public involvement process for regional transportation planning. Persons with special needs are asked to contact the Commission offices a minimum of 72 hours in advance so that appropriate arrangements can be made.

The Commission has prepared the first in a series of Newsletters which will summarize the review and update of the regional land use and transportation system plans. The Newsletter is available on the Commission web site—www.sewrpc.org/regionalplans—or in hard copy from the Commission.

In addition to providing comments at the public meetings, written comments may also be submitted. Written comments should be received no later than Monday, September 20, 2004. To ask questions, to submit written comments, or to request a Newsletter on the review and update of the regional land use and transportation system plans or a copy of the preliminary draft transportation planning public involvement process document, please contact:

Southeastern Wisconsin Regional Planning Commission
W239 N1812 Rockwood Drive
P.O. Box 1607
Waukesha, Wisconsin 53187-1607
Phone: 262-547-6721 Fax: 262-547-1103

Regional Plan Review and Update
E-mail: regionalplans@sewrpc.org
www.sewrpc.org/regionalplans

Transportation Planning Public Involvement Process
E-mail: transpublicinvolve@sewrpc.org
www.sewrpc.org/transpublicinvolve

[Note: Attached to this press release are the dates and locations of the scheduled nine public meetings and the Newsletter which announces the public meetings and hearings and provides information regarding the review and update of the regional land use and transportation plans -- including the Advisory Committees guiding the review and update, regional land use and transportation planning principles, and overviews of the existing regional land use and transportation plans.]

* * *

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PUBLIC INFORMATION MEETINGS ON THE REVIEW AND UPDATE OF THE REGIONAL LAND USE AND TRANSPORTATION PLANS AND THE PUBLIC INVOLVEMENT PROCESS FOR REGIONAL TRANSPORTATION PLANNING

Date	Building/Room	Location
August 18, 2004	Kenosha City Hall, Room 202	625 52nd Street, Kenosha
August 18, 2004	Elkhorn Gateway Technical College, Room 112	100 Building, 400 County Highway H, Elkhorn
August 18, 2004	Racine Gateway Technical College, Huron Room	1001 S. Main Street, Racine
August 19, 2004	Washington County Fair Park Pavilion	3000 County Highway PV, Town of Polk
August 19, 2004	Rotary Building, Frame Park	1150 Baxter Street, Waukesha
August 19, 2004	Ozaukee County Administration Center, Auditorium	121 W. Main Street, Port Washington
August 25, 2004	Downtown Transit Center, Harbor Lights Room	909 E. Michigan Street, Milwaukee
August 26, 2004	HeartLove Place, Auditorium	3229 N. Dr. Martin Luther King, Jr. Drive, Milwaukee
August 26, 2004	United Community Center, Conference Room 2	1028 S. 9th Street, Milwaukee

REVIEW AND UPDATE OF REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS
FOR SOUTHEASTERN WISCONSIN NEWSLETTER: NUMBER 1, JULY 2004

REVIEW AND UPDATE OF REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN



NEWSLETTER

JULY 2004

Introduction

The SEWRPC has begun the review and update of the land use and transportation system plans for the seven-county Southeastern Wisconsin Region. The regional land use and transportation plans are intended to provide a vision for, and guide to, land use development and redevelopment and transportation system development in the Region for 20 or more years into the future. The new land use plan—to be completed in early 2005—along with the new transportation system plan—to be completed in early 2006—will represent the fifth major long-range regional land use and transportation planning effort conducted by the Commission. The first such plans—for 1990—were adopted by the Commission in 1966, the second-generation plans—for 2000—were adopted by the Commission in 1978, the third-generation plans—for 2010—were adopted in 1994, and the fourth-generation plans—for 2020—were adopted in 1997. While the fourth-generation plans, which have been amended and extended to the year 2025, have served the Region well, the time has come to review and update the plans, in light of the year 2000 U.S. Bureau of Census population data, year 2000 regional land use inventory data, and year 2001 regional travel survey data. The new plans currently being prepared will replace the existing plans, and will serve as a guide to land use development and redevelopment and transportation system development to the year 2035.

This newsletter is the first in a series of newsletters intended to promote informed public debate about the issues to be addressed during the review and update of the plans, and to provide notification of plan development progress and opportunities for public input during the planning process. This issue includes information regarding the following:

- An initial series of public meetings scheduled in August 2004 and other opportunities for public involvement.
- The Regional Planning Commission.
- The Advisory Committees on Regional Land Use Planning and Regional Transportation System Planning.
- Plan review and update schedule.
- Population and economic projections.
- Regional land use-transportation planning principles.
- The existing regional land use and transportation system plans.

INITIAL SERIES OF PUBLIC INFORMATIONAL MEETINGS SCHEDULED

A series of public information meetings has been scheduled, with meetings to be held throughout the Region in August. The purpose of these meetings is to familiarize the residents of the Region with the plan review and update process, and to provide an opportunity to comment on the development of the Region's land use and transportation system plans. Comments are encouraged, particularly on regional land use and transportation system needs and problems, the current regional land use and transportation system plans, and land use and transportation alternatives. The table below highlights the dates and locations of the upcoming meetings. Staff will be available in an "open house" format from 4:00 p.m. to 7:00 p.m. to individually answer questions and provide information about the review and update of the regional land use and transportation system plans. Persons with special needs are asked to contact the Commission offices a minimum of 72 hours in advance so that appropriate arrangements can be made. Contact information may be found on the back of this newsletter.

Date	Location
August 18, 2004	Kenosha City Hall, Room 202, 625 52nd Street, Kenosha
August 18, 2004	Elkhorn Gateway Technical College, Room 112— 100 Building, 400 County Highway H, Elkhorn
August 18, 2004	Racine Gateway Technical College, Huron Room, 1001 S. Main Street, Racine
August 19, 2004	Washington County Fair Park Pavilion, 3000 County Highway PV, Town of Polk
August 19, 2004	Rotary Building, Frame Park, 1150 Baxter Street, Waukesha
August 19, 2004	Ozaukee County Administration Center, Auditorium, 121 W. Main Street, Port Washington
August 25, 2004	Downtown Transit Center, Harbor Lights Room, 909 E. Michigan Street, Milwaukee
August 26, 2004	HeartLove Place, Auditorium, 3229 N. Dr. Martin Luther King, Jr. Drive, Milwaukee
August 26, 2004	United Community Center, Conference Room 2, 1028 S. 9th Street, Milwaukee

ADVISORY COMMITTEES ON REGIONAL LAND USE AND TRANSPORTATION PLANNING

The new regional land use plan will be developed under the guidance of the Advisory Committee on Regional Land Use Planning, and the new regional transportation plan will be developed under the guidance of the Advisory Committee on Regional Transportation Planning. The Advisory Committees will be responsible for proposing to the Commission, after careful study and evaluation, a recommended regional land use plan and a recommended regional transportation system plan. The Advisory Committees are intended to promote intergovernmental and interagency coordination, and to serve as direct liaisons between the Commission planning effort and the local and State governments that will be responsible for implementing the recommendations of the plans.

Also, at times throughout the study, information will be provided to, and input obtained from, each county's Advisory Committee on Jurisdictional Highway Planning—which includes representation from each of the seven counties and 147 municipalities within the Region. In particular, these advisory committees will meet to discuss transportation problems and needs, and to consider and comment on alternative, preliminary, and final recommended plans advanced by the Advisory Committee on Regional Transportation Planning.

Also, at times throughout the study, the Commission staff will work with a number of informal task forces or groups, to provide information about, and obtain input on, the plans and planning process. These task forces will include groups representing freight transportation, business and industry, public and private transit operators, and minority and low income populations. These groups will also meet to define land use and transportation problems and needs, and to consider and comment on alternative, preliminary, and final recommended regional system plans.

WHAT IS SEWRPC?

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) is the official areawide planning agency for the seven-county Southeastern Wisconsin Region, including land use, transportation, flood management, and sewerage, and as well, parks and open spaces, environmental corridors, and natural areas. The Commission's regional land use plan serves as a guide to land development and redevelopment within the Region, and as the basis for the planning of physical infrastructure in the Region, including transportation. With respect to transportation, the Commission is responsible for considering the current and future transportation needs of the seven-county Region and recommending an advisory long-range regional transportation plan of actions to address those needs. By law, the plans of the Regional Planning Commission are advisory to State, county, and municipal government. Also, no recommendation of the regional transportation plan proceeds directly to implementation. Public transit plan recommendations are considered in short-range planning and programming by local government transit operators. Transit operators determine whether and when recommended transit improvement and expansion may be implemented. Arterial street and highway

recommendations are considered in preliminary engineering and environmental studies by the responsible State, county, or municipal government, and at the conclusion of preliminary engineering and environmental studies, the responsible state, county, or local government determines whether and how each arterial street and highway recommendation may proceed to implementation.

PLAN REVIEW AND UPDATE SCHEDULE

Over the next two years, numerous steps will be taken to develop new regional land use and transportation system plans. The following are the key steps, and when each step is expected to be completed:

- Development of new population and employment forecasts—Summer 2004
- Review of current land use plan—Fall 2004
- Review of current transportation plan—Fall 2004
- Development of recommended land use plan—Winter 2004/Spring 2005
- Review of existing transportation system, travel habits and patterns, and travel demand forecasting models—Winter 2004/Spring 2005
- Adoption of land use plan—Spring 2005
- Consideration and evaluation of transportation system plan alternatives—Summer/Fall 2005
- Development of recommended transportation system plan—Winter 2005/Spring 2006
- Adoption of transportation system plan—Spring 2006

PRELIMINARY DRAFT POPULATION AND ECONOMIC REPORTS PREPARED

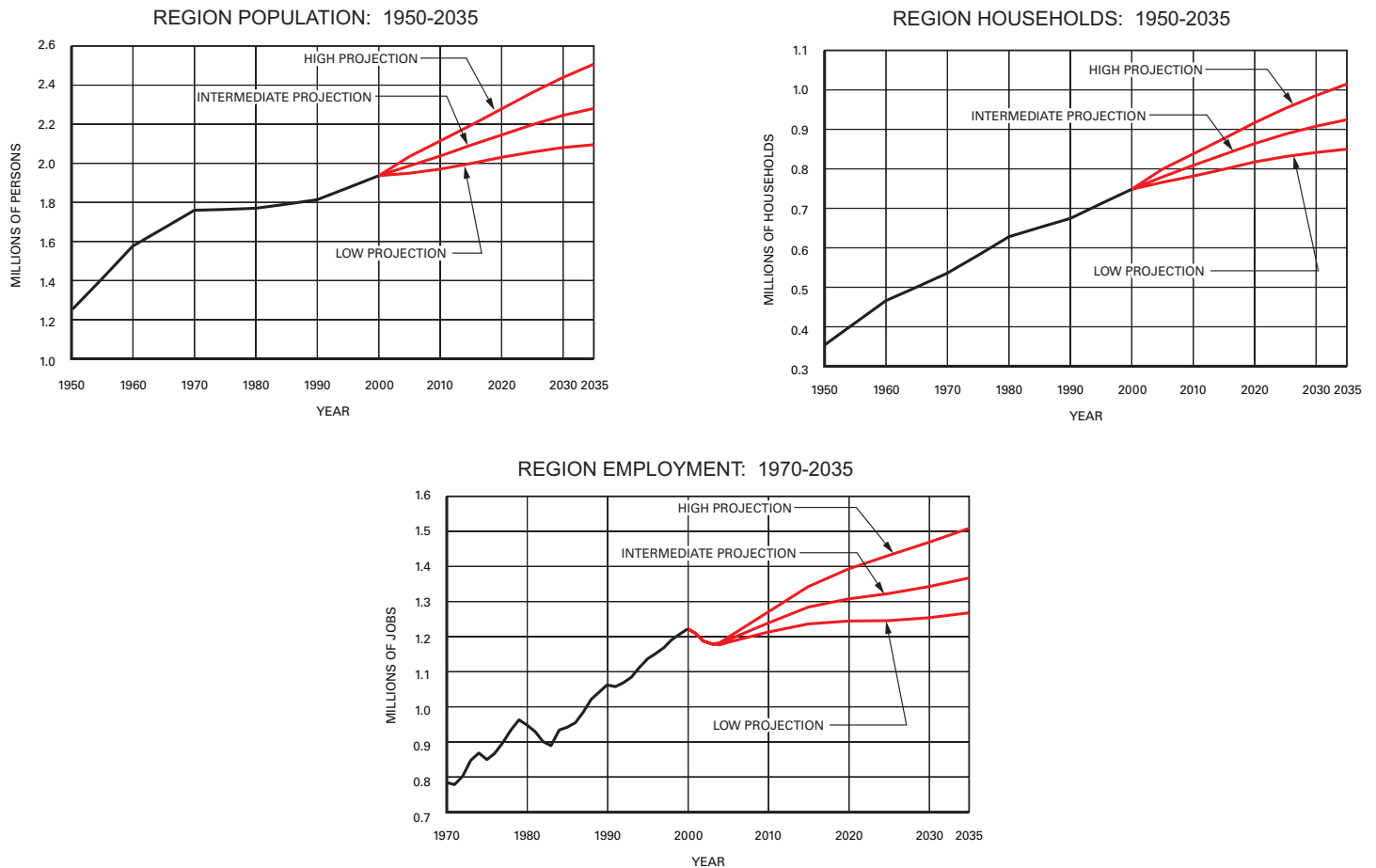
An important and necessary step in the regional planning process is the projection of population, households, and employment of the Southeastern Wisconsin Region. The Commission has developed preliminary draft reports that present current and historic population, household, and employment information as well as projections for the Region to the year 2035. After adoption, the projections will serve as a basis for both the regional land use plan and the regional transportation system plan.

Preliminary draft versions of SEWRPC Technical Report No. 10 (4th Edition), *The Economy of Southeastern Wisconsin*, and SEWRPC Technical Report No. 11 (4th Edition), *The Population of Southeastern Wisconsin*, are now available for public review. Copies may be obtained through the website established for the review and update of regional land use and transportation system plans (www.sewrpc.org/regionalplans). These draft reports are being reviewed by the Advisory Committee on Regional Population and Economic Forecasts, which is comprised of representatives of State and local governments and the private sector. Public comments regarding the preliminary draft reports are invited, and may be submitted through the website or by using the contacts identified at the end of this newsletter.

The historic, current, and projected future population, household, and employment levels contained in the preliminary draft population and economic reports are displayed in Figure 1.

Figure 1

**ACTUAL AND PROJECTED POPULATION, HOUSEHOLDS,
AND EMPLOYMENT IN THE SOUTHEASTERN WISCONSIN REGION: 1950-2035**



Source: Wisconsin Department of Administration, U.S. Bureau of the Census, and SEWRPC.

There are three projections—low, intermediate, and high—for future population, households, and employment. The intermediate projection for each is considered the most likely to be achieved for the Region overall, and, in this sense, constitutes the Commission’s “forecast,” to be used as a basis for the preparation of the regional land use and transportation plans. The high and low projections are intended to provide an indication of the range of population, household, and employment levels which could conceivably be achieved under significantly higher and lower, but nevertheless plausible, growth scenarios for the Region.

**REGIONAL LAND USE–TRANSPORTATION
PLANNING PRINCIPLES**

The Commission’s regional land use and transportation planning is based on eight basic principles:

1. Land use and transportation system planning must be regional in scope. Travel patterns develop over an entire urban region without regard to corporate limits. Thus, land use and transportation planning cannot be accomplished successfully within the confines of a single municipality or even a single county if that municipality or county is a part of a larger urban complex. The regional surface transportation system, which is composed of arterial streets and highways, transit facilities and services, bicycle and pedestrian facilities, and related terminal facilities, as well as transportation system management measures, should form a single integrated system over the entire Region, a system which can adequately serve changing regional land use and travel patterns.

2. Transportation system planning must be conducted concurrently with, and cannot be separated from, land use planning. The land use pattern determines the amount and spatial distribution of travel to be accommodated by the transportation system and the ability of various modes of transportation to serve travel demand cost-effectively. In turn, the transportation system may have some impact on shaping the future land use pattern. Although detailed land use patterns are primarily of local concern and properly subject to local planning and

control, the aggregate effects of the spatial distribution of land use activities are regional in scope and interact strongly with the need for regional transportation facilities.

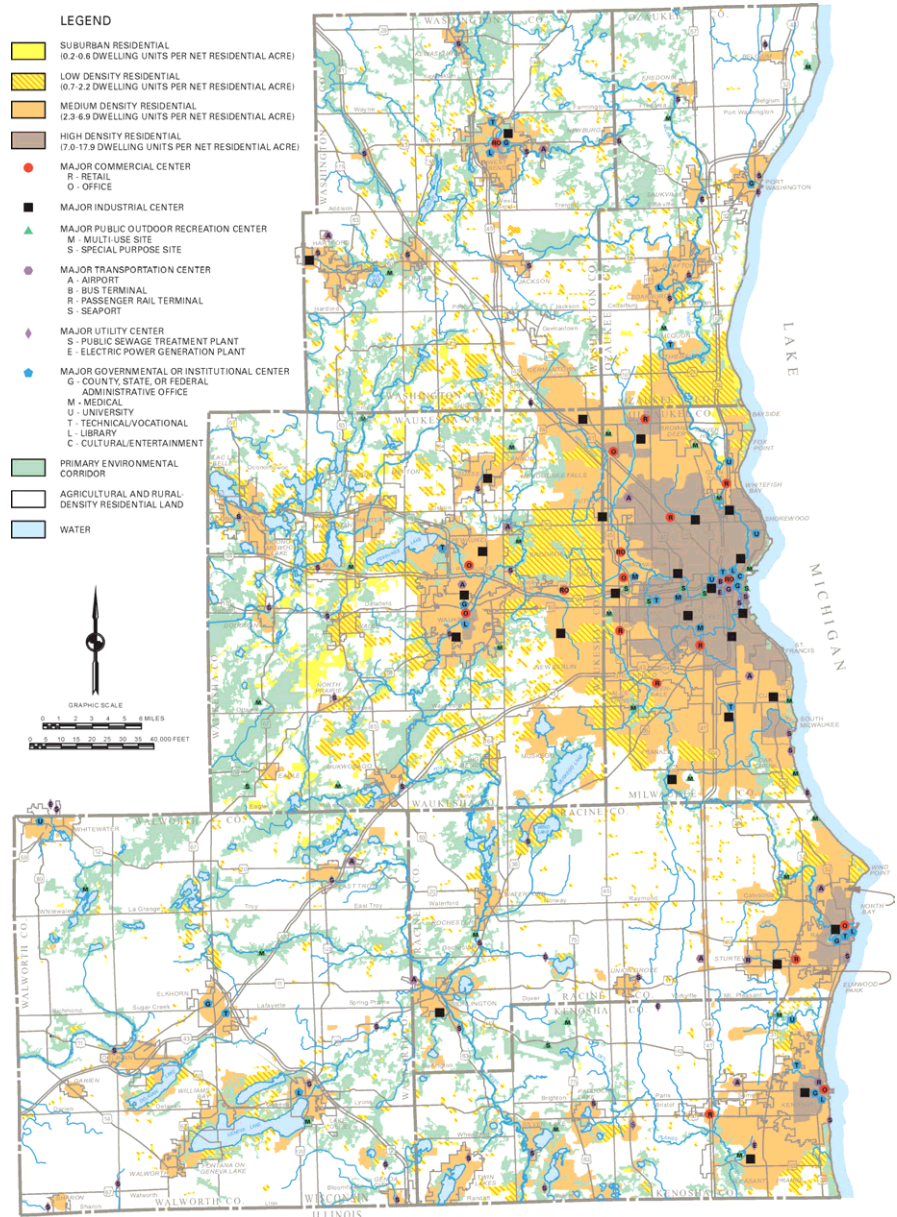
3. Land use and transportation system planning must recognize the existence of a limited natural resource base to which urban and rural development must be properly adjusted to ensure a pleasant and habitable environment. Land, water, and air resources are limited and subject to potential misuse through improper land use and transportation system development.
4. The regional land use and transportation planning process is cyclical in nature, alternating between area-wide system planning and local project planning. Under this concept, transportation-related proposals are initially advanced at the area-wide systems level of planning and then an attempt is made to implement the proposals through local project planning and preliminary engineering. If, for whatever reasons, a particular transportation facility construction or management proposal advanced at the area-wide systems planning level cannot be implemented at the project level, that determination is taken into account in the next cycle of systems planning. Similarly, land use-related proposals may be initially advanced at the area-wide level of planning. If such proposals are not implemented at the local level, this must be taken into account in the next cycle of systems planning.

5. Highway facilities, transit facilities, bicycle and pedestrian facilities, and travel demand and transportation systems management measures should be planned together. Transit facilities, bicycle and pedestrian facilities, and travel demand and transportation systems management measures have the potential to affect and reduce future highway traffic and improvement needs. Their potential to address highway traffic volume and congestion should be quantitatively tested and determined, and highway improvements should be considered a measure of last resort in regional transportation planning, addressing highway traffic and congestion which may not be expected to be alleviated by transit facilities, bicycle and pedestrian facilities, or travel demand and transportation systems management measures.

6. Highway facilities should be planned as an integrated system, as should transit facilities. The capacities of each link in each system should be carefully fitted to travel or traffic loads, and the effects of each proposed facility on the remainder of the system should be quantitatively tested.
7. Transportation system planning must recognize the role of transportation in the achievement of personal and community goals. Access to good transportation supports and promotes the maintenance and expansion of the Region's economy. Access to good transportation, including a choice of modes, contributes to the Region's quality of life, reducing the amount of time which must

Map 1

ADOPTED LAND USE PLAN FOR SOUTHEASTERN WISCONSIN: 2020



Source: SEWRPC.

be expended on transportation in daily life and facilitating the freedom to choose between a variety of places to live, work, shop, and recreate. Transportation plays a key role in making accessible environmentally sound economic, cultural, and educational opportunities and promoting sound economic and social development.

8. Transportation systems planning must recognize the importance of properly relating the regional transportation system to the State and national systems. The planning for the interregional movement of people and goods, particularly by railway, pipeline, and waterway, is primarily the responsibility of the State and Federal levels of government. Also, decisions made at the State and Federal levels of government affect the scale and timing of regional transportation system development and the availability of capital funds to implement regional transportation system improvements. Therefore, coordination in the planning process with the State and Federal levels of government becomes essential to the attainment of a balanced, integrated, and workable regional transportation system.

CURRENT REGIONAL LAND USE PLAN

The current regional land use plan recommends the attainment of a more centralized regional settlement pattern and seeks to reverse current land use development trends. The plan, as shown on Map 1, recommends stabilization and revitalization of the urban centers of the Region, particularly of the Milwaukee, Racine, and Kenosha urbanized areas. It recommends that new urban development be encouraged to occur largely as infill in existing urban centers, and in defined urban growth areas emanating outward from the existing urban centers of the Region. New urban development in the defined urban growth areas is proposed to occur at densities which can efficiently and effectively support essential urban services, including water supply, sanitary sewerage, and public transit.

The plan proposes that future land use in the Region be shaped in three significant ways. First, the plan recommends that urban development be encouraged to occur only in those areas of the Region which are covered by soils suitable for such development; which are not subject to special hazards, such as flooding and shoreline erosion; and which can be readily served by essential municipal facilities and services, including centralized public sanitary sewerage, water supply, and public transit service. The plan further recommends that new residential development in the defined urban growth areas occur primarily in planned neighborhoods at medium urban densities, averaging about five dwelling units per net residential acre. In this respect, the plan seeks to moderate the declining trend in urban population density experienced within the Region. A planned neighborhood would be characterized by having a full range of housing types and lot sizes, and would include neighborhood amenities such as a public elementary school, local park, and local shopping facilities. Additionally, a planned neighborhood would have convenient and direct access to the public transit system and arterial street system, and provide for efficient pedestrian, bicycle, and vehicle travel within the

neighborhood. The plan envisions a total of 27 major industrial centers and 18 major commercial centers within the Region. The major industrial and commercial centers in the central portions of Milwaukee, Racine, and Kenosha urban areas generally require stabilization and revitalization, and a return to employment growth to retain their designation as major centers. This stabilization and revitalization will assist in promoting a better balance between the location of jobs and population in the Region.

Second, the plan recommends the protection of all remaining primary environmental corridors of the Region from intrusion by incompatible urban development, and discourages the location of urban development, as well, in the secondary environmental corridors and isolated natural resource areas. The primary environmental corridors encompass only about 17 percent of the total area of the Region and include all the major lakes and streams and most of the associated undeveloped shorelands and floodlands; most of the best remaining woodlands, wetlands, and wildlife habitat areas; areas with rough topography and significant geologic formations; most of the best remaining sites having scenic, historic, and scientific value; the major groundwater recharge and discharge areas; and many existing park sites and most of the best remaining potential park sites.

Third, the plan recommends the retention in essentially rural use of almost all remaining prime agricultural lands, consisting of the most productive farmlands in the Region. Any rural residential development would occur outside prime agricultural lands (and primary environmental corridors) at densities of no more than one unit per five acres and desirably in cluster designs to maintain rural character and open space.

CURRENT REGIONAL TRANSPORTATION SYSTEM PLAN

The current regional transportation system plan is a comprehensive, multimodal plan designed to serve the regional land use plan. All future needs for transit, street and highway, and other transportation improvements considered in the regional transportation planning process are derived from the future growth proposed in the regional land use plan. The regional transportation system plan's principal components include public transit, systems management, bicycle and pedestrian facilities, and arterial streets and highways, as described below.

Public Transit

The regional transportation system plan calls for the substantial improvement and expansion of transit service in the Region, including major increases in the levels of rapid and express transit service, as well as increases in the level of local transit service. The plan proposes the development of a true system of rapid and express transit service integrated with local transit service. In total, the plan proposes an approximately 70 percent increase in transit service as measured by daily vehicle-miles of bus service, from the 65,000 vehicle-miles of such service provided on an average weekday in the plan base year of 1995 to 111,500 vehicle-miles in the plan design year 2020. The transit recommendations are shown on Maps 2 and 3.

Rapid Transit

The proposed rapid transit service would consist of buses operating over freeways between the Milwaukee central business district and outlying portions of the Milwaukee urbanized area and beyond, with service provided south to Racine and Kenosha, southwest to Mukwonago, west to Waukesha and Oconomowoc, northwest to West Bend, and north to Cedarburg, Grafton, Saukville, and Port Washington. The proposed rapid transit system would include the following: 1) service in both directions, providing for traditional and reverse commuting; 2) intermediate stops to increase accessibility to employment centers and to facilitate reverse commuting from residential areas within central Milwaukee; 3) service throughout the day in all directions, with service frequencies of five to 30 minutes in peak travel periods and 30 to 60 minutes in off-peak periods; and 4) relatively high overall travel speeds averaging about 25 miles per hour, about twice typical local bus transit speeds, which average about 12 miles per hour. The plan proposed an approximately 300 percent increase in rapid transit service as measured by daily vehicle-miles of bus service, from the 3,800 vehicle-miles of such service provided on an average weekday in the plan base year of 1995 to 14,700 vehicle-miles in the plan design year 2020.

Express Transit

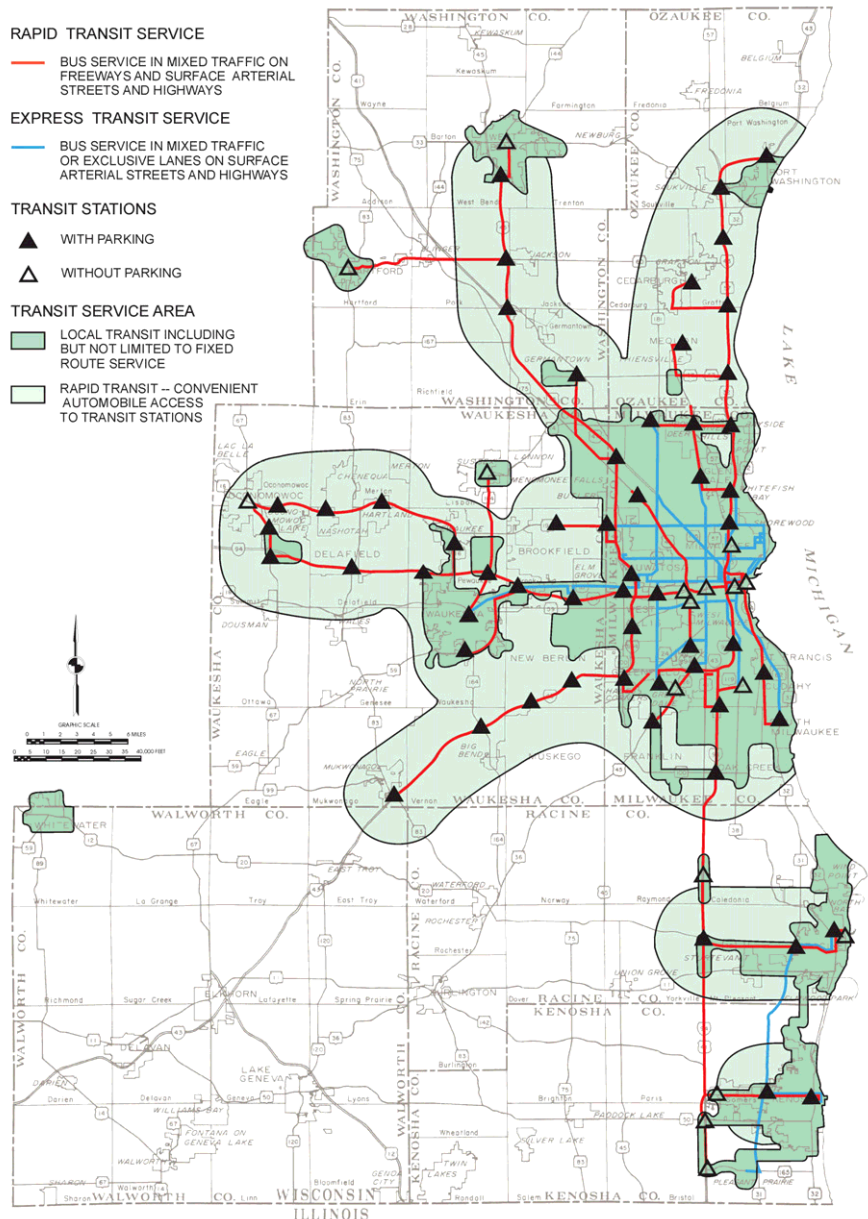
The proposed express transit system would consist primarily of buses operating over a grid of 12 limited-stop, higher-speed routes in Milwaukee and Waukesha Counties. The express transit service would include the following: 1) service in both directions during peak and off-peak travel periods; 2) stop spacing of about one-half mile; 3) service frequencies of 10 minutes during peak periods and 20 to 30 minutes during off-peak periods; and 4) overall travel speeds of about 18 miles per hour. Express bus service is also proposed between the Kenosha and Racine urbanized areas. All service would be provided by buses operating in mixed traffic over surface arterial streets and highways. The service could be upgraded to buses operating over reserved street lanes as is presently the case along Bluemound Road in Waukesha County. The plan proposed an approximately 300 percent increase in express transit service as measured by daily vehicle-miles of bus service, from the 5,400 vehicle-miles of such service provided on an average weekday in the plan base year of 1995 to 21,500 vehicle-miles in the plan design year 2020.

Local Transit

The plan also recommends the expansion of local bus transit service over arterial and collector streets with frequent stops throughout the Kenosha, Milwaukee, and Racine urbanized areas. The plan calls for substantial improvements in the frequency of local transit service provided, particularly on major local routes. The plan holds open the potential to restructure local transit service to provide for

Map 2

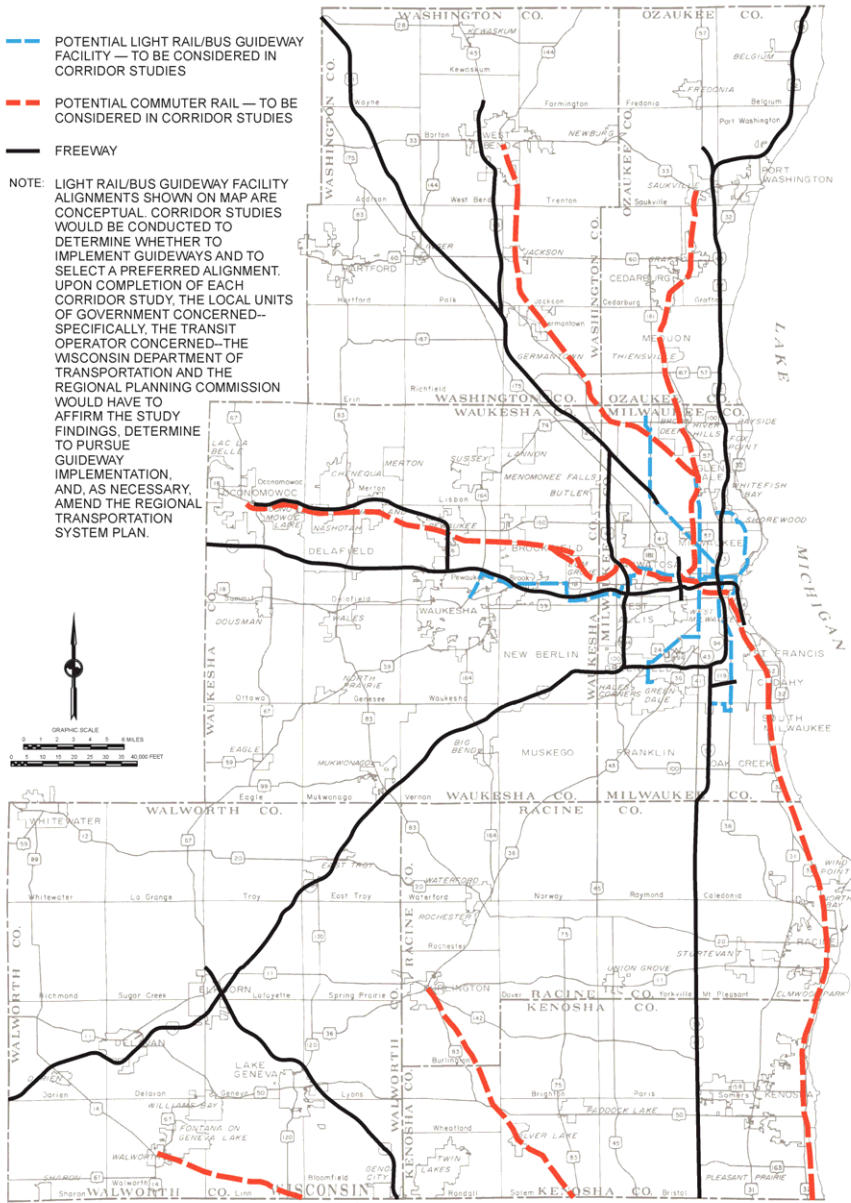
PUBLIC TRANSIT ELEMENT OF THE ADOPTED REGIONAL TRANSPORTATION SYSTEM PLAN FOR SOUTHEASTERN WISCONSIN: 2020



Source: SEWRPC.

Map 3

POTENTIAL LIGHT RAIL/ EXPRESS GUIDEWAY AND COMMUTER RAIL FACILITIES IDENTIFIED IN YEAR 2020 REGIONAL TRANSPORTATION SYSTEM PLAN



Source: SEWRPC.

transit center-oriented local systems to replace grid-route systems, depending upon detailed local plan implementation studies. The plan recommends the provision of local transit service through shared-ride taxis in the smaller urban areas of the Region. The plan also recommends the continuation of appropriate paratransit services to help meet the needs of disabled individuals in the Region. The plan proposed an approximately 35 percent increase in local transit service as measured by daily vehicle-miles of bus service, from the 55,800 vehicle-miles of such service provided on an average weekday in the plan base year of 1995 to 75,300 vehicle-miles in the plan design year 2020.

Upgrading to Rail Transit or Bus Guideways

The plan recommends that rapid and express transit service initially be provided with buses, but that consideration be given through the conduct of detailed corridor transit alternatives analysis studies to upgrading bus service to commuter rail for rapid transit service and light rail or bus guideways for express transit service. Through these detailed corridor transit alternatives analysis studies, decisions would be made by the concerned local government sponsors and transit operators whether to provide rapid transit service through buses on existing freeways or through commuter rail, and whether to provide express transit service through buses on surface arterials, light rail, or exclusive bus guideways. The Milwaukee downtown connector study considering bus guideway technology, which is currently underway, is such a study. Rapid transit commuter rail in the Milwaukee-Racine-Kenosha corridor was considered and recently recommended in another such study.

Transportation Systems Management

The transportation systems management element of the regional transportation plan is intended to encourage more efficient use of the existing transportation system. It includes travel demand management measures to encourage alternatives to automobile travel and to promote the reduction of vehicular travel. It also includes traffic management measures which seek to obtain the maximum vehicular capacity practicable from existing arterial street and highway facilities. The transportation systems management element of the plan includes the following seven measures:

1. **Freeway Traffic Management**

Implementation of an areawide freeway traffic management system, including restricted access of single-occupancy vehicles at ramp meters, preferential access for buses and high-occupancy vehicles, freeway advisory information, and freeway traffic incident management.

2. **Arterial Curb-Lane Parking Restrictions**
Restriction of curb-lane parking as needed during peak periods along about 400 miles, or about 11 percent, of the planned 3,600-mile arterial street and highway system. Local government would consider the proposed curb-lane parking restrictions as traffic volumes and congestion increase, and implement these restrictions rather than considering expansion of highway capacity beyond that envisioned in the plan.
3. **Traffic Engineering**
The use of state-of-the-art traffic engineering practices to assist in achieving efficient traffic flow on arterial facilities, including intersection treatments with turn lanes as needed, and efficient traffic signalization, and the facilitation of pedestrian and bicycle movements on arterial streets and highways.
4. **Traffic Management Technology**
The application of advanced traffic management technology, known as Intelligent Transportation Systems (ITS), as such technology becomes practicable and available over the plan implementation period. This may include traveler information for transit and highway travel, and advanced traffic management systems for improved transportation facility operation.
5. **Travel Demand Management Promotion**
A regionwide program to promote travel through ride-sharing, transit use, bicycle use, and pedestrian movement, together with telecommuting and work-time rescheduling.
6. **Detailed Land Use Planning and Site Design**
The preparation and implementation by local governmental units of detailed, site-specific neighborhood land use plans to facilitate travel by transit, bicycle, and pedestrian movement.
7. **Transit Systems Management and Service Enhancement Measures**
The enhancement of the quality of transit services by the Region's transit agencies, including improvement of bus speeds through priority systems and signal preemption, promotion of innovative fare-payment systems, and conduct of marketing and public education.

Bicycle and Pedestrian Facilities

The bicycle and pedestrian facilities element of the plan is designed to provide for safe accommodation of bicycle and pedestrian travel, and to provide modal choice. The plan includes improvements on, or adjacent to arterial streets, and

off-street networks of bicycle and pedestrian facilities. The plan recommends that as the surface arterial street system of 3,300 miles is resurfaced and reconstructed segment-by-segment, bicycle accommodation should be considered and implemented, if feasible, through bicycle lanes, widened outside travel lanes, widened shoulders, and separate bicycle paths. Additionally, the plan also recommends development of 575 miles of off-street bicycle and pedestrian paths (see Map 4).

Arterial Street and Highway System

The plan recommendations for the arterial street and highway system for the year 2020 can be divided into three categories: system preservation—the proposed resurfacing, reconstruction, and modernization as needed of arterials to largely the same capacity as exists today; system improvement—the proposed widening of existing arterials to carry additional traffic lanes; and system expansion—the proposed construction of new arterial facilities. Map 5 displays the recommended arterial system preservation, improvement, and expansion by county. Highway improvements are recommended in the regional transportation plan only as a last resort, that is, to address the congestion which may not be expected to be alleviated by proposed land use, systems management, bicycle and pedestrian facilities, or public transit measures.

System Preservation: Maintaining Existing Facilities

System preservation consists of arterial preservation projects required to maintain the structural adequacy and serviceability of the existing arterial system without significantly increasing the capacity of that system. This would include all projects classified as resurfacing and reconstruction for the same capacity. The plan proposes system preservation activities for about 2,943 route-miles of the arterial system representing about 82 percent of the total planned arterial system in the year 2020.

System Improvement: Widening Existing Facilities

System improvement consists of all projects which would significantly increase the capacity of the existing system through street widening to provide additional through traffic lanes. Under the plan, a total of 533 route-miles of facilities would be widened and improved with respect to traffic carrying capacity, representing about 15 percent of the total planned arterial system. This includes the recommended widening of 127 miles of freeways as the freeway system is reconstructed over the next approximately 30 years.

System Expansion: Constructing New Facilities

System expansion consists of the proposed construction of new arterial streets and highways. The plan would provide for the construction of 124 route-miles of new arterial facilities, representing about 3 percent of the total planned arterial route-miles in the year 2020.

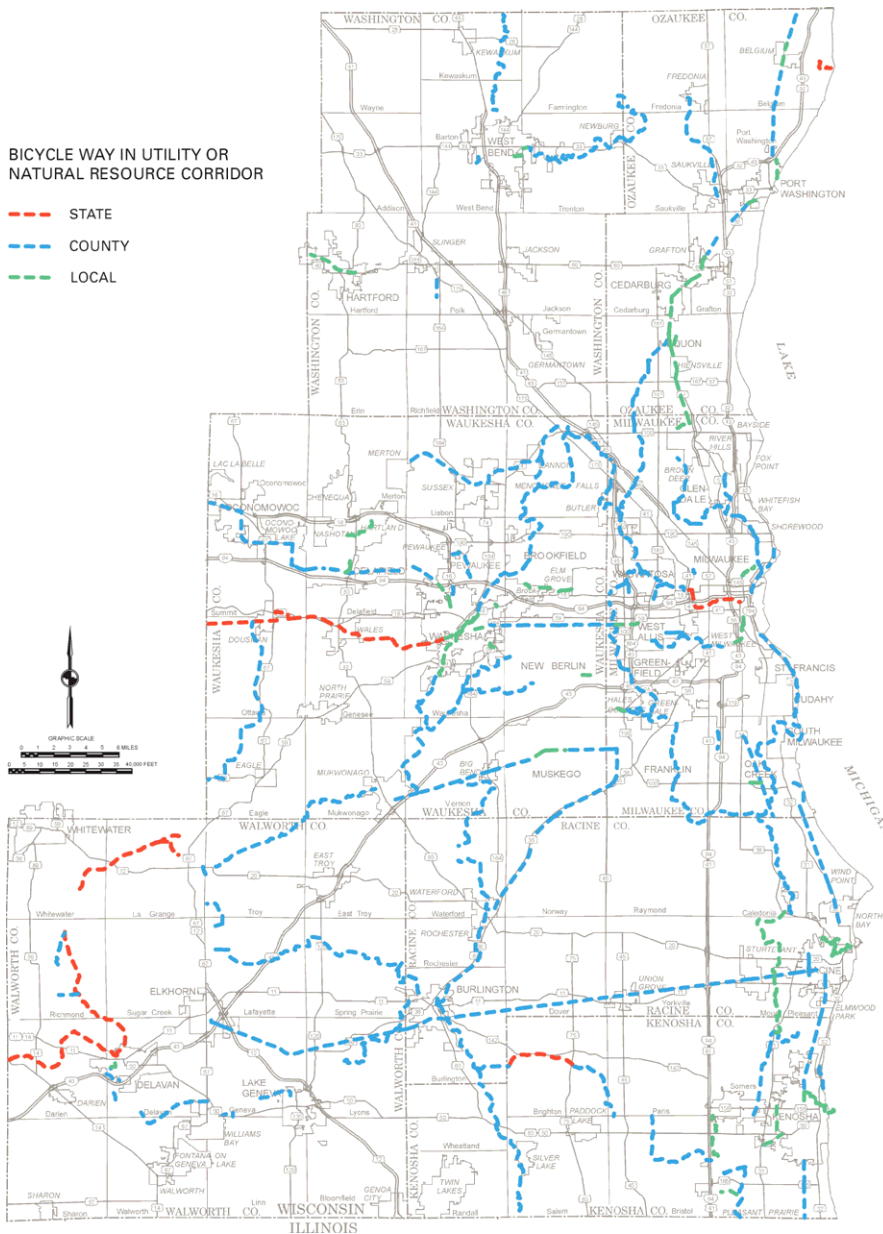
Map 4

RECOMMENDED OFF-STREET BICYCLE AND PEDESTRIAN WAY ELEMENT OF THE ADOPTED REGIONAL TRANSPORTATION SYSTEM PLAN FOR SOUTHEASTERN WISCONSIN: 2020

PUBLIC INVOLVEMENT IN THE REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLAN REVIEW AND UPDATE PROCESS

The Commission will work throughout the plan review and update process to inform units of government and the general public about plan development, and will work to obtain input on land use and transportation system needs and problems, and land use and transportation system alternatives. Land use and transportation system plans—alternative, preliminary, and final recommended plans—will attempt to incorporate the input received from elected officials and the general public.

The following are means that will be used by the Commission to inform interested persons and groups about the progress of the plan review and update and the issues under consideration, and to encourage the sharing of comments and perspectives.



Source: SEWRPC.

- A website—www.sewrpc.org/regional-plans—has been established as a source of comprehensive information regarding the review and update of the regional land use and transportation system plans. The website includes notifications of upcoming meetings, summary information on work progress, and an opportunity to submit comments. Draft plan materials and Advisory Committee agendas, minutes, and materials will be posted as they become available
- A series of four newsletters—this being the first—will be produced and distributed, including at public meetings and on the website noted above.

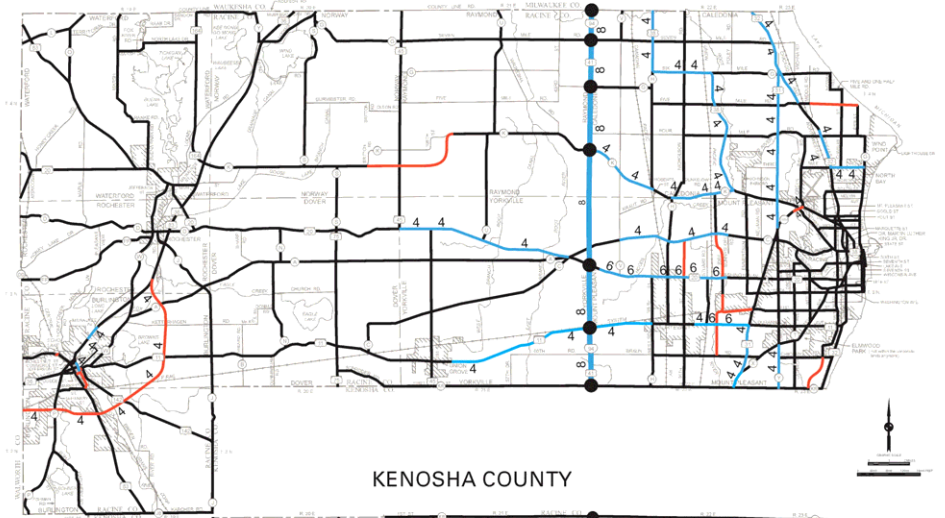
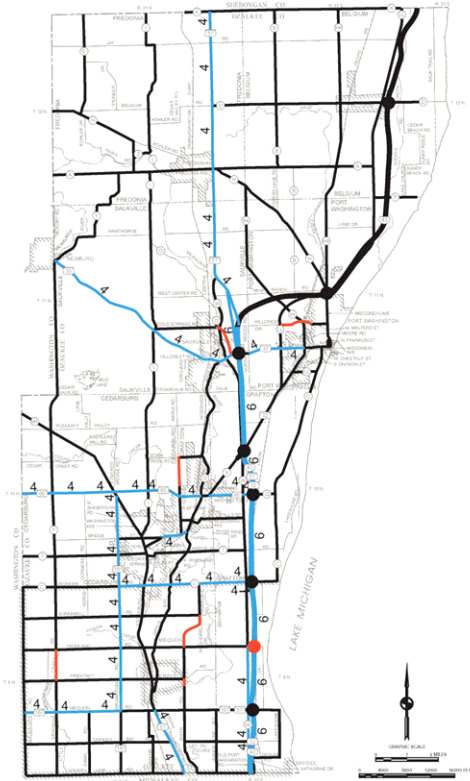
Public meetings will be held throughout the Region starting with those announced on the front page of this newsletter. Three series of meetings will be held: the first series at the initiation of the review and update of the plans; the second series will be held during the development of the regional land use plan and the initiation of consideration of alternative transportation system plans; and the third series will be held following the evaluation of alternative transportation plans.

Map 5

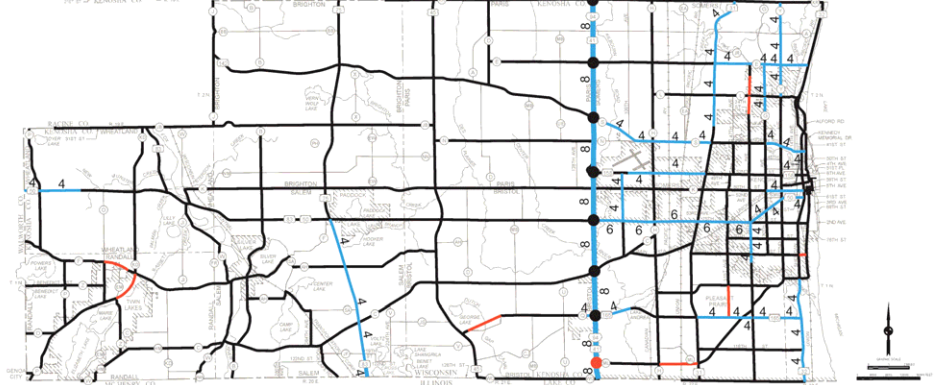
ARTERIAL STREET AND HIGHWAY SYSTEM PLAN ELEMENT OF THE ADOPTED YEAR 2020 REGIONAL TRANSPORTATION SYSTEM PLAN^a

OZAUKEE COUNTY

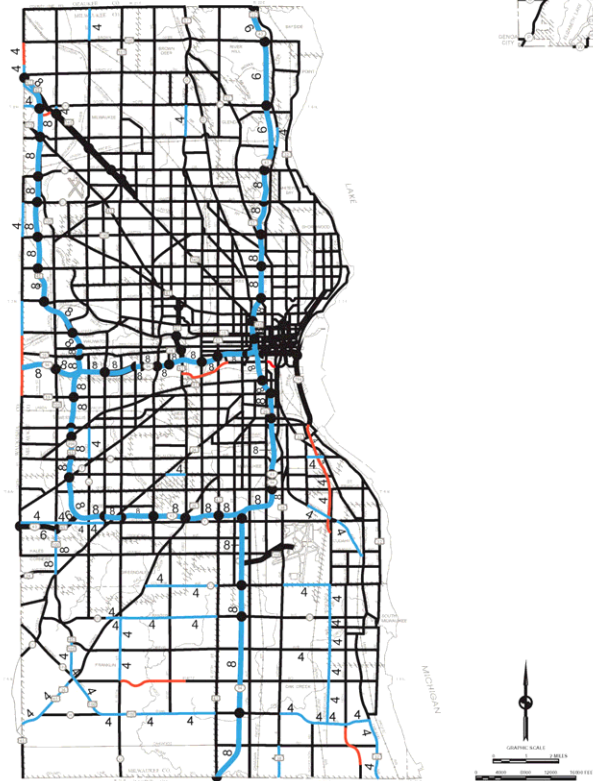
RACINE COUNTY



KENOSHA COUNTY



MILWAUKEE COUNTY



ARTERIAL STREET OR HIGHWAY

- NEW
- WIDENING AND/OR OTHER IMPROVEMENT TO PROVIDE SIGNIFICANT ADDITIONAL CAPACITY
- RESURFACING OR RECONSTRUCTION TO PROVIDE ESSENTIALLY THE SAME CAPACITY
- 4** NUMBER OF TRAFFIC LANES FOR NEW OR WIDENED AND/OR IMPROVED FACILITY (2 WHERE UNNUMBERED)

FREEWAY INTERCHANGE

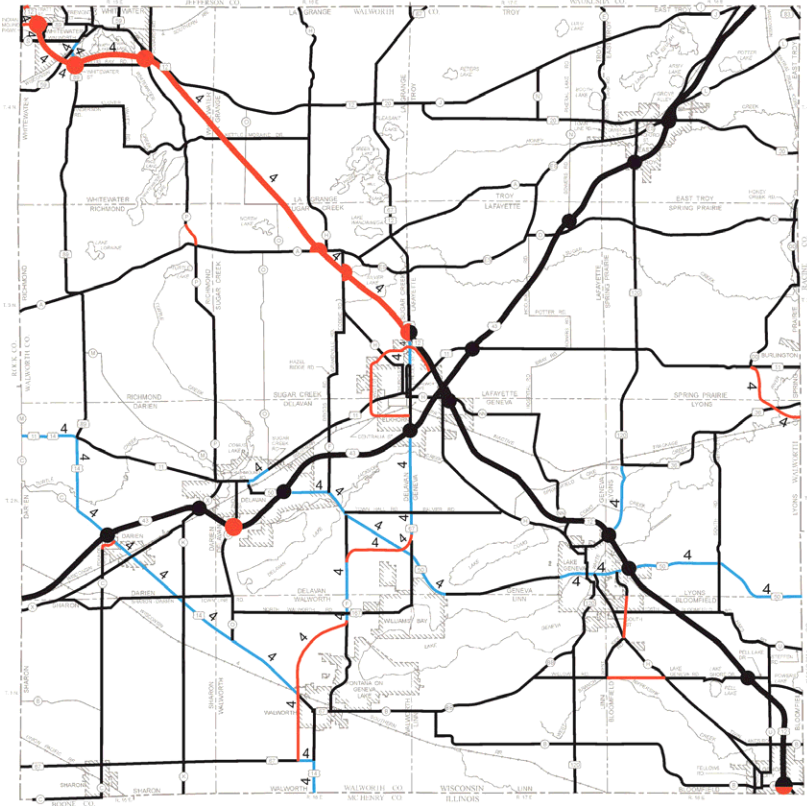
- NEW
- EXISTING

^a Each proposed arterial street and highway improvement and expansion, and, as well, preservation project, would need to undergo preliminary engineering and environmental studies by the responsible state, county, or municipal government prior to implementation. The preliminary engineering and environmental studies will consider alternatives and impacts, and final decisions as to whether and how a plan and project will proceed to implementation will be made by the responsible state, county, or municipal government (State for state highways, County for county highways, and municipal for municipal arterial streets) at the conclusion of preliminary engineering.

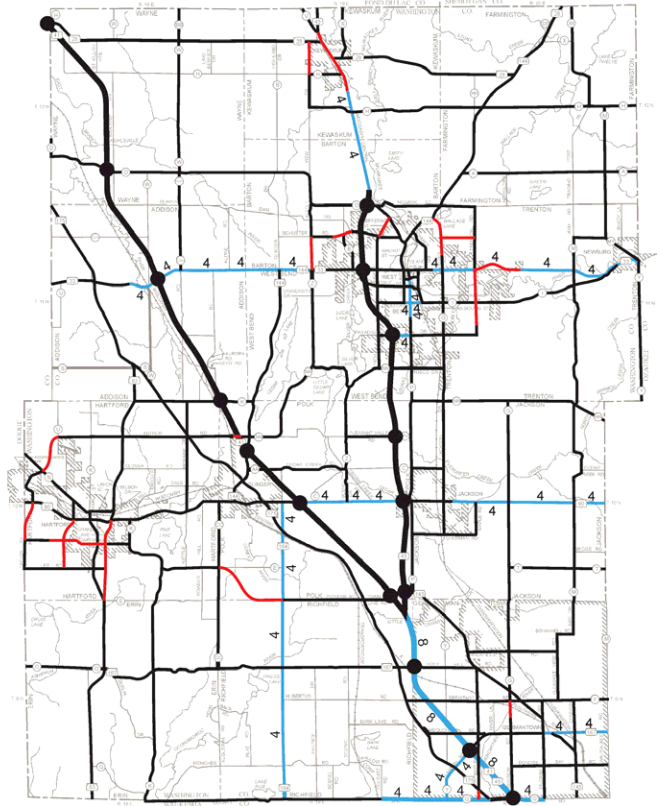
NOTE: INDIVIDUAL 8 1/2" BY 11" COUNTY MAPS MAY BE VIEWED IN AN ELECTRONIC VERSION OF THIS NEWSLETTER AT WWW.SEWRPC.ORG/REGIONAL PLANS, OR OBTAINED BY CALLING THE REGIONAL PLANNING COMMISSION AT (262) 547-6721.

Map 5 (continued)

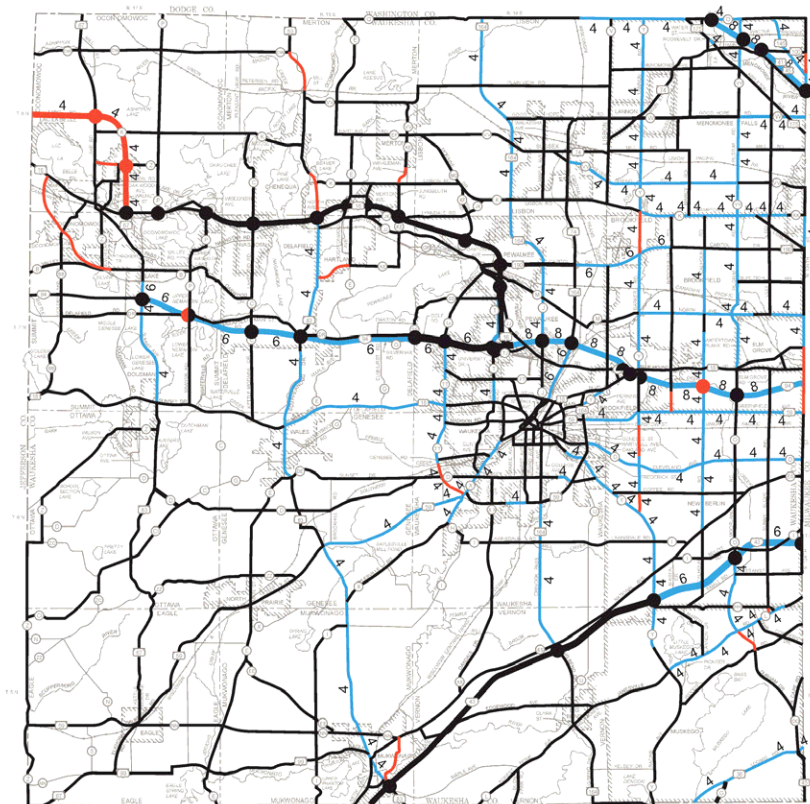
WALWORTH COUNTY



WASHINGTON COUNTY



WAUKESHA COUNTY



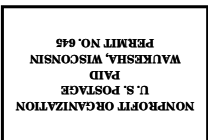
- The Advisory Committees on Regional Land Use Planning and Regional Transportation Planning will meet throughout the review and update of the regional land use and transportation plans. The Advisory Committees are comprised primarily of local officials from the Region, providing a link to the municipalities and counties that the Advisory Committee members represent.
- The Commission will seek opportunities to notify and inform the Region's population, and obtain their input. Outreach efforts will particularly be made to notify and inform, and obtain input from, low-income and minority populations—including the African American, Hispanic, Hmong, and Native American communities. Commission staff is available to provide briefings and receive comments from all interested persons, community and other groups, and units of government.

Contact Information

The following is contact information should a person wish to submit a comment, obtain additional information, or to request a briefing:

Website: www.sewrpc.org/regionalplans
 E-mail: regionalplans@sewrpc.org
 Phone (262) 547-6721
 Fax: (262) 547-1103
 Mail: P.O. Box 1607
 W239 N1812 Rockwood Drive
 Waukesha, WI 53187

This newsletter was mailed directly to a list of individuals and organizations that have expressed interest in receiving such information. If you did not receive this newsletter directly, and would like to receive future issues directly, please contact the Commission using the contact information above.



SOUTHEASTERN WISCONSIN
 REGIONAL PLANNING COMMISSION
 W239 N1812 ROCKWOOD DRIVE
 PO BOX 1607
 WAUKESHA, WISCONSIN 53187-1607

REVIEW AND UPDATE OF REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS
FOR SOUTHEASTERN WISCONSIN ENGLISH BROCHURE: JULY 2004

REVIEW AND UPDATE OF REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN



SUMMARY BROCHURE

JULY 2004

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) has begun the review and update of land use and transportation system plans for the seven-county Southeastern Wisconsin Region. These plans will provide a vision and guide land use and transportation system development for the Region, extending 20 or more years into the future. The new land use plan—to be completed in early 2005—along with the new transportation system plan—to be completed in early 2006—will represent the fifth major planning cycle conducted. The first such long-range plans were adopted by the Commission in 1966.

The most recent land use and transportation plans, adopted in 1997, have been amended and extended to the year 2025. These have served the Region well, but the time has come to update them in light of the newer information:

- 2000 U.S. Bureau of Census population data
- 2000 regional land use inventory data
- 2001 regional travel survey data

The new plans currently being prepared will guide land use development and redevelopment, and transportation system development, to the year 2035. We invite you to participate in this planning process.

ADVISORY COMMITTEES

An Advisory Committee on Regional Land Use Planning and an Advisory Committee on Regional Transportation Planning will provide important guidance. The Advisory Committees will promote intergovernmental and interagency coordination, and serve as direct liaisons between the SEWRPC planning effort and the local and State governments that will be responsible for implementing plan recommendations.

Input will be obtained from each county's Advisory Committee on Jurisdictional Highway Planning—which includes representation from each of the seven counties and 147 municipalities within the Region. These committees will meet to discuss transportation problems and needs, and to consider alternatives and recommended plans by the Transportation Advisory Committee.

The Commission staff will also work periodically with a number of informal task forces or groups, regarding the plans and planning process. These will include representatives of freight transportation, business and industry, public and private

transit operators, citizen interests, and minority and low income populations. They will meet to help define land use and transportation problems and needs, and to comment on proposed plans.

WHAT IS SEWRPC'S ROLE?

SEWRPC is the official areawide planning agency for Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties. The Commission's planning addresses land use, transportation, flood management, and sewer service areas, as well as parks and open spaces, environmental corridors, and natural areas.

By law, the plans of the Commission are advisory to State, county, and municipal government. Also, no recommendation of the regional transportation plan proceeds directly to implementation. Public transit plan recommendations are considered by local government transit operators. Arterial street and highway recommendations are considered in preliminary engineering and environmental studies by the responsible State, county, or municipal government. These entities then determine whether and how to proceed to implementation.

PLAN REVIEW AND UPDATE SCHEDULE

Over the next two years, numerous steps will be taken to develop new regional land use and transportation system plans. The following are key steps along the way.

- Development of new population and employment forecasts—Summer 2004
- Review of current land use plan—Fall 2004
- Review of current transportation plan—Fall 2004
- Development of recommended land use plan—Winter 2004/Spring 2005
- Review of existing transportation system, travel habits and patterns, and travel demand forecasting models—Winter 2004/Spring 2005
- Adoption of land use plan—Spring 2005
- Consideration and evaluation of transportation system plan alternatives—Summer/Fall 2005
- Development of recommended transportation system plan—Winter 2005/ Spring 2006
- Adoption of transportation system plan—Spring 2006

CURRENT REGIONAL LAND USE PLAN

The current regional land use plan recommends a more centralized regional settlement pattern and seeks to reverse current development trends. The plan, as shown on Map 1, recommends stabilization and revitalization of the urban centers of the Region, particularly Milwaukee, Racine, and Kenosha. It recommends that new urban development occur largely as infill in existing urban centers, and in defined urban growth areas adjoining these centers. Growth is proposed at densities which can efficiently and effectively support urban services, including water supply, sanitary sewerage, and public transit.

The plan proposes that future land use in the Region be shaped in three significant ways.

Encourage Centralized, Suitable Development

Urban development should be encouraged to occur only in defined urban growth areas which can be readily served by essential municipal facilities and services. These areas should have soils suitable for such development, which are not subject to special hazards such as flooding and shoreline erosion.

The plan further recommends that new residential development occur primarily in planned neighborhoods at medium urban densities, averaging about five dwelling units per acre (orange area on map). It thus seeks to moderate the declining trend in urban population density within the Region. A planned neighborhood would have a full range of housing types and lot sizes, and amenities such as a public elementary school, local park, and nearby shopping facilities. Additionally, there would be convenient and direct access to the public transit system and arterial street system, and efficient pedestrian, bicycle, and vehicle travel.

The plan envisions a total of 27 major industrial centers and 18 major commercial centers within the Region. Those which lie in central portions of the Milwaukee, Racine, and Kenosha urban areas generally require stabilization and revitalization, and a return to employment growth to retain their designation as major centers. This will assist in promoting a better balance between the location of jobs and population in the Region.

Protect Environmental Corridors

The land use plan recommends the protection of all remaining primary environmental corridors (green areas on map) from intrusion by incompatible urban development. It also discourages the location of urban development in secondary environmental corridors and isolated natural resource areas.

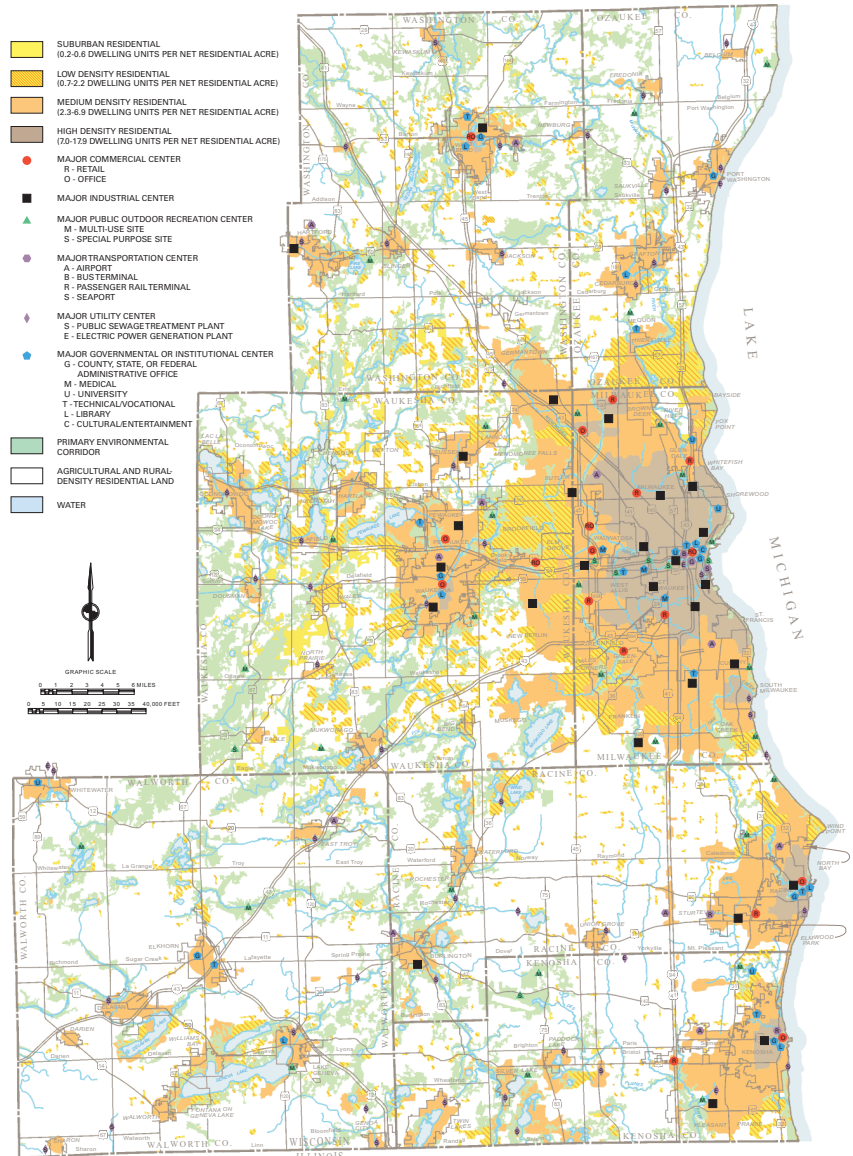
Primary environmental corridors encompass only about 17 percent of the total area of the Region, but include all the major lakes and streams, and most of the associated undeveloped shorelands and floodlands; most of the best remaining woodlands, wetlands, and wildlife habitat areas; steep topography and significant geologic formations; most of the best remaining sites having scenic, historic, and scientific value; the major groundwater recharge and discharge areas; and many existing park sites, as well as most of the best potential park sites.

Retain Prime Agricultural Lands and Rural Character

The plan's third shaping principle is the retention in rural use of almost all remaining prime agricultural lands (part of the white areas on map). These are the most productive farmlands in the Region. Any rural residential development would occur outside prime agricultural lands (and primary environmental corridors) at densities of no more than one unit per five acres and desirably in cluster designs to maintain rural character and open space.

Map 1

ADOPTED LAND USE PLAN FOR SOUTHEASTERN WISCONSIN: 2020



**CURRENT REGIONAL
TRANSPORTATION SYSTEM PLAN**

The current regional transportation system plan is a comprehensive, multimodal plan designed to serve the regional land use plan. The transportation plan’s principal components are public transit, systems management, bicycle and pedestrian facilities, and arterial streets and highways.

Public Transit

The plan calls for substantial improvement and expansion of transit service in the Region, including major increases in rapid and express transit service, as well as increases in local transit service. In total, the plan proposes about a 70 percent increase in transit as measured by daily vehicle-miles of bus service, from the plan base year of 1995 to the plan design year 2020. Many of the transit recommendations are shown on Map 2.

Rapid Transit

Rapid transit service (red lines and light green shading on map) would consist of buses operating over freeways between the Milwaukee central business district and outlying locations. Service would reach south to Racine and Kenosha, southwest to Mukwonago, west to Waukesha and Oconomowoc, northwest to West Bend, and north to Cedarburg, Grafton, Saukville, and Port Washington. The plan proposed about a 300 percent increase in rapid transit service, (and in express transit described below), as measured by daily vehicle-miles of bus service, from 1995 to 2020.

Express Transit

The proposed express transit system (blue lines on map) would consist primarily of buses operating over a grid of 12 limited-stop, higher-speed routes in Milwaukee and Waukesha Counties. All service would be provided by buses operating in mixed traffic over surface arterial streets and highways, but could be upgraded to buses on reserved street lanes.

Local Transit

The plan recommends expansion of local bus transit service (darker green areas on map) over arterial and collector streets with frequent stops throughout the Kenosha, Milwaukee, and Racine urbanized areas. It calls for substantial improvements in the frequency of service, particularly on major local routes. Local transit service through shared-ride taxis in smaller urban areas, and the continuation of appropriate paratransit services would help meet the needs of disabled individuals. About a 35 percent increase in local transit service, as measured by daily vehicle-miles of bus service, was proposed from 1995 to 2020.

Rail Transit or Bus Guideways

Detailed corridor transit studies are recommended to consider upgrading bus service to commuter rail for rapid transit service—and light rail or bus guideways for express transit service. Decisions to proceed would rest with concerned local government sponsors and transit operators. The Milwaukee downtown connector study, considering bus guideway technology, is such a study. Rapid transit commuter rail in the Milwaukee-Racine-Kenosha corridor was recently recommended in another such study.

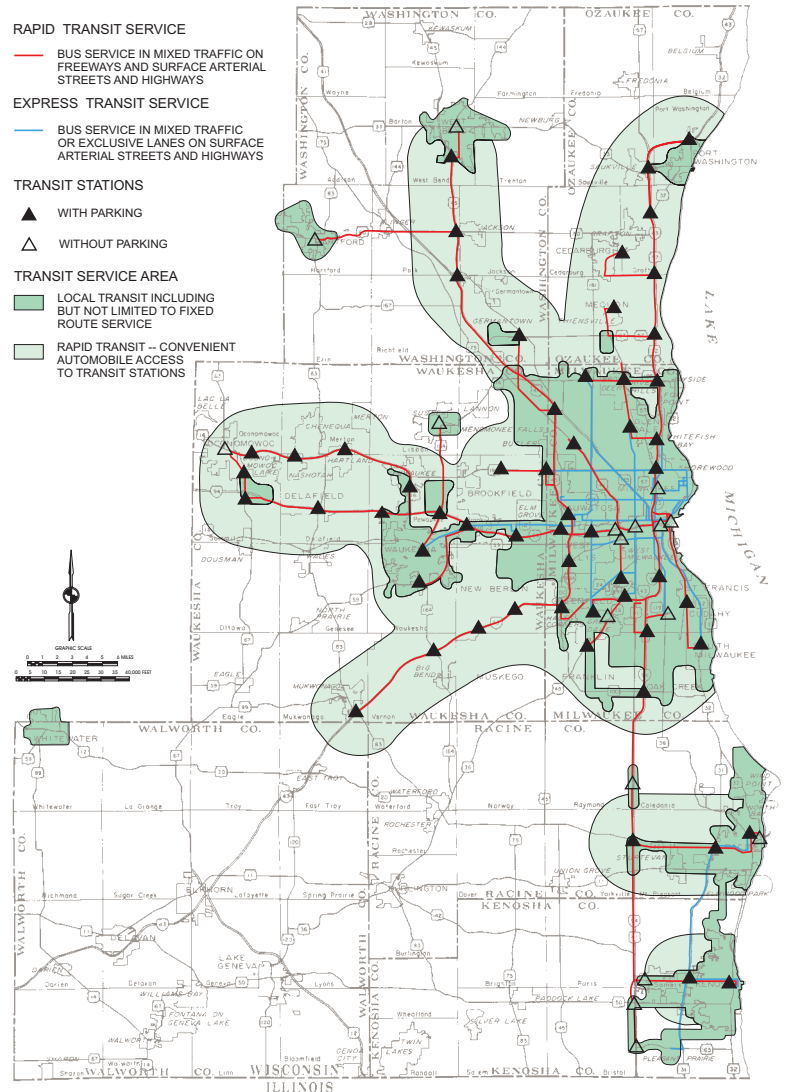
Transportation Systems Management

More efficient use of the existing transportation system is encouraged via transportation systems management. This includes travel demand measures to encourage automobile alternatives and to promote reduced vehicular travel. It also includes traffic management measures to maximize capacity on existing arterial streets and highways. The measures are:

- Freeway traffic management system to promote efficient operation of the regional freeway system

Map 2

**PUBLIC TRANSIT ELEMENT OF THE ADOPTED
REGIONAL TRANSPORTATION SYSTEM PLAN
FOR SOUTHEASTERN WISCONSIN: 2020**



Source: SEWRPC.

- Arterial street curb-lane parking restrictions during peak periods
- Traffic engineering for efficient flow on arterials and through intersections
- Traffic management technology known as Intelligent Transportation Systems
- Travel demand promotion to promote automobile alternatives and reduce commutes
- Detailed land use planning and site design compatible with multiple transportation choices
- Transit systems management and service enhancement to boost bus speeds and transit use

Bicycle and Pedestrian Facilities

These are recommended to provide for safe accommodation of bicycle and pedestrian travel, and to provide modal choice. The plan includes improvements on, or adjacent to, arterial streets. It recommends that as the surface arterial street system is resurfaced and reconstructed segment-by-segment, bicycle accommodation should be considered and implemented, if feasible. Options include bicycle lanes, widened outside travel lanes, widened shoulders, and separate bicycle paths. Additionally, the plan recommends development of 575 miles of off-street bicycle and pedestrian paths.

Arterial Street and Highway System

The plan recommendations for the 3,600-mile arterial street and highway system for the year 2020 can be divided into three categories: system preservation, system improvement, and system expansion. Maps available in a more detailed newsletter and on the Commission’s website display the recommendations by county (see information at end).

Highway improvements are recommended in the regional transportation plan to address the congestion not expected to be alleviated by proposed land use, systems management, bicycle and pedestrian facilities, or public transit measures.

System Preservation: Maintaining Existing Facilities

These are arterial preservation projects including resurfacing and reconstruction, required to maintain the structural adequacy and serviceability of existing arterial streets and highways without significantly increasing the capacity. The plan proposes system preservation activities for about 82 percent of the total planned arterial system by the year 2020.

System Improvement: Widening Existing Facilities

This consists of all projects which would significantly increase the capacity of the existing system through street widening to provide additional through traffic lanes. A total of 533 route-miles would be widened for increased capacity, representing about 15 percent of the total planned arterial system. Included is the recommended widening of 127 miles of freeways during reconstruction over the next 30 years.

System Expansion: Constructing New Facilities

The plan would provide for the construction of 124 miles of new arterial facilities, representing about 3 percent of the total planned arterial route-miles by 2020.

PUBLIC INVOLVEMENT

The Commission encourages public involvement. It will work throughout the plan review and update process to inform units of government and the general public about plan development, and will work to obtain input on land use and transportation system needs, problems, and alternative solutions. We will attempt to incorporate the input received from all sources.

In addition to the Advisory Committees described earlier, the following will be used:

- **A website**—www.sewrpc.org/regionalplans—has been established as a source of comprehensive information. It includes notifications of upcoming meetings, summaries of work progress, and a means to submit comments. Draft plan chapters and Advisory Committee agendas, minutes, and materials will be posted as they become available.
- **Four newsletters**—this brochure condensing the first—will be produced and distributed, including at public meetings and on the website.
- **Public meetings** will be held throughout the Region in three series: the first initiating the review and update of the plans; the second during the development of the regional land use plan and consideration of alternative transportation system plans; and the third following the evaluation of alternative transportation plans.
- **Briefings** by Commission staff are available to provide information and receive comments from all interested persons, community and other groups, and units of government.
- **Other opportunities** will be sought to notify and inform citizens and obtain their input. Outreach efforts will particularly be made to reach minority communities—including African American, Hispanic, Hmong, and Native American—as well as low-income neighborhoods.

FOR MORE INFORMATION

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 W239 N1812 Rockwood Drive
 Waukesha, WI 53187

A mailing list has been developed of individuals and organizations interested in receiving summary information. If you would like to directly receive future such materials, please contact us.

Este folleto está disponible en www.sewrpc.org/regionalplans/spanish. También se puede obtener una copia impresa de este folleto. Para recibir una copia del folleto en Español, o si tiene preguntas en Español, por favor llame a La Casa de Esperanza al (262) 547-0887.

REVIEW AND UPDATE OF REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS
FOR SOUTHEASTERN WISCONSIN SPANISH BROCHURE: JULY 2004

REVISIÓN Y ACTUALIZACIÓN DE LOS PLANES REGIONALES DEL USO DE LA TIERRA Y DEL SISTEMA DE TRANSPORTACIÓN PARA EL SURESTE DE WISCONSIN



FOLLETO EN RESUMEN

JULIO 2004

La Comisión de Planeación Regional del Sureste de Wisconsin (SEWRPC—siglas en Inglés) ha comenzado la revisión y actualización de los planes del uso de la tierra y del sistema de transportación para los siete condados de la Región del Sureste de Wisconsin. Estos planes ofrecerán una visión y guía para el uso de la tierra y el desarrollo del sistema de transportación para la región, proyectándose 20 años o más hacia el futuro. El nuevo plan para el uso de la tierra—a terminarse a principios del 2005—en conjunto con el nuevo plan del sistema de transportación—a terminarse a principios del 2006—representarán el quinto ciclo de planeación mayor que se ha llevado a cabo. El primero de estos ciclos de planeación a largo-plazo fue adoptado por la Comisión en 1966.

Los más recientes planes para el uso de la tierra y para la transportación, adoptados en 1997, han sido corregidos y extendidos hasta el año 2025. Estos han servido bien a la Región, pero ha llegado el momento de actualizarlos usando nueva información:

- Información de la Oficina del Censo de los Estados Unidos del 2000
- Información de los Inventarios del Uso de la Tierra Regional del 2000
- Información de las Encuestas de Viajes de la Región del 2001

Los nuevos planes que actualmente están siendo preparados guiarán el desarrollo y redesarrollo del uso de la tierra y el desarrollo del sistema de transportación, hasta el año 2035. Le invitamos a participar en este proceso de planeación.

COMITÉS CONSULTIVOS

Un Comité Consultivo de Planeación Regional del Uso de la Tierra y un Comité Consultivo de Planeación Regional de Transportación ofrecerán importantes consejos. Los Comités Consultivos promoverán coordinación entre diferentes agencias y diferentes oficinas del gobierno, y servirán como los enlaces directos entre los esfuerzos de planeación de SEWRPC y los gobiernos locales y Estatales que serán responsables por la implementación de los planes recomendados.

Opiniones serán obtenidas de los Comités Consultivos de Planeación de Autopistas Jurisdiccionales de cada uno los condados de los cuales incluyen representación de cada uno de los 7 condados y 147 municipalidades en la Región. Estos comités se reunirán para discutir problemas y necesidades de transporte, y para considerar alternativas y planes recomendados por el Comité Consultivo de Transportación.

Los empleados de la Comisión también trabajarán periódicamente con varios grupos operantes o grupos informales, con respecto a los planes y al proceso de planeación. Estos grupos incluirán representantes de transportadores de carga, negocios e industria, de operadores de transporte público y privado, de intereses de los ciudadanos, y de grupos minoritarios y de bajos recursos. Ellos se reunirán para ayudar a definir los problemas y necesidades del uso de la tierra y de transportación, y para comentar acerca de los planes propuestos.

¿CUAL ES EL PAPEL DE SEWRPC?

SEWRPC es la agencia oficial de planeación para los condados de Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, y Waukesha. En su planeación la Comisión se enfoca en el uso de la tierra, transporte, manejo de inundaciones, y áreas de servicio de drenaje, así como también parques, áreas abiertas, territorios ambientales y áreas naturales.

Por ley, los planes de la Comisión se ofrecen como un asesoramiento para el gobierno estatal, del condado, y municipal. Así mismo, las recomendaciones del plan regional de transportación no proceden a implementación directamente. Las recomendaciones del plan de transporte público son consideradas por operadores de transporte del gobierno local. Recomendaciones para calles principales y autopistas son consideradas en estudios preliminares de ingeniería y del medio ambiente por el gobierno estatal, del condado o municipal responsable. Estas entidades entonces determinan si, y como, pueden proceder a la implementación.

REVISIÓN DEL PLAN Y HORARIO ACTUALIZADO

Dentro de los siguientes dos años, varios pasos se tomarán para desarrollar nuevos planes del uso de la tierra y del sistema de transportación regionales. Los siguientes son pasos importantes, en este proceso:

- Desarrollo de pronósticos de nuevas poblaciones y empleos—Verano 2004
- Revisión del plan actual del uso de la tierra—Otoño 2004
- Revisión del plan actual de transportación—Otoño 2004
- Desarrollo del plan recomendado del uso de la tierra—Invierno 2004/Primavera 2005
- Revisión del sistema existente de transportación, hábitos y tendencias de uso, y de modelos de pronósticos de demanda de uso—Invierno 2004/Primavera 2005

- Adopción del plan del uso de la tierra—Primavera 2005
- Consideración y evaluación de las alternativas del plan del sistema de transportación—Verano/Otoño 2005
- Desarrollo de las recomendaciones del plan del sistema de transportación—Invierno 2005/Primavera 2006
- Adopción del plan del sistema de transportación—Primavera 2006

PLAN ACTUAL REGIONAL DEL USO DE LA TIERRA

El plan actual del uso de la tierra en la región recomienda un modelo de población de la región más centralizado y busca invertir la dirección de tendencias actuales de desarrollo. El plan, como se muestra en el Mapa 1, recomienda estabilización y revitalización de los centros urbanos de la región, en particular Milwaukee, Racine, y Kenosha. Recomienda que el nuevo desarrollo urbano ocurra principalmente dentro en centros urbanos existentes, y en áreas definidas de crecimiento urbano adjuntas a estos centros. El crecimiento es propuesto en densidades que pueden eficientemente y efectivamente acomodar servicios urbanos, incluyendo suministros de agua, alcantarillados sanitarios, y transporte público.

El plan propone que el uso de la tierra de la Región en el futuro sea modelado de tres diferentes maneras.

Fomentar Desarrollo Centralizado, Compatible

Desarrollo urbano debe ser fomentado que ocurra solamente en áreas definidas de crecimiento urbano las cuales pueden ser servidas con facilidad por instalaciones municipales y servicios esenciales. Estas áreas deben tener suelos convenientes para tal desarrollo, las cuales no están sujetas a riesgos especiales como inundaciones y erosión de riberas.

Además el plan recomienda que el nuevo desarrollo residencial ocurra principalmente en zonas residenciales planeadas con densidades urbanas medianas, con un promedio de casi cinco residencias por acre (área anaranjada en el mapa). De esta manera se trata de moderar la tendencia declinante en la densidad de población urbana dentro de la Región. Una zona residencial planeada tendría una gama completa de tipos de casas y tamaños de lotes, y amenidades tales como una escuela primaria pública, parque local, y centros comerciales cercanos. Adicionalmente, habría acceso conveniente y directo al sistema público de transporte y al sistema de calles principales, y una manera eficiente de viajar para peatones, bicicletas y vehículos.

El plan anticipa un total de 27 centros industriales principales y 18 centros comerciales principales dentro de la Región. Aquellos que están localizados en las porciones centrales de áreas urbanas de Milwaukee, Racine, y Kenosha generalmente requieren estabilización y revitalización, y una tasa positiva de crecimiento de empleos para retener su designación como centros principales. Esto ayudará a promover un mejor balance entre el lugar donde se encuentran los trabajos y la población en la Región.

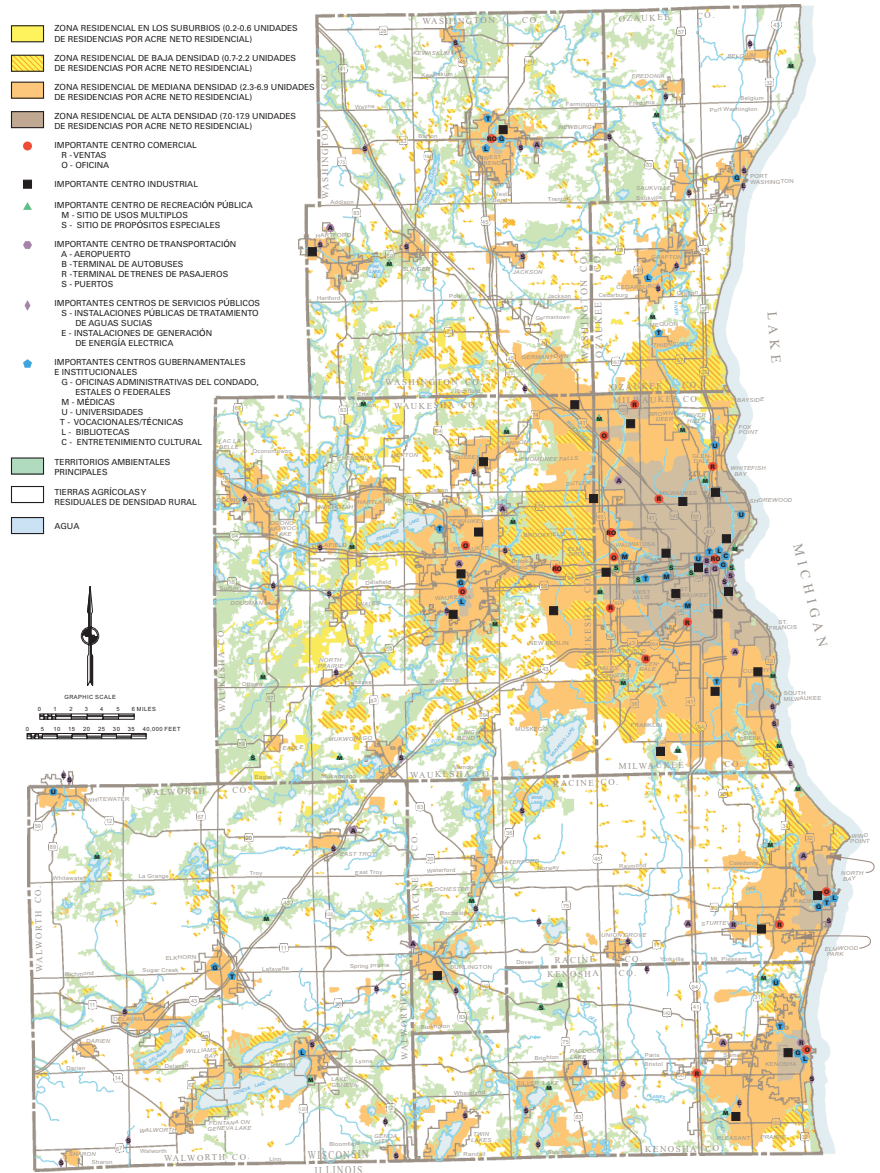
Proteger Territorios Ambientales

El plan del uso de la tierra recomienda la protección de todos los territorios ambientales principales que existen (áreas verdes en el mapa) de la invasión de desarrollo urbano incompatible. De igual manera recomienda que no haya desarrollo urbano en territorios ambientales secundarios y áreas aisladas de recursos naturales.

Territorios ambientales principales abarcan solamente cerca de un 17 por ciento del área total de la Región, pero incluye todos los lagos y corrientes de agua principales, y la mayoría de las riberas y terrenos de inundación no desarrollados asociados con ellos; la mayoría de las mejores áreas de bosques, tierras pantanosas, y hábitat de la fauna que aún existen; topografía empinada e importantes formaciones geológicas; la mayoría de las mejores áreas que aún existen que tienen valor pintoresco, histórico y científico; la mayoría de las áreas de recargar y descargar del agua subterránea; y muchos lugares de parques existentes, así como también la mayoría de los mejores posibles lugares para parques.

Mapa 1

PLAN ADOPTADO DEL USO DE LA TIERRA PARA EL SURESTE DE WISCONSIN: 2020



Source: SERWPC.

Retener Tierras Agrícolas Principales y el Carácter Rural

El tercer principio fundamental del plan es la retención del uso rural de casi todas de las mejores tierras agrícolas que existen (parte de las áreas blancas en el mapa). Estas son las tierras para cultivo más productivas en la Región. Cualquier desarrollo residencial rural ocurriría fuera de las mejores tierras agrícolas (y de los territorios ambientales principales) y en densidades de no más de una unidad por cinco acres y de preferencia en diseños agrupados para mantener el carácter rural y el espacio abierto.

PLAN ACTUAL DEL SISTEMA DE TRANSPORTE REGIONAL

El plan del sistema de transportación regional existente es un plan comprensivo y de muchas opciones diseñado para servir el plan del uso de la tierra de la Región. Los principales componentes del plan de transportación son transporte público, manejo de sistemas, instalaciones para bicicletas y peatones, y calles principales y autopistas.

Transporte Público

El plan invoca por mejoras y expansión substanciales del servicio de transporte en la Región, incluyendo grandes aumentos en los servicios de transporte rápido y expreso, así como también aumentos en el servicio de transporte local. En total, el plan propone cerca de un 70 por ciento de aumento en el transporte, medido por el número de vehículo-millas diarias del servicio de autobuses, del año del plan base (1995) al año de diseño del plan (2020). Muchas de las recomendaciones de transporte se muestran en el Mapa 2.

Transporte Rápido

El servicio de transporte rápido (líneas rojas y sombras de verde ligero) consistiría de autobuses operando en las carreteras entre el distrito central comercial de Milwaukee y las afueras de la ciudad. El servicio llegará al sur hasta Racine y Kenosha, al suroeste hasta Mukwonago, al oeste hasta Waukesha y Oconomowoc, al noroeste hasta West Bend, y al norte de Cedarburg, Grafton, Saukville, y Port Washington. El plan propone cerca de un 300 por ciento de incremento en el servicio de transporte rápido (y en el transporte expreso descrito abajo), usando la medida de vehículo-millas diarias del servicio de autobuses, de 1995 al 2020.

Transporte Expreso

El sistema de transporte expreso que se propone (líneas azules en el mapa) consistiría principalmente de autobuses operando dentro de una red de 12 rutas de alta velocidad con paradas limitadas en los condados de Milwaukee y Waukesha. Todo el servicio se ofrecerá por autobuses operando en tráfico mixto en calles principales y autopistas, pero pudiera ser mejorado a usar autobuses en calles con carriles reservados.

Transporte Local

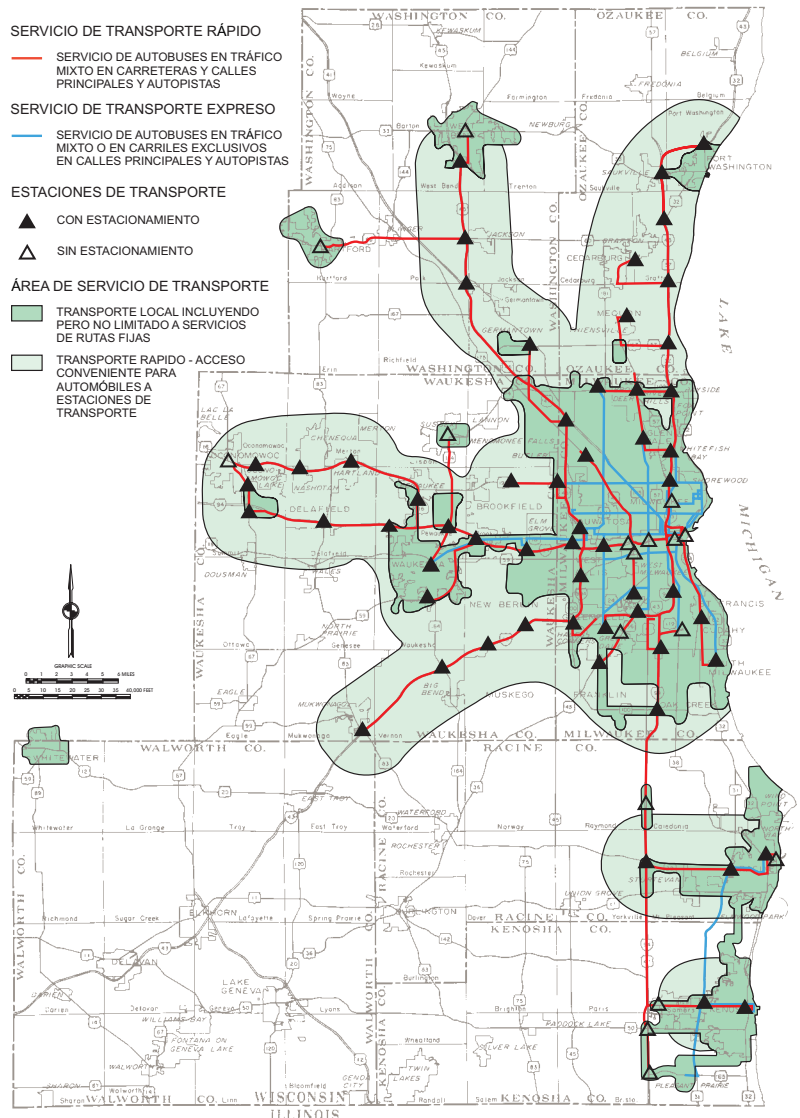
El plan recomienda expansión del servicio de autobuses de transporte local (áreas de verde oscuro en el mapa) en avenidas y calles principales con paradas frecuentes por todas las áreas urbanizadas en Kenosha, Milwaukee y Racine. Requiere de mejoras substanciales en la frecuencia del servicio, particularmente en rutas locales principales. Servicio local de transporte en taxis compartidos en áreas urbanas pequeñas, y la continuación de servicios de transporte especializados ayudaría a cubrir las necesidades de individuos incapacitados. Se propuso cerca de un 35 por ciento de aumento en el servicio de transporte local, medido por el número de vehículo-millas diarias del servicio de autobuses, de 1995 a 2020.

Transporte en Tren o Autobuses de Rutas Especiales

Estudios detallados de tráfico en los corredores son recomendados para considerar la conversión del servicio de autobuses a servicio de trenes de viajes cortos para servicios de transporte rápidos—y a trenes ligeros o autobuses en rutas especiales para el servicio de transporte expreso. Las decisiones serían tomadas por los gobiernos locales interesados en patrocinar el servicio y los operadores de transporte. El estudio del conector del centro de Milwaukee, que considera la tecnología de autobuses en rutas especiales, es un ejemplo de este tipo de estudio. Transporte rápido en trenes de viajes cortos en la zona de Milwaukee-Racine-Kenosha fue recientemente recomendado por otro estudio similar.

Mapa 2

COMPONENTE DEL TRANSPORTE PÚBLICO DEL PLAN DEL SISTEMA DE TRANSPORTACIÓN REGIONAL ADOPTADO PARA EL SURESTE DE WISCONSIN: 2020



Source: SEWRPC.

Administración de los Sistemas de Transportación

Se fomenta un uso más eficiente del sistema existente de transporte por medio de la administración de sistemas de transportación. Esto incluye medición de la demanda del uso para fomentar alternativas al uso de automóviles y promover la reducción del uso vehicular. También incluye medidas del manejo del tráfico para maximizar la capacidad en calles principales y autopistas existentes. Las medidas son:

- Administración del sistema de tráfico de las autopistas para promover el funcionamiento eficiente del sistema regional de autopistas
- Restricciones de estacionamiento en las calles principales durante periodos de máximo tráfico
- Ingeniería de tráfico para el flujo eficiente en calles principales y a través de intersecciones
- Tecnología para la administración del tráfico conocida como Sistemas de Transportación Inteligentes
- Promoción de alternativas al uso de automóviles y para reducir el número de viajes diarios
- Planeación detallada del uso de la tierra y diseño de desarrollos compatibles con el uso de múltiples tipos de transportación
- Administración de los sistemas de transporte y mejoramiento de los servicios para aumentar la velocidad de los autobuses y el uso del transporte

Instalaciones para Bicicletas y Peatones

Estas son recomendadas para ofrecer una seguridad a los que viajan en bicicleta y a los peatones, y para ofrecer opciones en tipos de transporte. El plan incluye mejoramientos en, o adjunto a, calles principales. Recomienda que cuando el sistema de las calles principales sea repavimentado y reconstruido segmento por segmento, servicios especiales para bicicletas deberán ser considerados e implementados, si es factible. Opciones incluyen carriles para bicicletas, ensanchamiento de carriles exteriores, ensanchamiento de orillas de caminos, y senderos separados para bicicletas. Adicionalmente, el plan recomienda el desarrollo de 575 millas de senderos—no en las calles—para bicicletas y peatones.

Calles Principales y Sistema de Autopistas

El plan recomienda que las 3,600 millas de calles principales y sistema de autopistas para el año 2020 puedan ser divididas en tres categorías: preservación del sistema, mejoras del sistema, y expansión del sistema. Mapas disponibles en folletos más detallados y en el sitio en la web de la Comisión muestran las recomendaciones por condado (ver información al final).

Mejoras a las autopistas son recomendadas en el plan de transportación regional para resolver el congestionamiento que no se espera se logre mejorar por medio de las propuestas del uso de la tierra, administración de sistemas, instalaciones para bicicletas y peatones, o con medidas de transporte público.

Preservación del Sistema: Manteniendo Instalaciones Existentes

Estos son proyectos de preservación de avenidas principales incluyendo repavimentación y reconstrucción, requeridas para mantener la adecuada estructura y durabilidad de las existentes avenidas principales y autopistas, sin aumentar significativamente la capacidad. El plan propone actividades de preservación del sistema para casi 82 por ciento del total planeado del sistema de avenidas para el año 2020.

Mejoras del Sistema: Ensanchando Instalaciones Existentes

Este consiste de todos los proyectos los cuales aumentarán significativamente la capacidad del sistema existente por medio del ensanchamiento de calles para ofrecer carriles adicionales para el tráfico. Un total de 533 millas serán ensanchadas para aumentar la capacidad, representando cerca del 15 por ciento del total planeado del

sistema arterial. Está incluida aquí el ensanchamiento recomendado de 127 millas de carreteras durante la reconstrucción de los siguientes 30 años.

Expansión del Sistema: Construyendo Nuevas Instalaciones

El plan proveerá para la construcción de 124 millas de nuevas avenidas, representando casi el 3 por ciento del total planeado de millas arteriales para el año 2020.

LA PARTICIPACIÓN DEL PÚBLICO

La Comisión promueve la participación del público. Trabaja durante el proceso de revisión y actualización para informar a las unidades de gobierno y al público en general acerca del desarrollo del plan, y trabajará para obtener opiniones con respecto a las necesidades del uso de la tierra y del sistema de transportación, problemas, y alternativas a soluciones.

Además de los Comités Consultivos que se describieron anteriormente, se usará lo siguiente:

- **Un sitio en la Web**—www.sewrpc.org/regionalplans—ha sido establecido como un recurso de información completa. Incluye avisos de futuras reuniones, resúmenes del progreso del trabajo, y una opción para enviar comentarios. Borradores de capítulos del plan y agendas de los Comités Consultivos, minuta de reuniones, y materiales se anunciarán tan pronto como estén disponibles.
- **Cuatro Folletos**—Este folleto siendo el primero—será procesado y distribuido en audiencias públicas y en el sitio en la Web.
- **Audiencias Públicas** se llevarán a cabo a través de la Región en tres series: la primera iniciando la revisión y actualización del plan; la segunda, durante el desarrollo del plan regional del uso de la tierra y la consideración de las alternativas de los planes del sistema de transportación; y la tercera, en seguida de la evaluación de las alternativas de los planes de transportación.
- **Reuniones** con los empleados de la Comisión están disponibles para comunicar información y recibir comentarios de todas las personas interesadas, la comunidad y otros grupos, y unidades de gobierno.
- **Otras Oportunidades** serán solicitadas para avisar e informar a ciudadanos y obtener sus sugerencias. Esfuerzos especiales se harán particularmente para comunicarse con comunidades minoritarias—including Africanos Americanos, Hispanos, Hmongos, e Nativos Americanos—así como también comunidades de bajos recursos.

PARA MÁS INFORMACIÓN

Website: www.sewrpc.org/regionalplans
E-mail: regionalplans@sewrpc.org
Phone: (262) 547-6721
Fax: (262) 547-1103
Mail: P.O. Box 1607
W239 N1812 Rockwood Drive
Waukesha, WI 53187

Ha sido preparada una lista de direcciones de individuos y organizaciones interesados en recibir resúmenes de información. Si a usted le gustaría recibir directamente estos materiales en el futuro, por favor contáctenos.

This brochure is also available in English. It is available at www.sewrpc.org/regionalplans. It may also be obtained in hard copy. Please contact the Regional Planning Commission with the contact information above to receive a copy of the brochure in English or if you have any other questions in English.

PAID NEWSPAPER ADVERTISEMENTS

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Milwaukee Journal Sentinel
 AUGUST 4, 2004

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Kenosha News
 AUGUST 4, 2004

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Racine Journal Times
 AUGUST 4, 2004

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West Bend Daily News
 AUGUST 4, 2004

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104456003

The Waukesha Freeman
 AUGUST 4, 2004

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104456003

Elkhorn Independent
 AUGUST 5, 2004

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August 26, 2004	HeartLove Place, Auditorium	3228 N. Dr. Martin Luther King, Jr. Drive, Milwaukee, WI
August 26, 2004	United Community Center, Conference Room 2	1028 S. 9th Street, Milwaukee, WI

Persons with special needs are asked to contact the Commission offices a minimum of 72 hours in advance of their preferred public meeting date so that appropriate arrangements can be made. Affected may be site access and/or mobility, materials review or interpretation, or active participation, including the submission of comments.

In addition to providing comments at the public meetings, written comments may also be submitted. Written comments should be received no later than Monday, September 20, 2004. To ask questions, to submit written comments, or to request a newsletter on the review and update of the regional land use and transportation system plans or a copy of the preliminary draft transportation public involvement process document, please contact:

Southeastern Wisconsin Regional Planning Commission
 W239 N1812 Rockwood Drive
 P.O. Box 1607
 Waukesha, Wisconsin 53187-1607
 Phone: 262-547-6721 Fax: 262-547-1103

Regional Plan Review and Update
 E-mail: regionalplans@sewrpc.org
www.sewrpc.org/regionalplans

Transportation Public Involvement Process
 E-mail: transpublicinvolve@sewrpc.org
www.sewrpc.org/transpublicinvolve

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Ozaukee County News Graphic
 AUGUST 5, 2004

PUBLIC INFORMATION MEETINGS SCHEDULED ON REVIEW AND UPDATE OF THE REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS AND REGIONAL TRANSPORTATION PUBLIC INVOLVEMENT PROCESS

Citizens are invited to a series of public information meetings to learn more about, and to comment on, the review and update of the regional land use and transportation system plans for Southeastern Wisconsin as well as the proposed public involvement process for regional transportation planning conducted by the Southeastern Wisconsin Regional Planning Commission.

The Southeastern Wisconsin Regional Planning Commission is the official areawide planning agency responsible for regional land use and transportation system planning in the seven county Southeastern Wisconsin Region. The Commission has begun the review and update of the regional land use and transportation system plans. The purpose of these meetings is to familiarize the residents of the Region with the plan review and update process, and to provide an opportunity to comment on the development of the Region's land use and transportation system plans. Comments are encouraged, particularly on regional land use and transportation system needs and problems, the current regional land use and transportation system plans, and land use and transportation alternatives. Information regarding the review and update of the regional land use and transportation system plans may be obtained at the following website: www.sewrpc.org/regionalplans.

The Commission is also updating its transportation public involvement process. A preliminary draft of the new public involvement process document has been prepared, and is available for review. This document describes how the Commission will conduct public involvement processes during its regional transportation planning and programming, including providing information about, and access to, regional transportation planning and programming activities; obtaining public input; considering public input when recommendations are made and evaluating and improving the transportation public involvement process. The preliminary draft of the public involvement process document will be available for review at these meetings, and comments regarding the document contents, public involvement needs, and suggestions regarding the Commission's transportation public involvement process are encouraged. Information regarding the proposed transportation public involvement process - including the preliminary draft document - may be obtained at the following website: www.sewrpc.org/transpublicinvolve.

Staff will be available in an "open house" format from 4:00 p.m. to 7:00 p.m. to individually answer questions and provide information about the review and update of the regional land use and transportation system plans and the proposed transportation public involvement process.

Date	Building/Room	Location
August 18, 2004	Kenosha City Hall, Room 202	625 52nd Street, Kenosha, WI
August 18, 2004	Elkhorn Gateway Technical College, Room 112	100 Building, 400 County Highway H, Elkhorn, WI
August 18, 2004	Racine Gateway Technical College, Huron Room	1001 S. Main Street, Racine, WI
August 19, 2004	Washington County Fair, Park Pavilion	3000 County Highway PV, Polk, WI
August 19, 2004	Rotary Building, Frame Park	1150 Baxter Street, Waukesha, WI
August 19, 2004	Ozaukee County Administration Center, Auditorium	121 W. Main Street, Port Washington, WI
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The Milwaukee Times
 AUGUST 5, 2004

**SOUTHEASTERN WISCONSIN REGIONAL
PLANNING COMMISSION STAFF**

Philip C. Evenson, AICP Executive Director

Kenneth R. Yunker, PE. Deputy Director

Nancy M. Anderson, AICP. Chief Community
Assistance Planner

Robert E. Beglinger Chief Transportation Engineer

Robert P. Biebel, PE, PH. Chief Environmental Engineer

Leland H. Kreblin, RLS. Chief Planning Illustrator

Elizabeth A. Larsen Business Manager

John G. McDougall Geographic Information
Systems Manager

John R. Meland Chief Economic Development Planner

Dr. Donald M. Reed. Chief Biologist

William J. Stauber, AICP Chief Land Use Planner