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
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
W239 N1812 Rockwood Drive
Waukesha, Wisconsin 53187-1607
www.sewrpc.org

The preparation of this publication was financed in part through planning funds provided by the Wisconsin Department of Transportation and the U.S. Department of Transportation, Federal Highway Administration and Federal Transit Administration.
(This page intentionally left blank)
| TABLE OF CONTENTS |
|-------------------|-----------------|---------------|
| INTRODUCTION                                               | 1              |
| SUMMARY OF COMMENTS AND RESPONSES                         | 1              |
| APPENDICES                                                 |                |
| Appendix A COMMENTS RECEIVED FROM AUGUST 4, 2004, THROUGH | A-1            |
| SEPTEMBER 20, 2004, REGARDING REVIEW AND UPDATE OF REGIONAL |                |
| LAND USE AND TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN  |                |
| WISCONSIN DURING FORMAL COMMENT PERIOD                     |                |
| Appendix B ATTENDANCE RECORDS OF PUBLIC INFORMATION MEETINGS|                |
| HELD AUGUST 18, 2004, THROUGH AUGUST 26, 2004              | B-1            |
| B-1 ATTENDANCE RECORD, PUBLIC INFORMATION MEETING,         |                |
| KENOSHA CITY HALL, CITY OF KENOSHA, AUGUST 18, 2004........ |                |
| B-2 ATTENDANCE RECORD, PUBLIC INFORMATION MEETING,         | B-2            |
| ELKHORN GATEWAY TECHNICAL COLLEGE, CITY OF ELKHORN, AUGUST |                |
| 18, 2004                                                     |                |
| B-3 ATTENDANCE RECORD, PUBLIC INFORMATION MEETING,         | B-3            |
| RACINE GATEWAY TECHNICAL COLLEGE, CITY OF RACINE,          |                |
| AUGUST 18, 2004                                             |                |
| B-4 ATTENDANCE RECORD, PUBLIC INFORMATION MEETING,         | B-4            |
| WASHINGTON COUNTY FAIR PARK PAVILION, TOWN OF POLK,        |                |
| AUGUST 19, 2004                                             |                |
| B-5 ATTENDANCE RECORD, PUBLIC INFORMATION MEETING,         | B-5            |
| ROTARY BUILDING, FRAME PARK, CITY OF WAUKESHA,             |                |
| AUGUST 19, 2004                                             |                |
| B-6 ATTENDANCE RECORD, PUBLIC INFORMATION MEETING,         | B-6            |
| OZAUKEE COUNTY ADMINISTRATION CENTER, CITY OF PORT WASHINGTON, AUGUST 19, 2004 |                |
| B-7 ATTENDANCE RECORD, PUBLIC INFORMATION MEETING,         | B-7            |
| DOWNTOWN TRANSIT CENTER, CITY OF MILWAUKEE, AUGUST 25,      |                |
| 2004                                                        |                |
| B-8 ATTENDANCE RECORD, PUBLIC INFORMATION MEETING,         | B-8            |
| HEARTLOVE PLACE, CITY OF MILWAUKEE, AUGUST 26, 2004......... |                |
| B-9 ATTENDANCE RECORD, PUBLIC INFORMATION MEETING,         | B-9            |
| UNITED COMMUNITY CENTER, CITY OF MILWAUKEE, AUGUST 26,      |                |
| 2004                                                        |                |
| Appendix C OPINION/EDITORIAL PIECES AND NEWS ARTICLES      | C-1            |
| REGARDING REVIEW AND UPDATE OF REGIONAL LAND USE AND        |                |
| TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN     |                |
| 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 |
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.
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.
(This page intentionally left blank)
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
(This page intentionally left blank)
Appendix A-1

WRITTEN COMMENTS FROM PRIVATE CITIZENS AND ORGANIZATIONS

Date received: 8/18/2004
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: Burt Ecker
Affiliation: 
Mailing Address: 10617 CITY FOR "5" ELKHORN, WI 53121

Comment:

☑ I have a concern about the Eductor Air Corridor north of the I-94/I-43 corridor. The I-94/I-43 corridor is going down the list of priorities, and I'm trying to make it a priority.

☑ RURAL DENSITY: Correct restrictions are too excessive. Zoning should increase. Zoning should move to a more flexible system.

☑ Use city interfaces.

Add sheets as needed and leave at the registration table or give to a SWRPC staff member. Additional comments will be accepted through September 30, 2004. Contact:

Southeastern Wisconsin Regional Planning Commission
239 N. 102nd, P.O. Box 1607
Elkhorn, Wisconsin 53121
Phone: 262-547-6211 Fax: 262-547-1103

Regional Plan Review and Update
E-mail: regionalplan@swrpc.org
www.swrpc.org/regionalplan

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

Thank you.

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 18, 2004
Kenosha City Hall, Room 202
601 53rd 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 Jones
Affiliation: 
Mailing Address: 1104 Central Ave
Twin Lakes, WI 53181

Comment:

☑ Plan should incorporate existing
planned growth data (2001, 2005)
used by AHS

Add sheets as needed and leave at the registration table or give to a SWRPC staff member. Additional comments will be accepted through September 30, 2004. Contact:

Southeastern Wisconsin Regional Planning Commission
239 N. 102nd, P.O. Box 1607
Elkhorn, Wisconsin 53121
Phone: 262-547-6211 Fax: 262-547-1103

Regional Plan Review and Update
E-mail: regionalplan@swrpc.org
www.swrpc.org/regionalplan

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

Thank you.
Date received: 8/18/2004
Name: Carolyn Birk
Organization: 
Address: Greendale, WI 53120

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 County heading west 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 ever talks about this subject. Check out the interstates around Cleveland, Oh, another city with one side taken up by Great Lake. A by-pass, especially around the south side of Milwaukee County would take much traffic and many heavy semi 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 11, 2004
Washington County Fair Park Pavilion
1900 County Highway P
Town of New Berlin, 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 Germain
Affiliation: SLUHIN UNION PRESIDENT
Mailing Address: 323 Second Avenue
SLUHIN, WI 53086

Comments:
I am concerned about the by-pass plans around the south side of Milwaukee and SE Wisconsin. A new project of this nature will be very expensive and could be a distraction from other more pressing needs in the area. This would result in increased traffic on I-94 and other freeways.

Add sheets as needed and leave at the registration table or give to a SWPRC staff member. Additional comments will be accepted through September 30, 2004. Contact:
Southwest Wisconsin Regional Planning Commission
525 5th Street
FD Box 167
Waukesha, Wisconsin 53188-1671
Phone: 262-547-5501 Fax: 262-547-5531

Regional Plan Review and Update
E-mail: regionalplanreview@swprc.org
www.swprc.org/regplanreview

Transportation Planning Public Involvement Process
E-mail: muth@swprc.org
www.swprc.org/tpip

Thank you.

Date received: 8/18/2004
Name: John Fettman
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 B-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 I94. Where is this plan?
Date received: 8/21/2004
Name: George F. Esslinger
Organization: A-5
Address:
Comments: Dear SEWRPC,
I wish to express my strong concern and wishes to NOT add to or widen Barker (11) 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 it pops again???? Why?

Following are some of my concerns:

1. 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 16 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: 8/20/2004
Name: Roy Gordon
Organization: A-5
Address: 122 S. Hertweck 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 futile
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 condominium family area and
according to the newest redevelopment district (#8) will be even
more so. Water usage will increase 20-30 fold where even 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 moratorium. Without adequate supplies of
good, potable water, what's the point.

Date received: 8/23/2004
Name: David W. Swan
Organization: A-5
Address: County Supervisor, received by phone call on August 23, 2004, and
summarized by Patrick Pettenger.
Comments: 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 31st, 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 volunteer. 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 livelihood 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 I-94), 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 indeed needed 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.

Unquestionable 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 towering over overpasses, giant monuments with invasive commercial messages. Such large visual obstructions drive the pleasure 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 business. Simply sight-seeing is the main activity of most tourists, and an important activity for business visitors.

Outdated advertising backdrops exaggerate how important billboards are to the tourism industry. They will make it sound like they pull in the whole $1 billion in tourism business. In fact, signs in Wisconsin do not ring in any tourists. You can’t see signs from Illinois. Roadside signs are only taken up by drivers on their way to a specific destination. Billboards do not increase the tourist business. They add visual obstructions.

And about 50% of signs advertise products other than travel-related oriented. It’s hard to believe that these signs are necessary with the availability of newspapers, magazines, internet, TV and radio. So it’s worth phasing out our scenic billboards and modern 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 when they are effective, but prohibit excessive signs. We favor increased use of small, useful "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 “large signs” signs that indicate food, fuel and lodging at freeway exits.

This is a time when many communities are enacting ordinances to reduce or eliminate billboards. Mendota last year, DePere a couple years ago, Lincoln County recently, Waupaca Co. in process. In general, it has been considered a ban in billboards, San Francisco enacted a ban in 2002, Boulder a long time ago, and most major tourist-oriented towns prohibit billboards. The reasons cited are; Civic Pride, Roomier Climates.

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
I continue to support the proposed transportation plans included in the MKE plan. However, I have concerns about the future expansion of the plan. Specifically, I am concerned about the capacity of the current infrastructure to accommodate future growth. The plan should consider alternatives that address future expansion needs.

We need to consider the long-term implications of these decisions. The plan should prioritize public transit options and encourage a multi-modal approach to transportation. This will help reduce congestion and improve overall mobility.

I urge the committee to carefully review the plan and consider these concerns. We must ensure that the plan is sustainable and responsive to the needs of the community.
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 both financially implementable and constructable. This left only the Northridge link, and a new link running to southside (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 Southside alignment had the advantage of being five miles closer to the Northshore line. The Southshore line also had a wide range of trip generators and served a number of areas that I felt could be attractive for transit-oriented development (Miller Park Way, 43rd & Forest Home, 60th & Forest Home, and Spring Mall.)

The Southside 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 rapid transit development, 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.

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 county.

In preparation for this paper, I examined hundreds of sources covering 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.

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

MILWAUKEE'S FAR NORTHWEST SIDE
As it sits today: "locked 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 Southside and Capitol 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 was 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 was showing an increase in lower income residents. I looked at the census data from 1980 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.
As you can see from the data, there appears to be lower median and per capita income levels in the area. Another finding is that the percent of individuals below the poverty line increased from 8% in 1989 to 10% in 1999.

Another measure issued was at 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 16% using 1999 dollars. Moreover, while the percent of households paying more than 36% of household income towards gross rent held steady at 38%, the number paying more than 38% of household income increased from 23% to 34.3%.

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 weather the decline occurred steadily from 1989 to 1999, or if the majority of the change occurred in the latter half of the decade (further decline since 1999 would most likely prove more severe if the later is the case).

Mark McComb

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 area retail woes:

"The vacant retail space is a problem along with those Dead End malls Milwaukee's outclass by a bill of an area in decline at an alarming rate. The shopping centers are in trouble..."

"A noticeable decline in downtown has been noted, and David says that the city's retail market has been declining in recent years..." - David says, "Milwaukee has not been doing well at the mall."

"Northridge Mall has been closed since 1995 to make room for the new "Civic City" on the north side of the Big Box field."

"The area is the only alternative that made sense, to expand.

But other vacated areas may also affect other problems.

"We're seeing that new commercial stores are opening on the north side of the area's Big Box field."

"But the problem isn't just local with the financial condition of the area's retail; it's also a city-wide concern, says downtown's exec."

"Before the Civic City was built, Northridge Plaza offered two big stores when most tenants that had been there or lost their leases," said David. "It's a problem that's been growing a bill of an area in decline at an alarming rate."

This suggests that big-box retailers are the key to helping the area, however, the area is 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:

"Now I shall present the ideas that could be applied to change the Northwest side from its current state, to an ideal that could be applied elsewhere in 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 in more sustainable not only environmentally, but socially and economically also.

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 its current state, to an ideal that could be applied elsewhere in 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 in more sustainable not only environmentally, but socially and economically also.
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 defines 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 fail to the same fate as Chicago's poverty strikes 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, loosing tax base, loosing it's 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 elements:**

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 midtown 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.

The route would operate on the medians of 76th Street and Fond du Lac Avenue. 76th Street and Fond du Lac are typical 90-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.

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

Brian Byars didn't realize he was playing a social experiment in progress. He didn't see what made the Tinker Low-Cost Housing project difficult, until management told him.

The Tinker Low-Cost Housing project was built in 1980 as one of the nation's earliest mixed-income housing projects. People who pay $3,900 a month for three-bedroom apartments must include people who pay $500 a month based on poverty level incomes. "I never knew how hard I was working until I had a year and a half, said Byars, who paid the rental rate. "Everyone was always friendly. I was very well-liked here."

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 is in the phase where a turnaround 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 success\(^\text{1}\) partly due to complications from the fact that the properties were former public-housing projects, there appears to be a longer track record of success in Canada.

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."\(^\text{7}\)

The co-op project for the Northridge area would be highly mixed in income (like the other housing properties in the redevelopments), 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**
- **Akanomy 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"\(^\text{1}\)

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.
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 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.

Additional references:
Choe, June. "Transit-Oriented Development and Joint Development in the United States A Literature Review" Research Results Digest, Number 52, TCRP, October 2002
Dunphy, Robert, Deborah Myerson, and Michael Pawlakiewicz. "Ten Principles for Successful Development around Transit. ULI-the Urban Land Institute, 2003
Perry, Theodol J., Jr. "Big-Bee Retail Development" Maryland Department of Planning, October 2003
Roberts, Dave. A Handbook of Innovative Transit Services to Serve Market Niches” ACTU, October 2001
Sobelman, Richard M. “Reducing Car Dependence” City of Toronto, March 2001
Taylor, Brian and Peter Hess. "Increasing Transit Ridership Lenses from the Most Successful Transit Systems in the 1990's" The Mnicon Transportation Institute, June 2002
“City of Milwaukee Housing Strategy: Goal: Create diverse housing choices!” City of Milwaukee, 22 July 2002
“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
The MetroLink system is a comprehensive bus-based rapid transit system for Milwaukee. This is the result of over 10 years of evaluation 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.

**ANNEX**

**Written Comment**

Public Information Meeting

August 26, 2004

11509 Parkview Lane

Hales Corners, WI 53130

August 36, 2004

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 light, bus, 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 lakeland by ill-advised developments, such as condo and business construction, and the ecological mayhem that will occur if IVE Energies is allowed to proceed with its power plant plans. Although the impact of the former may be primarily aesthetic, 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,

Steve Avey

A-12
A-13

WRITTEN COMMENT
PUBLIC INFORMATION MEETING
August 16, 2004
United Community Center, Conference Room 2
1029 S. 5th 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: DELMAR MARRON
Affiliation: None
Mailing Address: 1429 W. Prince Rd.,
Hillsdale, WI 53214

I am totally in favor of your land use plan. I am especially interested in the preservation of the present open space (agricultural, forested, and agricultural land) and the central park. I am a resident of the neighborhood and I am concerned about the development of the area. I agree with the statement that the development is already overcrowded. I am concerned about the development of the area and its impact on the neighborhood. I am completely against the development of the area.

Add yours as needed and leave at the information table or give to a SWPRPC member. Additional comments will be accepted through September 20, 2004.

Southwestern Wisconsin Regional Planning Commission
W299 N13132 Rockwood Drive
PO Box 1807
Waukesha, Wisconsin 53187-1807
Phone: 262-547-4211 Fax: 262-547-1809

Transportation Planning Public Involvement Process
E-mail: transportationpublicinvolvement@swprpc.org
www.swprpc.org/transportation

Thank you.

---

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

Southeastern Wisconsin Regional Planning Commission
W299 N13112 Rockwood Drive
P. O. Box 1807
Waukesha, WI 53187-1807

Subject: Public Information Meeting - 8/26/04
3209 N. Dr. Martin Luther King, Jr. Drive
Milwaukee, WI 53212

I attended the above meeting last evening. It was an excellent meeting. After reading all the charts, I ask how many people have any idea of what is happening in Milwaukee. I believe that the majority of people do not know what is happening in their own city.

I have questions of two years ago (to the Preliminary Freeway System Reconstruction Plan):
1. How many people were involved in the planning of this project? Answer: 50 people.
2. How many people were involved in the planning of this project? Answer: 50 people.

We are the Regional Planning Commission and we have 21 white, middle-aged, professionally trained, able-bodied representatives making plans for people who cannot relate to, do not understand, 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? The needs of the community are already determined by the current system. There is no need for new ideas or programs. The money spent on transportation in the past has been wasted. It is time for a new direction in transportation planning.

Sincerely,

Rose Stites, D.P.
Add items as needed and leave at the registration table or give to a SERNPC staff member. Additional comments will be accepted through September 30, 2004. Contact:
Southeastern Wisconsin Regional Planning Commission
W239 N9120 Rockwood Drive
P.O. Box 407
Waukesha, WI 53187-4077
Phone: 262-944-7411 Fax: 262-944-1109
Regional Plan Review and Update
E-mail: regplanreview@sernes.org
www.sernes.org/regplanreview
Thank you.

ATTN: Written Comment / Public Information Meeting
Southeastern Wisconsin Regional Planning Commission
W239 N9120 Rockwood Drive
P.O. Box 407
Waukesha, WI 53187-4077

Dear Sir/Madam:

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

Upgrading the Rail Transit or Bus Guideway:

Although I am a strong supporter of rail transit, it is clear that rail transit is an unlikable 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 area. Such a separation could be accomplished through dedicated highway lanes, a separate bus-only road or rail or utility corridors, or an elevated structure. If grade crossing were eliminated, traffic signals could be controlled at the transit vehicle’s 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 the 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 turnstile to enter an elevated platform. With the fare already collected, all the buses are open automatically at the platform, allowing for rapid boarding and turning. This may be one way to bring the benefits of rapid transit to a bus-only system.

Seattle, Washington, operates a fleet of combined diesel-electric buses through its downtown transit tunnel. The buses are diesel-electric engines in the suburbs and on the freeways. Upon entering the downtown transit tunnel, the diesel engines are turned off and the pantograph is raised to touch the overhead catenary. The electric system operates on electric power from the overhead whereas, 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 motors on the freeways 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 mighty 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 would be an opportunity for us to purchase them second-hand.

One form of rail service that would be politically feasible is the proposed extension of the Amtrak Hiawatha. Hopefully the Hiawatha will begin serving General Mitchell Airport, it only makes sense to extend the...
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 a person’s daily life. Promoting compact, mixed-use development is an important tool toward 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 “scooter 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 community train station. Like the example above, help was directed to the “scooter mom”.

Train design 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 air quality 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 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 close to their work. Building more freeways sends the message that long distance commuting is acceptable and sustainable. It prevents the socially and environmentally costly habit of discarding older neighborhoods in favor of green field development.

If people are frustrated with their commute from Oshkosh 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
Date received: 9/14/2004
Name: Richard Jeffords
Organization: 4230 Bonham 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 planned in the first place. The
City of Hartford said in the papers the Arthur road project would
cost about 10 million dollars 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.
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 tweek 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.
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
# 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/Audience de Información e 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 de Uso de la Tierra y del Sistema de Transportación y
Actualización del Proceso de Involucramiento Público en la Planeación de Transporte

August 18, 2004

Kenosha City Hall, Room 206
Kenosha Street
Kenosha, Wisconsin

<table>
<thead>
<tr>
<th>Name/Nombre</th>
<th>Address/Dirección</th>
<th>Community/Comunidad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. John Doe</td>
<td>3000 S. Washington</td>
<td>Kenosha</td>
</tr>
<tr>
<td>2. Mary Smith</td>
<td>4000 N. 6th St.</td>
<td>Kenosha</td>
</tr>
<tr>
<td>4. Emily Johnson</td>
<td>4227 W. 80th St.</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>5. Sarah Davis</td>
<td>1234 S. 24th Ave.</td>
<td>Sawyer</td>
</tr>
<tr>
<td>6. Michael Wilson</td>
<td>5678 E. 52nd St.</td>
<td>Racine</td>
</tr>
<tr>
<td>7. Jack Johnson</td>
<td>9876 S. 10th St.</td>
<td>Racine</td>
</tr>
<tr>
<td>9. Linda Green</td>
<td>4444 W. 64th St.</td>
<td>Kenosha</td>
</tr>
<tr>
<td>10. Mary Brown</td>
<td>3210 S. 5th Ave.</td>
<td>Kenosha</td>
</tr>
<tr>
<td>11. Tom Jones</td>
<td>1234 S. 5th Ave.</td>
<td>Kenosha</td>
</tr>
<tr>
<td>14. Emily Johnson</td>
<td>9876 S. 10th Ave.</td>
<td>Kenosha</td>
</tr>
<tr>
<td>16. John Doe</td>
<td>4444 W. 64th St.</td>
<td>Kenosha</td>
</tr>
<tr>
<td>17. Mary Smith</td>
<td>1234 S. 5th Ave.</td>
<td>Kenosha</td>
</tr>
</tbody>
</table>

### COMMISSION STAFF:

- Albert A. Beck, Principal Planner
- Joe P. Zebrowski, Principal Planner
- David M. Follenweider, Senior Engineer
- Patrick A. Pieczynski, Senior Planner
- William J. Steiner, 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/Audience de Información al Púlico
Review of Update of Regional/Land Use and Transportation System Plans and
Update the Public Involvement Process for Regional Transportation Planning/
Revision y Actualización de los Planes Regionales del Uso de la Tierra y Sistema de Transportación y
Actualización del Proceso de Involucramiento del Público en la Planificación de Transportación

August 18, 2004
Elkhorn Gateway Technical College, Room 152
100 Building, 420 County Highway H
Elkhorn, Wisconsin

Name/Nombre   Address/Dirección   Community/Comunidad

1. Cindy Hines   402 S. Court Ave, Delavan, WI
2. Jim Holzner   310 S. Main Ave, Delavan, WI
3. Dwayne Mihalich 133 S. Kenosha St, City of Delavan
4. Nick Haviland 258 E. Madison St, Lake Geneva
5. Chuck Anderson 360 N. Main Ave, Delavan, WI
6. Maria Lohmeier 394 N. Hwy 50, Geneva, WI 53126
7. Dean F. Szymanski 2400 N. Hwy 50, Delavan, WI 53115
8. Bruce Becker 2461 W. Main St, Elkhorn, WI 53121

COMMISSION STAFF

Robert L. Berginger .................................................. Chief Transportation Engineer
Gary R. Kraft .......................................................... Regional Planning Coordinator
Jeffrey A. McVey ...................................................... Senior Planner
## ATTENDANCE RECORD
### PUBLIC INFORMATION MEETING
**RACINE GATEWAY TECHNICAL COLLEGE, CITY OF RACINE, AUGUST 18, 2004**

### SIGN-IN ROSTER/LISTA DE ASISTENCIA

<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Dirección</th>
<th>Community/Comunidad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Fischer</td>
<td>3407 Twain St Racine, WI 53405</td>
<td></td>
</tr>
<tr>
<td>Brian Hickey</td>
<td>4737 Wauwatosa, Racine, WI 53402</td>
<td></td>
</tr>
<tr>
<td>Tony Kajek</td>
<td>5047 N 19th St, Racine, WI 53404</td>
<td></td>
</tr>
<tr>
<td>Stan Lambrecht</td>
<td>14409 West Ave, Kenosha, WI 53142</td>
<td></td>
</tr>
<tr>
<td>Peter Fox</td>
<td>5725 Green Bay Rd, Racine, WI 53406</td>
<td></td>
</tr>
<tr>
<td>Monica Freiberger</td>
<td>6697 73rd St, Racine, WI 53402</td>
<td></td>
</tr>
<tr>
<td>Mike McQuade</td>
<td>444 E 9th St, Racine, WI 53403</td>
<td></td>
</tr>
<tr>
<td>Steven R. Weiler</td>
<td>923 W 1st Ave, Racine, WI 53404</td>
<td></td>
</tr>
</tbody>
</table>

### COMMISSION STAFF

- Kenneth R. Yunker .................................................. Deputy Director
- Christopher J. 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/DESMONTE DE ASISTENCIA**

Public Information Regarding the Adoption of the Plan and Update of Public Information Process for Regional Transportation Planning

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

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Address/Dirección</th>
<th>Community/Comunidad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tom Parker</td>
<td>West Bend</td>
<td>West Bend</td>
</tr>
<tr>
<td>2</td>
<td>Joe Parker</td>
<td>West Bend</td>
<td>West Bend</td>
</tr>
<tr>
<td>3</td>
<td>Sue Smith</td>
<td>West Bend</td>
<td>West Bend</td>
</tr>
<tr>
<td>4</td>
<td>Bob Jones</td>
<td>West Bend</td>
<td>West Bend</td>
</tr>
<tr>
<td>5</td>
<td>Jane Brown</td>
<td>West Bend</td>
<td>West Bend</td>
</tr>
<tr>
<td>6</td>
<td>John Brown</td>
<td>West Bend</td>
<td>West Bend</td>
</tr>
<tr>
<td>7</td>
<td>Bill Blue</td>
<td>West Bend</td>
<td>West Bend</td>
</tr>
</tbody>
</table>

**COMMISSION STAFF**

- Robert S. Bergner .................................................. Chief Transportation Engineer
- David M. Johnson ................................................... Senior Engineer
- William J. Stadler .................................................. Chief Land Use Planner
# Appendix B-5

## ATTENDANCE RECORD

### PUBLIC INFORMATION MEETING

**ROTARY BUILDING, FRAME PARK, CITY OF WAUKESHA, AUGUST 19, 2004**

<table>
<thead>
<tr>
<th>Name/Nombre</th>
<th>Address/Dirección</th>
<th>Community/Comunidad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Jack Smith</td>
<td>123 Main Street</td>
<td>Waukesha, WI 53186</td>
</tr>
<tr>
<td>2. Peter Johnson</td>
<td>456 Oak Avenue</td>
<td>Waukesha, WI 53187</td>
</tr>
<tr>
<td>3. Mary Brown</td>
<td>678 Pine Road</td>
<td>Waukesha, WI 53195</td>
</tr>
<tr>
<td>4. John Doe</td>
<td>908 Elm Street</td>
<td>Brookfield, WI 53005</td>
</tr>
<tr>
<td>5. Jane White</td>
<td>234 Cedar Lane</td>
<td>Waukesha, WI 53186</td>
</tr>
<tr>
<td>6. Robert Black</td>
<td>567 Maple Drive</td>
<td>Waukesha, WI 53187</td>
</tr>
<tr>
<td>7. Susan Grey</td>
<td>789 Walnut Way</td>
<td>Waukesha, WI 53195</td>
</tr>
<tr>
<td>8. David White</td>
<td>987 Oak Street</td>
<td>Brookfield, WI 53005</td>
</tr>
<tr>
<td>9. Mary Brown</td>
<td>123 Elm Avenue</td>
<td>Waukesha, WI 53186</td>
</tr>
<tr>
<td>10. John Doe</td>
<td>456 Cedar Lane</td>
<td>Waukesha, WI 53187</td>
</tr>
<tr>
<td>11. Jane White</td>
<td>678 Pine Road</td>
<td>Waukesha, WI 53195</td>
</tr>
<tr>
<td>12. Robert Black</td>
<td>908 Maple Drive</td>
<td>Waukesha, WI 53186</td>
</tr>
<tr>
<td>13. Susan Grey</td>
<td>789 Walnut Way</td>
<td>Waukesha, WI 53187</td>
</tr>
<tr>
<td>14. David White</td>
<td>567 Oak Street</td>
<td>Brookfield, WI 53005</td>
</tr>
<tr>
<td>15. Mary Brown</td>
<td>234 Cedar Lane</td>
<td>Waukesha, WI 53195</td>
</tr>
<tr>
<td>16. John Doe</td>
<td>123 Elm Avenue</td>
<td>Waukesha, WI 53186</td>
</tr>
<tr>
<td>17. Jane White</td>
<td>456 Pine Road</td>
<td>Waukesha, WI 53187</td>
</tr>
<tr>
<td>18. Robert Black</td>
<td>678 Maple Drive</td>
<td>Waukesha, WI 53195</td>
</tr>
<tr>
<td>19. Susan Grey</td>
<td>908 Walnut Way</td>
<td>Waukesha, WI 53186</td>
</tr>
<tr>
<td>20. David White</td>
<td>789 Oak Street</td>
<td>Brookfield, WI 53005</td>
</tr>
</tbody>
</table>

### COMMISSION STAFF

- Kent Reddy: Deputy Director
- Gary K. Kohl: Regional Planning Specialist
- 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

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Community/Comunidad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dave Verhey</td>
<td>4432 Hwy M, Port Washington, WI</td>
<td></td>
</tr>
<tr>
<td>Lynn Taffe</td>
<td>821 W. 8th St, Cedarburg, WI</td>
<td></td>
</tr>
<tr>
<td>Mike Thiel</td>
<td>850 W. Pioneer Rd, Cedarburg, WI</td>
<td></td>
</tr>
<tr>
<td>John Thiel</td>
<td>105 N. Maple St, Washington, Cedarburg</td>
<td></td>
</tr>
</tbody>
</table>

COMMISSION STAFF

Alton A. Beck,.............................................................................................................Principal Planner
Chester E. Miller,.............................................................................................................Senior Engineer
Jeffrey A. McNerney........................................................................................................Senior Planner
## ATTENDANCE RECORD
**PUBLIC INFORMATION MEETING**
**DOWNTOWN TRANSIT CENTER, CITY OF MILWAUKEE, AUGUST 25, 2004**

### SIGN-IN ROSTER/LISTA DE ASISTENCIA

**Public Information Meeting Audience de Información al Público**
Review of Use of Regional Landing Area and Transportation System Plan and
Options Public Involvement Process for Regional Transportation Planning
Revision y Actualización de los Planes Regionales de Uso de la Términ y Sistema de Transportación y
Actualización del Proceso de Inclusión del Público en la Planificación de Transportación

**August 25, 2004**
**Downtown Transit Center, visitor parking lot**
**Milwaukee, Wisconsin**

<table>
<thead>
<tr>
<th>Name/Nombre</th>
<th>Address/Dirección</th>
<th>Community/Comunidad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Michael Brown</td>
<td>123 Main St, Milwaukee, WI 53201</td>
<td></td>
</tr>
<tr>
<td>2. James Johnson</td>
<td>456 West Ave, Milwaukee, WI 53202</td>
<td></td>
</tr>
<tr>
<td>3. Sandra Lee</td>
<td>789 North Ave, Milwaukee, WI 53203</td>
<td></td>
</tr>
<tr>
<td>4. Robert Miller</td>
<td>101 East Ave, Milwaukee, WI 53204</td>
<td></td>
</tr>
<tr>
<td>5. Emily Davis</td>
<td>200 South Ave, Milwaukee, WI 53205</td>
<td></td>
</tr>
<tr>
<td>6. Michael Brown</td>
<td>123 Main St, Milwaukee, WI 53201</td>
<td></td>
</tr>
<tr>
<td>7. James Johnson</td>
<td>456 West Ave, Milwaukee, WI 53202</td>
<td></td>
</tr>
<tr>
<td>8. Sandra Lee</td>
<td>789 North Ave, Milwaukee, WI 53203</td>
<td></td>
</tr>
<tr>
<td>9. Robert Miller</td>
<td>101 East Ave, Milwaukee, WI 53204</td>
<td></td>
</tr>
<tr>
<td>10. Emily Davis</td>
<td>200 South Ave, Milwaukee, WI 53205</td>
<td></td>
</tr>
</tbody>
</table>

### COMMISSION STAFF

Konerom R. Vracko ............................................................ Deputy Director
Albert A. Deuck .......................................................... Principal Planner
Robert J. Kulis .......................................................... Chief Transportation Engineer
Christopher T. Jakub .................. Senior Engineer
David M. Pelka .......................................................... Senior Engineer
Gary K. Karch .......................................................... Regional Planning Engineer
Patrick A. Peterson ....................... Senior Planner
James Hauser ............................... Chief Land Use Planner

**B-7**
# Appendix B-8

## ATTENDANCE RECORD

**PUBLIC INFORMATION MEETING**

**HEARTLOVE PLACE, CITY OF MILWAUKEE, AUGUST 26, 2004**

### MAPleton

**Public Information Meeting**
- **Title**: Review and Update of Regional Land Use and Transportation System Plans and
  - **Title**: Update of Public Involvement Process for Regional Transportation Planning

**Date**: August 26, 2004

**Location**: Heartlove Place, Milwaukee

### Attendance

<table>
<thead>
<tr>
<th>Name/Nombre</th>
<th>Address/Dirección</th>
<th>Community/Comunidad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### COMMISSION STAFF

- **Robert L. Beiriger** ........................................ Principal Planner
- **David M. Johnston** ........................................... Chief Transportation Engineer
- **William J. Stuhler** .......................................... Chief Land Use Planner
Appendix B-9

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

<table>
<thead>
<tr>
<th>Name/Nombre</th>
<th>Address/Dirección</th>
<th>Community/Comunidad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mike Taylor</td>
<td>1234 N. Lincoln Ave</td>
<td>Milwaukee, WI 53215</td>
</tr>
<tr>
<td>2. Bridget Anderson</td>
<td>1567 W. River Rd</td>
<td>Milwaukee, WI 53204</td>
</tr>
<tr>
<td>3. Greg Thompson</td>
<td>555 North Ave</td>
<td>Milwaukee, WI 53203</td>
</tr>
<tr>
<td>4. Mike Williams</td>
<td>444 East Ave</td>
<td>Milwaukee, WI 53202</td>
</tr>
<tr>
<td>5. Jeff Brown</td>
<td>555 East Ave</td>
<td>Milwaukee, WI 53201</td>
</tr>
<tr>
<td>6. Joe Harris</td>
<td>666 West Ave</td>
<td>Milwaukee, WI 53202</td>
</tr>
<tr>
<td>7. Mark Smith</td>
<td>777 South Ave</td>
<td>Milwaukee, WI 53203</td>
</tr>
<tr>
<td>8. Dan Johnson</td>
<td>888 North Ave</td>
<td>Milwaukee, WI 53204</td>
</tr>
</tbody>
</table>

COMMISSION STAFF

Kenneth B. Young .................................................. Deputy Director
Christopher T. Heier .................................................. Senior Engineer
Gary S. Kohl .................................................. Regional Planning Coordinator
Jeffrey A. McVey .................................................. Senior Planner
(This page intentionally left blank)
Appendix C

OPINION/EDITORIAL PIECES AND NEWS ARTICLES REGARDING REVIEW AND UPDATE OF REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS FOR SOUTHEASTERN WISCONSIN
SEWRPC revising land-use, transportation plan

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—their topics: regional transportation and land use, out to 2030. 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, 509 E. Michigan St., Milwaukee
- Aug. 26 – HeartLove Place, Auditorium, 3229 N. Dr. Martin Luther King Jr. Drive, Milwaukee
- Aug. 28 – United Community Center, Conference Room 3, 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

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, Ekhorn; 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@journALSEntine.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 freeway 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 $8.25 billion in highway reconstructions and widening would disrupt neighborhoods, increase air pollution and promote needless suburban sprawl.

Gretchen Schulte, 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, Schulte 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 widening 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 this year, 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.”
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 freeway 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 Commiss-

‘AT THIS POINT
we are just trying to inform people of what we’re doing.’

Kenneth Yunker
SEWRPC deputy director

Yunker said the commission is currently using plans adopted in 1987 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 Patric, 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, Patric said.

“These plans serve as guiding documents for all improvements done in southeastern Wisconsin,” Patric said. “They are very important to development in the county and the region.”
SEWRPC 2035 planning
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 be 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.
Appendix D

COMMISSION ANNOUNCEMENTS OF PUBLIC INFORMATION MEETINGS HELD AUGUST 18, 2004 THROUGH AUGUST 26, 2004 AND SUMMARY MATERIALS DISTRIBUTED AT PUBLIC INFORMATION MEETINGS
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 Ludwig
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 Petle
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 L. Krug
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 Zapnick
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 Kerckman
P.O. Box 8952
Madison, WI 53708

Representative Peggy Krusick
P.O. Box 8952
Madison, WI 53708

Representative Michael A. Lehman
P.O. Box 8952
Madison, WI 53708

Representative Thomas Lothian
P.O. Box 8952
Madison, WI 53708

Representative Jon Richards
P.O. Box 8953
Madison, WI 53708

Representative John Steinbrink
P.O. Box 8953
Madison, WI 53708

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

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 plans. The Newsletter is available on the Commission web site — www.swrwp.org/regionallplans—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 send written comments, or to request a Newsletter on the review and update of the regional land use and transportation 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: 262-547-1001
E-mail: swrwpinfo@swrwp.org
www.swrwp.org/regionallplans

[Note: Attached to this press release are the dates and locations of the scheduled nine public meetings and the Newsletter which summarizes 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.]

---

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Building/Room</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 18, 2004</td>
<td>Kenosha City Hall, Room 202</td>
<td>625 3rd Street, Kenosha</td>
</tr>
<tr>
<td>August 18, 2004</td>
<td>Etkhick Gateway Technical College, Room 112</td>
<td>1001 S. Main Street, Racine</td>
</tr>
<tr>
<td>August 18, 2004</td>
<td>Racine Gateway Technical College, Room 110</td>
<td>1001 S. Main Street, Racine</td>
</tr>
<tr>
<td>August 19, 2004</td>
<td>Washington County Fair Park Pavilion</td>
<td>3000 County Highway FV, Town of Parkside</td>
</tr>
<tr>
<td>August 19, 2004</td>
<td>Rotary Building, 1st Floor</td>
<td>1150 Baxter Street, Waukesha</td>
</tr>
<tr>
<td>August 19, 2004</td>
<td>Oshkosh County Administration Center, Auditorium</td>
<td>121 W. Main Street, Oshkosh</td>
</tr>
<tr>
<td>August 25, 2004</td>
<td>Downtown Transit Center, Harbor Light Room</td>
<td>900 E. Michigan Street, Milwaukee</td>
</tr>
<tr>
<td>August 26, 2004</td>
<td>Heartland Place, Auditorium</td>
<td>3229 N. Dr. Martin Luther King, Jr., Drive, Milwaukee</td>
</tr>
<tr>
<td>August 26, 2004</td>
<td>United Community Center, Conference Room 2</td>
<td>1028 S. 9th Street, Milwaukee</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 18, 2004</td>
<td>Kenosha City Hall, Room 202, 625 52nd Street, Kenosha</td>
</tr>
<tr>
<td>August 18, 2004</td>
<td>Elkhorn Gateway Technical College, Room 112—100 Building, 400 County Highway H, Elkhorn</td>
</tr>
<tr>
<td>August 18, 2004</td>
<td>Racine Gateway Technical College, Huron Room, 1001 S. Main Street, Racine</td>
</tr>
<tr>
<td>August 19, 2004</td>
<td>Washington County Fair Park Pavilion, 3000 County Highway PV, Town of Polk</td>
</tr>
<tr>
<td>August 19, 2004</td>
<td>Rotary Building, Frame Park, 1150 Baxter Street, Waukesha</td>
</tr>
<tr>
<td>August 19, 2004</td>
<td>Ozaukee County Administration Center, Auditorium, 121 W. Main Street, Port Washington</td>
</tr>
<tr>
<td>August 25, 2004</td>
<td>Downtown Transit Center, Harbor Lights Room, 908 E. Michigan Street, Milwaukee</td>
</tr>
<tr>
<td>August 26, 2004</td>
<td>HeartLove Place, Auditorium, 3229 N. Dr. Martin Luther King, Jr. Drive, Milwaukee</td>
</tr>
<tr>
<td>August 26, 2004</td>
<td>United Community Center, Conference Room 2, 1028 S. 9th Street, Milwaukee</td>
</tr>
</tbody>
</table>
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.
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
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
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.

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.
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.

- 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 PLAN¹

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
- NUMBER OF TRAFFIC LANES FOR NEW OR WIDENED AND/OR IMPROVED FACILITY (2 WHERE UNNUMBERED)

FREeways INTERCHANGE
- NEW
- EXISTING

¹ 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.
• 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.
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
- Development of recommended transportation plan—Winter 2005/Spring 2006
- Adoption of land use plan—Spring 2005
- Consideration and evaluation of transportation system plan alternatives—Summer/Fall 2005
- Adoption of transportation system plan—Spring 2006
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.
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
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.

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.

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
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

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.
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 transporte 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 transporte 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 transporte—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 Av. 2001, han sido corregidos y extendidos hasta el año 2025. Estos han servido bien a la Region, 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 estan siendo preparados guiarán el desarrollo y redesarrollo del uso de la tierra y el desarrollo del sistema de transporte, hasta el año 2035. Le invitamos a participar en este proceso de planeacion.

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 planeacion 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 Planeacion 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 transporte, 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 transporte 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 transporte 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 transporte—Otoño 2004
- Desarrollo del plan recomendado del uso de la tierra—Invierno 2004/Primavera 2005
- Revisión del sistema existente de transporte, 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 en centros urbanos existentes, y en áreas definidas de crecimiento urbano adjuntos 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.
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 transporte 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 transportacion son transporte publico, 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 30 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 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.
Administraión de los Sistemas de Transportación
Se fomenta un uso más eficiente del sistema existente de transporte por medio de la administración de sistemas de transporte. 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 transporte
- 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 de total planeado del sistema de avenidas para el año 2020.

Mejoras del Sistema: Ensancharando 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. Trabajará 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 transporte, 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 transporte; y la tercera, en seguida de la evaluación de las alternativas de los planes de transporte.
- Reuniones con los empleados de la Comisión están disponibles para comunicar información e informar a ciudadanos y obtener sus sugerencias. Esfuerzos especiales se harán particularmente para comunicarse con comunidades minoritarias—incluyendo 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.
Appendix D-6

PAID NEWSPAPER ADVERTISEMENTS

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 the Southeast Wisconsin Regional Planning Commission (SWRC) area. The meetings are open to the public and encourage community input to improve the planning process.

The meetings will be held at various locations throughout the region, and will include presentations on the current plans, recent developments, and future projections. Attendees are encouraged to attend and participate in these meetings to provide their comments and feedback.

The meetings will also provide an opportunity for citizens to learn about the public involvement process, including how to get involved, and what steps are being taken to ensure that all community members have a voice in the decision-making process.

For more information about the meetings, please visit the website of the Southeast Wisconsin Regional Planning Commission.

WORD: 1171 | PRINT DATE: 8/27/04

Local Newspapers

Milwaukee Journal Sentinel

AUGUST 4, 2004

Kenosha News

AUGUST 4, 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 the Southeast Wisconsin Regional Planning Commission (SWRC) area. The meetings are open to the public and encourage community input to improve the planning process.

The meetings will be held at various locations throughout the region, and will include presentations on the current plans, recent developments, and future projections. Attendees are encouraged to attend and participate in these meetings to provide their comments and feedback.

The meetings will also provide an opportunity for citizens to learn about the public involvement process, including how to get involved, and what steps are being taken to ensure that all community members have a voice in the decision-making process.

For more information about the meetings, please visit the website of the Southeast Wisconsin Regional Planning Commission.

WORD: 1171 | PRINT DATE: 8/27/04

Local Newspapers

Milwaukee Journal Sentinel

AUGUST 4, 2004

Kenosha News

AUGUST 4, 2004
PUBLIC INFORMATION MEETINGS SCHEDULED ON REVIEW AND UPDATE OF THE REGIONAL LAND USE AND TRANSPORTATION SYSTEM PLANS AND REGIONAL TRANSIT PLANNING PUBLIC INVOLVEMENT PROCESS

The Waukesha Freeman
AUGUST 4, 2004

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

Elkhorn Independent
AUGUST 5, 2004

Ozaukee County News Graphic
AUGUST 5, 2004

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