

COMMUNITY ASSISTANCE GRANT APPROVED

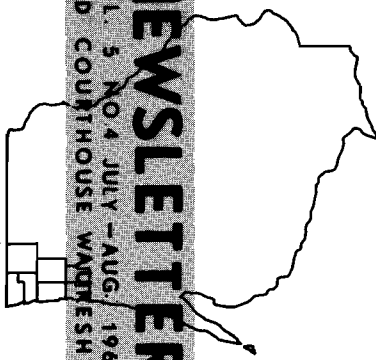
In May 1965 the U. S. Housing and Home Finance Agency approved the SEWRPC application for a federal planning grant in partial support of the Commission's community assistance services. This planning grant, in the amount of \$20,236, is identified as Project No. Wis. P-53. It is the sixth federal planning grant to be approved by the HHFA for SEWRPC projects and the second grant which directly involves the Commission's community assistance program. The first such grant (Project No. Wis. P-32) was in partial support of the preparation and publication of four local planning guides. (See Newsletter; Vol. 4-No. 4.) The new grant covers a period of one year and will be matched by \$10,118 in Commission funds. The awarding of the grant acknowledges the importance of community planning assistance services to the ongoing regional planning program.

Regional planning, as envisioned by the Commission, has three principal functions: (1) the conduct of areawide research, (2) the preparation of a framework of long-range, areawide plans for the physical development of the Region, and (3) the coordination of the many ongoing planning and plan implementation activities within the Region. The successful conduct of these functions

(continued)

**SOUTHEASTERN
WISCONSIN
REGIONAL
PLANNING
COMMISSION**

NEWSLETTER
VOL. 5 NO. 4 JULY - AUG. 1965
OLD COURTHOUSE WATKINSHA



STATEMENT OF THE CHAIRMAN

A plan, no matter how technically sound it may be, has little real value unless it is implemented; and it will not be implemented unless it is understood and accepted. Because of the completely advisory nature of the Commission, implementation of any regional plans will depend to a considerable extent upon action by counties, cities, villages, and towns which together comprise our Region.

The SEWRPC community assistance program is one of the most effective means of effectuating region-wide planning proposals at the local level and coordinating specific local proposals between communities. Technical assistance readily available on various planning problems from those who are familiar with a community and its environs is not only of immeasurable value to a local unit of government but can serve to soundly relate the local development plans to areawide development plans.

Through the educational, advisory, and review services now available under the community assistance program, the SEWRPC has provided for the maximum utilization of, and benefit from, regional planning and engineering data now available. It is hoped that this Newsletter will encourage the member municipalities which have not used the services of the SEWRPC Community Assistance Division to do so.

George C. Berteau
Chairman - SEWRPC

(continued from page 1)

depends not only upon technically sound programs of data inventory and plan preparation but also upon sound educational, advisory, and review services provided as an integral part of a continuing regional planning program.

COMMUNITY ASSISTANCE PROGRAM

The Community Assistance Division of the SEWRPC was first staffed in September 1961. Its initial purpose was to render assistance to local communities through the publication of a newsletter, the preparation of planning guides, and the sponsoring of planning workshops. In November 1962 the Commission adopted an interim policy statement on local planning assistance which limited such assistance to the extension, upon request, of functional guidance and advice on local planning and development problems until the completion of regional studies and plans. This interim policy will be reevaluated and revised when the first elements of a comprehensive plan for the physical development of the Region have been completed and adopted.

This interim policy was based upon two concepts. First, it is absolutely essential that the Commission staff establish, at an early date, a sound working relationship with the local units of government within the Region, for it is at the local level that the goals and objectives expressed in the regional plans will be, to a large extent, accomplished. The extension of advisory services is the best way to establish such a working relationship. Second, it is equally essential that any planning advisory services be founded on a sound framework of regional plans and planning studies so that meaningful assistance could be rendered to the local communities.

Functional Guidance and Advice

Within this interim policy framework, the Commission has structured a program of local community assistance based upon the extension of functional guidance and advice, upon request. The form of this guidance and advice has included the furnishing of planning and engineering data collected by the Commission and the interpretation of such data. The present community assistance program provides for an additional staff member in the Community Assistance Division to aid in meeting the growing requests for the various educational, advisory, and review services which are discussed on the following pages.

COMMUNITY ASSISTANCE PROGRAM -- continued

Educational Services



The educational services provided through the SEWRPC community assistance programs have as their general objective the attainment of an understanding of planning in government by local officials and citizens and the eventual participation of such officials and citizens in sound comprehensive planning programs at all levels of government. The specific objectives are to encourage the creation, organization, staffing, and financing of local planning agencies and the design and execution of sound local planning programs within the broader coordinating framework of regional and state planning programs.

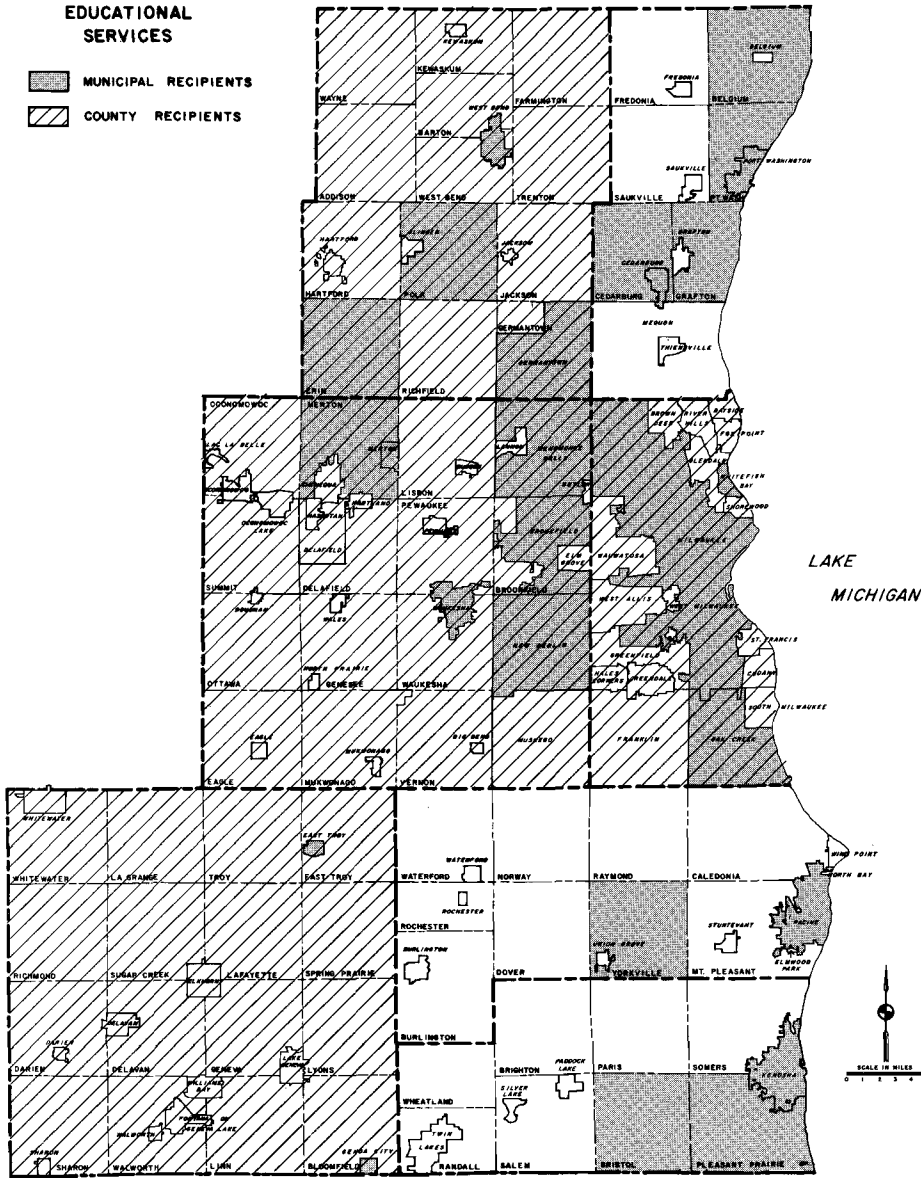
Contained within this program are this Newsletter (with a circulation of 3,500); the Regional Planning Conference; news releases to over fifty weekly and daily newspapers and radio and television stations; and the displays and other public information provided by the Commission for use by local organizations. The educational services also include the provision of speakers to local business and civic groups to explain and report on regional planning activities. These services also include, upon request, staff attendance at, and participation in, meetings of local planning agencies and governing bodies.

It is hoped that this educational effort will provide for the effective and meaningful dissemination of factual planning data, along with a general broadening of the understanding of the need for, and concepts underlying, local and regional planning among the public officials and citizens who have been given the grave responsibility by their respective communities of guiding the orderly development of the community and the Region in which they live.

The map on the opposite page shows those areas of the Region in which various educational services are being or have been provided.

EDUCATIONAL SERVICES

-  MUNICIPAL RECIPIENTS
-  COUNTY RECIPIENTS



The preparation of this map was financed in part through an urban planning grant from the Housing and Home Finance Agency, under the provisions of Section 701 of the Housing Act of 1954, as amended.

COMPILED BY
SEWRPC
SHOW AND USES MAPS

SOUTHEASTERN WISCONSIN REGION

DRAWN: D. R. BEHRKE DATE: AUGUST 1955
 CHECKED: D. R. BEHRKE PROJ. DESIGN: W. J. HOGELMAN
 ORIGINAL COMPILATION: J. LEONARD
 REVISED:

COMMUNITY ASSISTANCE PROGRAM -- continued

Advisory Services

The advisory services provided through the SEWRPC community assistance program are intended to provide member municipalities with basic technical information, limited professional guidance and advice, and general assistance so as to encourage the maximum utilization of the various studies, guides, reports, and plans prepared by the SEWRPC.

Upon request, professional and technical assistance and advice are extended to member municipalities on all matters concerning planning and plan implementation. Included among such assistance and advice are: (1) explanations of planning enabling legislation, plan implementation powers, procedures to be followed in the creation of local plan commissions and in the selection of planning staffs and consultants; (2) preparation of planning programs and planning work specifications; (3) coordination of local plans with county, regional, and state plans; (4) interpretation of previously prepared plans; (5) preparation of applications for urban planning grants and open-space land acquisition grants; (6) revision or adoption of plan implementation devices, such as zoning, land division, and official map ordinances, sanitary codes, and mobile home, campground and flood plain regulations; (7) interpretation and application of data gathered in the various regional studies; (8) delineation of census tracts; (9) explanation of annexation, consolidation, and incorporation planning considerations; explanations of community renewal and rehabilitation programs; and (10) integration of regional plans into local plans.

The map on the opposite page shows the communities which have received various types of advisory services during the past 18 months.

COMMUNITY ASSISTANCE PROGRAM -- continued

Review Services

Certain limited review services are provided by the Commission upon request of federal, state, and local units and agencies of government.

HHFA regulations require Commission review and comments on all "701" planning programs within the Region, the review extending from grant application through final plan preparation stages.

In the regional "Open-Space Land Acquisition Agreement," wherein local signatories are eligible for 30 percent federal grants for park acquisition instead of 20 percent (recently changed to 50 percent grants under the 1965 Housing Act), the Commission has contracted to review each open-space land acquisition proposal and to certify to HHFA as to its conformance or nonconformance with long-range physical development plans of the Region.

The State Committee on Water Pollution and the U. S. Public Health Service requires the review by the Commission of all applications for federal aid for the construction of sewage treatment works to determine conformance with regional plans.

Upon request, the Community Assistance Division will review plans and plan implementation devices prepared by local, state, and federal agencies for coordination with regional plans and implementation devices. These would include review of local land use, transportation, and community facility plans, as well as zoning, land division, and official map ordinances, prepared by local units of government.

The map on the opposite page shows those local units of government which have received various review services during the past 18 months.

SEWRPC NOTES

The fall quarterly Commission meeting has been scheduled for September 9 at 4:00 p.m. in the Ozaukee County Courthouse in Port Washington. This date should be noted as it is one week later than the regular meeting date established by the SEWRPC bylaws.

The agenda will include regular standing committee and staff progress reports. In addition, there will be discussion of the recent amendment to the Regional Planning Law. A complete tentative agenda will be supplied upon request.

Milwaukee River Watershed Committee Meeting Scheduled

The organizational meeting of the 16-member advisory committee has been scheduled for Tuesday, September 14, at the Brown Deer Park Pavilion on Green Bay Road, Milwaukee.

This is the third watershed advisory committee to be formed by the Commission at the request of local units of government, to guide and direct a program for a comprehensive planning study of a watershed within the Southeastern Wisconsin Region. Membership on this committee includes:

Ray F. Blank	Leroy W. Grossman	E. M. Romaine
Richard W. Cutler	Dr. Carlton M. Herman	Fred Schmit
Nick R. Didier	John L. Kratz	George Watts
Herbert A. Goetsch	Ray D. Leary	Donald W. Webster
Howard W. Gregg	Reuben Lueloff	Douglas Ziegler
	L. N. Peterson	

The Root River Watershed Committee was created in August 1962, and the Fox River Watershed Committee was created in November 1962.

QUESTION BOX

WHAT ARE THE THREE ELEMENTS OF A COMMUNITY PLANNING OPERATION?

Cities, villages, towns, and counties in Wisconsin are all empowered to create local planning agencies; and these agencies are empowered to employ a staff and to perform certain planning operations. These planning operations can be grouped into three principal categories; planning studies, preparation of development plans, and preparation of plan implementation devices.

Planning studies include inventories and analyses of the physiography, economy, demography, land use, traffic, utilities, and community facilities of the community. Such studies are necessary in order to provide a sound factual basis for forecasts and projections essential to sound plan preparation, as well as providing an accurate description of existing conditions and problems as a point of departure for the preparation of long-range plans.

Development plans represent agreed-upon community development objectives and normally include long-range plans for land use, transportation, community facilities, community utilities, and urban redevelopment. Such plans are intended to serve as a guide to action by governmental officials, civic organizations, private citizens, and private enterprises.

Plan implementation devices are the means by which development can be guided and shaped to fit long-range development plans and include zoning ordinances, land division ordinances, official map ordinances, building and housing codes, capital improvements programs, and precise neighborhood unit development plans. Other local ordinances, such as sanitation codes, fire prevention codes, and traffic and parking ordinances, indirectly implement the community's long-range development plans by providing for a coordinated and harmonious development which will best promote the public health, safety, morals, convenience, prosperity, and general welfare of the community.

QUOTABLE QUOTE.....

"The question of questions for mankind--the problem which underlies all others and is more deeply interesting than any other--is the ascertainment of the place which man occupies in nature and of his relations to the universe of things. Whence our race has come; what are the limits of our power over nature and of nature's power over us; to what goal we are tending, are the problems which present themselves anew and with undiminished interest to every man born into the world.

Thomas Huxley (1825-1895)
English Biologist

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Executive Director

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