

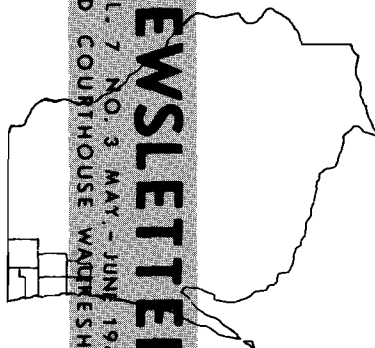
NEW AERIAL PHOTOGRAPHY PROGRAM COMPLETED

In March of 1963, the Commission had aerial photographs taken of the entire Region as a part of the initial regional land use-transportation study effort. These photographs were essential to the conduct of the initial regional planning inventories, providing the Commission with a wealth of data about existing conditions within the Region. Since these inventories must now be updated for the continuing regional land use-transportation study effort, a second series of aerial photographs of the Region has been taken. Delivery of the photographs from Mark Hurd Aerial Surveys, Inc., Minneapolis, Minnesota, is now in process and is expected to be completed by July 15, 1967.

The low-altitude photography was flown at an elevation of 9,600 feet above mean terrain level during the early part of April when the area was free from snow, but before foliation had set in. The flights produced negatives at a scale of 1" = 1600', from which ratioed enlargements are being made on dimensionally stable base material at a scale of 1" = 400'. Each enlargement covers four U. S. Public Land Survey sections and is centered over the common section corner. The 1963 low-altitude photos were similarly produced, so that now a direct and precise comparison of the same area at two points in time can readily be made. It is anticipated that, under the continuing planning programs of the Commission,

**SOUTHEASTERN
WISCONSIN
REGIONAL
PLANNING
COMMISSION**

NEWSLETTER
VOL. 7 NO. 3 MAY - JUNE 1967
OLD COURTHOUSE WAUNESHA



NEW AERIAL PHOTOGRAPHY—continued

new photography of the entire Region will again be taken in the spring of 1970 and at regular five-year intervals thereafter. In this way, not only will accurate and up-to-date photographs be available for inventory revision under continuing Commission studies but an invaluable permanent photographic history of regional development will also be produced.

In addition to photographing the entire 2,689 square mile Region again, the work also included, in the current series of flights, 316 square miles of area comprising the headwater area of the Milwaukee River watershed lying in Fond du Lac and Sheboygan counties north of the Region's border. This additional photography was necessary to provide complete and uniform data for the entire Milwaukee River watershed area.

The current aerial photography program is an integral work element of the continuing comprehensive regional land use-transportation planning program begun nearly a year ago. Three basic purposes are intended to be served. The photographs will provide the primary data source for the necessary updating of all base maps, of all land use information, and of certain natural resource base inventory components. They will be extremely useful to the Commission as it performs its continuing function of monitoring the growth and development of the Region. In this way, it will be possible to determine if, and to what extent, the adopted land use plan is being implemented by the local units of government and private enterprise throughout the Region. By using the new photographs, the amount and spatial location of changes in land use development will be determined and carefully analyzed in relation to the adopted plans in order to determine whether the forecasts and assumptions upon which the plans were built are holding over time and whether the essential validity of the plans remains.

In addition to helping the Commission perform its continuing planning responsibilities, the current aerial photography should prove to be very useful to the local units of government, to private enterprise, and to many individuals throughout the Region. This usefulness has been

NEW AERIAL PHOTOGRAPHY—continued

demonstrated by the high demand for prints made from the original 1963 aerial photography. In the four-year period from June 1, 1963, to June 1, 1967, the Commission has received 1,754 orders for 13,812 aerial photographs. These orders have come from all sections of the Region and from all sectors of the economy. The Commission makes prints of the aerial photographs available at the cost of reproduction, currently 25 cents per square mile, or \$1 per photo.

The cost of individually obtaining equivalent photos is conservatively estimated at \$6 per square mile. Since the orders received to date have covered an equivalent area of 55,248 square miles, the total savings due to the multiple use of the photography is estimated at \$276,240, many times the original cost of the photography. But more importantly, the work of the local units of government and of many individuals in the private sector has been made easier and more effective because of the accessibility to these photographs. This provides an excellent example of how the areawide research function of the Commission has served and assisted local governments and private enterprise throughout the Region.

Those local units of government and those private firms who ordered complete sets of the original photography covering their geographic area of interest may wish to order complete sets of the new photography. This can be done by contacting the Commission offices.

SEWRPC NOTES

URBAN RECREATION NEEDS AND RESPONSIBILITIES STUDY

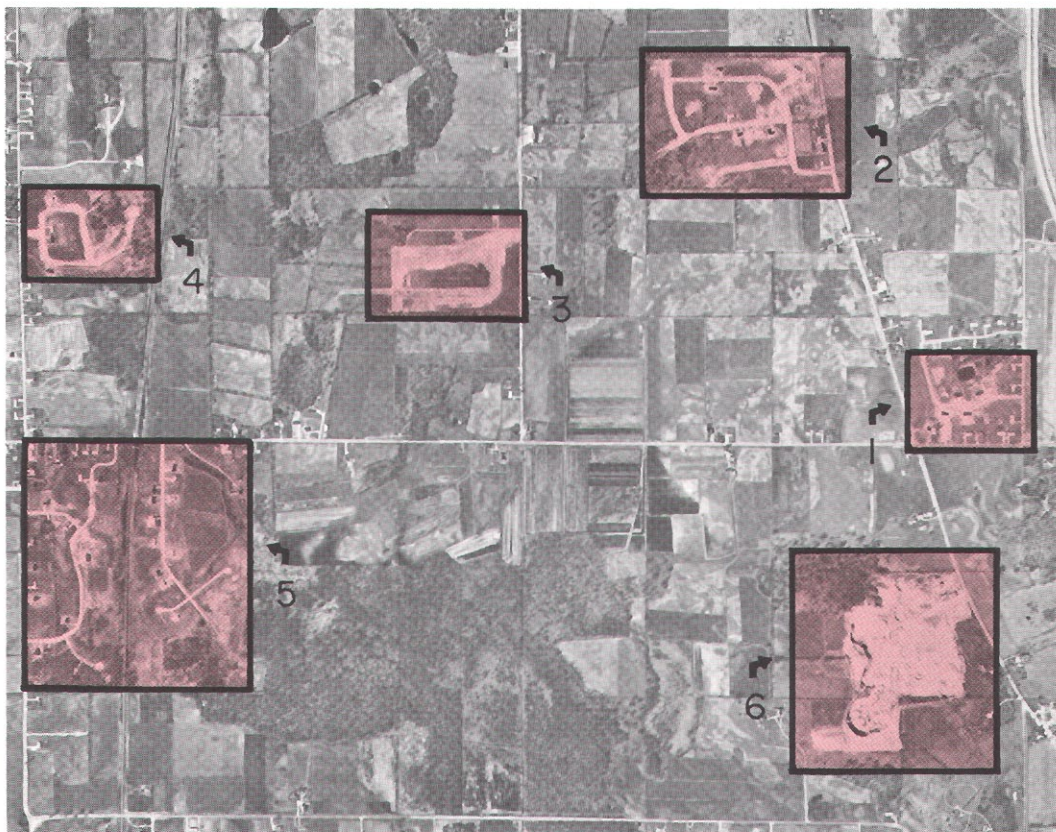
The Commission has entered into a cooperative agreement with the Wisconsin Conservation Commission governing the conduct of a study of outdoor recreation and related open spaces in the Region. The major purpose of this study is to provide the information necessary to help update the State Outdoor Recreation Plan. That plan will be used in support of future applications under a federal aid program known as the federal Land and Water Conservation Fund Act (LAWCON), a program designed to encourage the establishment of additional outdoor recreation sites and facilities.

1963



Some of the significant changes in land use that have occurred throughout the Region during the four years between 1963 and 1967 are vividly illustrated by these 1963 and 1967 aerial photographs of the same area within the Region. Six land use changes in the four square mile area are highlighted in the adjoining photograph.

1967



Areas 1 and 5 are examples of further development of 1963 existing residential subdivisions. New residential subdivisions on land that was in agricultural use in 1963 are indicated in areas 2, 3, and 4. The gradual outward expansion of a quarry can be seen in area 6.

SEWRPC NOTES—continued

The major objectives of the study are to assess the adequacy of local facilities, plans, and programs to meet present and future outdoor recreation needs; to determine the major problems of the local communities in meeting these needs; and to determine the responsibilities currently being accepted by the various levels of government in connection with meeting these needs. The work will involve updating of the earlier existing recreation sites and potential park site inventories and analyses cooperatively accomplished by the two Commissions. To meet the needs of the continuing land use-transportation study, however, an updating of the inventory of local plans and zoning ordinances, as well as local organization for planning, will also be undertaken as a part of this study.

NEW COMMISSIONER APPOINTED

At the SEWRPC Annual Meeting on June 1, 1967, the Commission welcomed a new member from Ozaukee County. Albion O. Behrens was appointed by Governor Warren P. Knowles to replace Frank D. Meyer. Mr. Meyer, Mayor of Port Washington, resigned from the Commission because of the press of other public and private business. Mr. Behrens, Clerk of the Town of Grafton, is a native of that area and has had his own insurance agency in Grafton for the past 14 years. He has held the post of Town Clerk for 14 years.

ANNUAL MEETING HELD

The main item of business at the SEWRPC Annual Meeting held on June 1, 1967, was the adoption of the regional planning budget for 1968. The total budget as approved is only 4.7 percent higher than the 1967 budget, the increase being necessitated by rising costs of labor, materials, and rent. The regional planning program for 1968 includes the continuing land use-transportation study, as provided for in the 1962 Federal Aid Highway Act. The details of the budget request have been transmitted to the seven county boards for their consideration and approval.

CENSUS METROPOLITAN MAPPING AND ADDRESS CODING GUIDE PROGRAM

The U. S. Department of Housing and Urban Development recently announced approval of an urban planning assistance grant in partial

support of a new program that will enable the Commission to link its continuing regional planning programs to the 1970 Census. The planning grant, in the amount of \$17,372, will help the Commission to provide assistance to the U. S. Bureau of the Census in getting ready for the 1970 Census, which is to be conducted by mail. The work involves updating and reviewing the Bureau's base maps of the Region and preparing address coding guides for the urbanized portions of the Region. By performing this work, the Commission will be able to achieve full coordination of census data with the regional planning data, thus ensuring maximum use of the 1970 Census data in the continuing regional planning programs.

MILWAUKEE RIVER WATERSHED PLANNING PROGRAM

The Department of Housing and Urban Development also recently announced approval of an urban planning grant to help support the Milwaukee River watershed planning program. With this approval, the funding of the first year of this three-year comprehensive watershed planning program has been fully accomplished. The Wisconsin Department of Resource Development and the County Boards of Fond du Lac, Milwaukee, Ozaukee, Sheboygan, and Washington counties have previously agreed to participate in the financing of the study. This will be the third watershed study to be undertaken by the Commission. The first of these, the Root River Watershed Study, was completed in 1966. The second, the Fox River Watershed Study, is underway and scheduled for completion during 1968.

RECENT SEWRPC PUBLICATIONS

PLANNING REPORT NO. 7

Planning Report No. 7, Volume 3, Recommended Regional Land Use and Transportation Plans—1990, was received from the printer in March of 1967. This report presents the recommended and subsequently adopted land use and transportation plans, examines the unplanned alternative, and recommends a staging for the implementation of the plans. In addition, the report recommends specific implementing actions which must be taken by the various levels and agencies of government if the recom-

SEWRPC NOTES—continued

mended land use and transportation plans are to be fully carried out. Copies of this 208-page report and a large folded plan map are available for general distribution within the Region at a price of \$5 and outside the Region at a price of \$10.

CONFERENCE PROCEEDINGS—1966

Proceedings of the 5th Regional Planning Conference are available at a price of \$1. At the conference, held in October of 1966, the recommended land use and transportation plans were presented; and seven county workshops were held. The minutes of these workshops are included in the proceedings.

ANNUAL REPORT—1966 - \$1

This report summarizes the activities of the Commission during 1966. Included is a statement of the regional planning concepts governing the Commission's work and a section outlining some of the savings attributable to the regional planning effort. The report contains a comprehensive overview of all the Commission's work programs, including the land use-transportation studies, the watershed studies, and the community assistance program.

AROUND THE REGION

WAUKESHA AND HALES CORNERS With deep regret the Commission and staff note the sudden passing of Harold A. McMiller, Waukesha County Park and Planning Director, and Paul C. Steinert, Manager-Clerk of the Village of Hales Corners. Mr. McMiller was a strong force behind planning in Waukesha County and served as Vice-Chairman of the SEWRPC Fox River Watershed Committee. Mr. Steinert served on several of the Commission's technical committees and was Chairman of the Land Use Subcommittee of the Technical Coordinating and Advisory Committee. Their absence will be felt throughout the Region.

WAUWATOSA Norbert S. Theine, formerly Planning Director for the City of Oak Creek, has been appointed Planning Administrator of

AROUND THE REGION—continued

the City of Wauwatosa. One major project that Mr. Theine is currently directing is a detailed land use and building condition survey for the entire city. Under Mr. Theine's direction, the City of Oak Creek carried out one of the best local planning programs in the Region, a program which has been often pointed to by the Commission as a model of good practice.

MILWAUKEE The Division of Economic Development of the City of Milwaukee has recently issued its Annual Report for 1966. Kenneth E. Fry, the Director, notes that the year 1966 emerged as one of the greatest in the City of Milwaukee's economic history. As an indicator, the total amount of construction permits in the City reached a record high of more than \$195 million, despite a drop in residential building activity. The report attractively sets forth the Division's activities in the general areas of industrial, commercial, tourist, and general development.

SOUTH MILWAUKEE The South Milwaukee Industrial Development Corporation has published an attractive booklet entitled Community Fact Book, City of South Milwaukee, Milwaukee County. The booklet contains a wealth of information about the City, its organization, its people, and its activities.

WALWORTH COUNTY The Walworth County Board has reorganized the County Park Commission and the County Zoning and Industrial Development Committee, merging them into a new seven-man County Park and Planning Commission. The new commission will assume the duties and responsibilities of both existing groups, as recommended by the SEWRPC in the adopted land use plan. The existence of a park and planning commission in each county is highly desirable for proper implementation of the regional land use plan. Such an agency is usually assigned duties relating to subdivision plat review, zoning, modified official mapping, and shoreland zoning, as well as park acquisition and improvement functions.

QUESTION BOX

HOW HAVE THE COMMISSION AERIAL PHOTOGRAPHS BEEN USED BY LOCAL GOVERNMENT, PRIVATE ENTERPRISE, AND INDIVIDUAL CITIZENS WITHIN THE REGION ?

Aerial photographs have two basically different types of application. One involves the use of the photographs for making measurements of distances and areas; that is, involves simple "photogrammetry." The other involves the use of the photographs for identifying objects comprising the natural and cultural features of the Region and judging their significance; that is, involves "photo interpretation." Aerial photographs can be used individually as a type of map¹ or can be combined to form mosaics covering larger areas. The photographs are useful both in the office and in the field. In the office they are an excellent means of becoming familiar with an area and can provide the direct source of a great variety of information. In the field they are useful as a base map upon which various kinds of inventory data can be readily and quickly plotted as it is collected. The use of aerial photographs for many aspects of planning and engineering studies can save a great deal of time, reduce costs, and make greater accuracy possible. Aerial photographs are useful in studies of watershed drainage patterns; studies of street and highway patterns; site selection, planning, and layout; natural resources inventories; housing market analyses; shopping center location studies; urban and rural land use inventories; soil mapping; forest classification and inventories; highway route selection; and building count surveys.

Specifically, local units of government within the Region have used the aerial photographs taken by the Commission in 1963 to update local base maps, to prepare detailed land use maps, to prepare zoning district maps, and in the review of subdivision plats and annexation petitions.

¹*Strictly defined, a map should have a true and constant scale, as well as proper direction orientation so as to comprise a true graphic representation of a portion of the earth's surface. Unlike a true map, an aerial photograph does not have a constant scale.*

QUESTION BOX—continued

Local officials who have made use of the photographs include assessors, building inspectors, park directors, municipal engineers, and planners, as well as school officials interested in estimating school service area population and in selecting future school sites. Since the photographs are ratioed to a common scale, many communities have prepared a mosaic of the aerial photographs covering the area within their corporate limits and immediate environs. Such mosaics have provided a convenient reference during council, board, or committee meetings.

The private sector of the economy has also extensively used the aerial photographs prepared by the Commission in 1963. Those concerned with building and land development—realtors, builders, architects, engineers, surveyors, appraisers, and abstractors—have used the photographs for investigations, site selection and preliminary site design, and in the preparation for more detailed studies requiring field work. Commercial and industrial firms have used the photographs as an aid in site selection, especially so in the case of operations involving consideration of multiple locations, such as for supermarkets, gasoline stations, or department stores. Those concerned with linear developments on the landscape, such as highway engineers and utility companies, have used the aerial photographs extensively in route location studies. Sand and gravel companies, quarrying operations, sportsmens clubs, and civic organizations have used the photographs for site selection and investigation.

A large number of private citizens within the Region have also made use of the photographs. Farmers have used them as an aid in the preparation of farm plans. Perhaps the most unusual use of the aerial photographs brought to the Commission's attention has been the claim by a fisherman that he was able to locate the best fishing spots on a lake by interpreting the aerial photographs for lake depth.

QUOTABLE QUOTE.....

"Regional plans are instruments of communal education; and without that education, they can look forward only to partial achievement. Failing intelligent participation and understanding, at every stage in the process, from the smallest unit up, regional plans must remain inert. Regional plans must provide in their very constitution the means of future adjustments. The plan that does not leave the way open to change is scarcely less disorderly than the aimless empiricism that rejects plan. Renewal: flexibility: adjustment: these are essential attributes to all organic plans."

Lewis Mumford
Culture of Cities, 1938

SOUTHEASTERN WISCONSIN REGIONAL
PLANNING COMMISSION

Old Courthouse
P. O. Box 769
Waukesha, Wisconsin
53186

Phone: 542-8083

Kurt W. Bauer
Executive Director

RETURN REQUESTED

BULK RATE
U. S. POSTAGE
PAID 2 7/8¢
WAUKESHA, WIS.
PERMIT NO. 645