SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION
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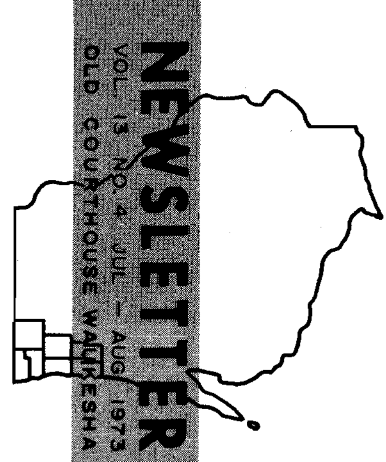
OLD COURTHOUSE WAUKESHA



RESULTS OF NEW REGIONAL ECONOMIC STUDIES PUBLISHED

New regional employment forecasts to the year 2000 by major industrial category, as well as revised 1990 forecasts, are included in a recent report published by the SEWRPC entitled The Economy of Southeastern Wisconsin. The report presents results of a new regional economic base and structure study by the Commission, and will provide an important basis for the reevaluation and updating of adopted regional plan elements, particularly the regional land use and transportation plans.

The study on which the report is based included a reexamination and updating of the economic data contained in earlier Commission reports. Such data are essential to sound regional planning. Growth and change in the economy greatly influence the size, composition, and spatial distribution of the population; the demand for land and other resources; and the demand for supporting transportation and utility facilities. The kind and level of economic activity also influence the availability of the public financial resources required to provide the services and facilities needed to serve the resident population and to abate existing environmental problems.

READERS ASKED TO RETURN CARD

In an attempt to keep its newsletter mailing list current, the Commission is including in each copy of the July-August newsletter a postcard which readers are asked to complete and return, indicating whether or not they wish to continue to receive the newsletter. The Commission is also asking that readers note the address label attached to the card, and make any necessary changes. Every reader is asked to complete and return the postage-paid card so that his or her name is not inadvertently removed from the mailing list.

Since planning is intended to contribute to the improvement of the environment in which people live, and to the provision of the facilities and services required to meet the needs of the resident population and commercial and industrial establishments, an understanding of economic activity and of trends in such activity is essential to any planning for the future growth and development of the Region.

The revised employment forecasts presented in the report are somewhat lower than those forecasts prepared earlier by the Commission. In the 1960s, when the Region was experiencing rapid growth, the Commission forecast that, if then existing trends continued, the Region could be expected to employ about 984,000 persons by 1990. The revised forecasts estimate that employment in the Region will reach about 946,000 by 1990, a reduction from the original forecast of about 4 percent. By 2000, it is forecast that the Region may be expected to employ about 1,048,000 persons. Failure to reach at least this level of employment could force an out-migration of persons who were born and educated in the Region, denying to some of its residents the choice of continued residency in the Region.

The report notes that while southeastern Wisconsin grew faster economically than the state or nation during the 1950s, it no longer did so during the 1960s. It warns that any continued decline in the rate of growth could result in an absolute decline, erosion of the regional economic base, and the permanent loss of jobs and income.

Industrial Development Program Urged

To prevent further economic decline in the Region and state, the report urges that a positive industrial development program be developed and implemented. It suggests a regional approach to supplement local industrial development efforts, an approach aimed at recruiting industries which would not only contribute to a more balanced economic base, but which would assist in achieving other regional development objectives.

Studies on which the report is based included a questionnaire survey of the management of leading industrial firms in the Region, as well as analyses of historical economic trends. Employers who were interviewed attributed the declining rate of economic growth to lower labor costs and tax advantages in other areas of the country, as well as to the lack of an active industrial development program in the Region and the state. They indicated that a primary factor contributing to the decentralization of economic activity within the Region was the lack of expansion space at present site locations, and the availability of low-cost land in suburban industrial parks.

For the report, seven industry groups in the Region were identified and classified as dominant (accounting for 4 percent or more of regional employment in 1970), and an additional seven industries as subdominant (accounting for 2 to 3.9 percent of regional employment). Since 1960, the wholesale trade and the finance, insurance, and real estate services industry groups have moved from subdominant to dominant status. Two other industry groups—transportation equipment and construction—dropped to subdominant status. Because of significant declines in employment, five industries included in the economic study 10 years ago were dropped from the current study. These include the agriculture, leather, chemical, paper, and instrument industries.

Economic Growth Slowing

Significant measures of economic activity such as labor force, work force, and income have increased at slower rates in the past 10 years than state or national increases. The report notes that:

- The regional labor force increased from 540,057 in 1950 to 638,733 in 1960, or by 18.3 percent, a rate faster than the rates of increase for the state (11 percent) or nation (14.9 percent). From 1960 to 1970, however, the regional labor force increased from 638,733 to 744,514, or by 16.6 percent, falling behind the rate of growth for the state (17.4 percent) and nation (21.6 percent).

- The number of women in the labor force increased at a much faster rate than the number of men—39 percent compared to 6 percent—from 1960 to 1970. In addition, the number of women in the Region's labor force has increased at a progressively faster rate in the last 20 years while the number of men has increased at a progressively slower rate.

- From 1950 to 1960, the work force in the Region increased from 572,200 to 673,200, or by 17.6 percent, ahead of the rate of growth for the state (17.5 percent) or nation (11.9 percent). From 1960 to 1970, however, the work force increased from 673,200 to 776,200, or by 15.3 percent, falling behind the rate of growth for the state (17.3 percent) or nation (18.8 percent), as shown in Table 1.

Table 1

COMPARATIVE WORK FORCE SIZE IN THE UNITED STATES, WISCONSIN, AND THE REGION: 1950, 1960, and 1970

Geographic Area And Work Force	Year			Percent Change	
	1950	1960	1970	1950-1960	1960-1970
United States					
Work Force	62,208,000	69,628,000	82,715,000	11.9	18.8
Percent Unemployed .	5.3	5.5	4.9	--	--
Employed.	58,911,000	65,798,500	78,662,000	11.7	19.5
Wisconsin					
Work Force	1,401,400	1,647,000	1,932,100	17.5	17.3
Percent Unemployed .	3.8	3.9	4.6	--	--
Employed.	1,348,100	1,582,800	1,842,400	17.6	16.4
Southeastern Wisconsin Region					
Work Force	572,200	673,200	776,200	17.6	15.3
Percent Unemployed .	3.4	3.8	4.5	--	--
Employed.	552,700	647,900	741,600	17.2	14.5

Source: Wisconsin Department of Industry, Labor, and Human Relations; U. S. Department of Labor; and SEWRPC.

- Total income in the Region increased 110 percent from 1950 to 1960, ahead of the state and national rates of increase, but increased only 73 percent from 1960 to 1970, less than the state and national rates of increase for the same period. The rates of increase for per capita income have also been less for the Region than for the state or nation, although the level of per capita income has been higher than state and national averages. In 1970, the average income per person in the Region was $3,433, compared to the U. S. average of $3,128.

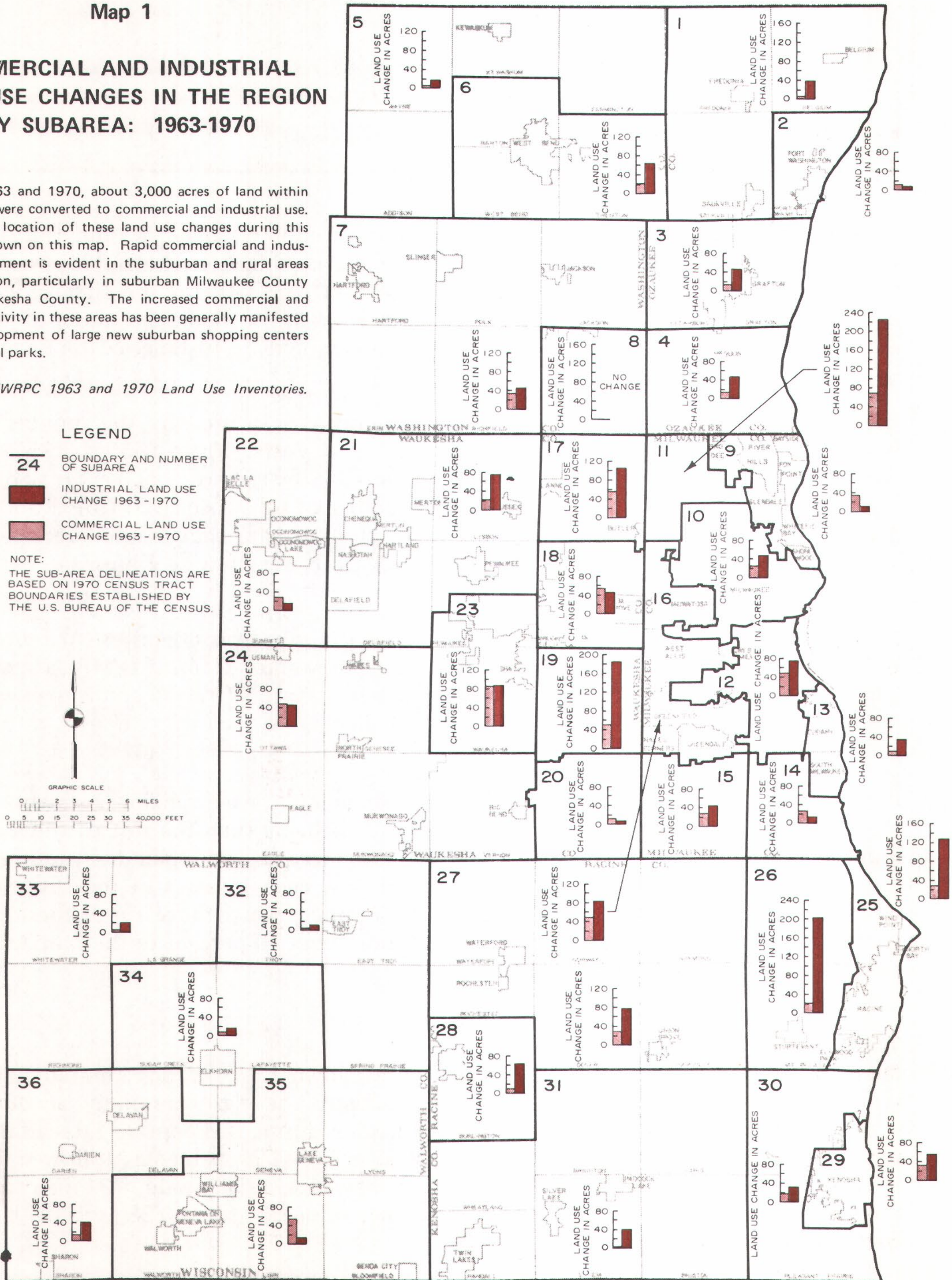
Economic activity has continued to decentralize from the urban centers to the suburban and rural areas of the Region (see Map 1). From 1960 to 1970, the largest

Map 1

COMMERCIAL AND INDUSTRIAL LAND USE CHANGES IN THE REGION BY SUBAREA: 1963-1970

Between 1963 and 1970, about 3,000 acres of land within the Region were converted to commercial and industrial use. The general location of these land use changes during this period is shown on this map. Rapid commercial and industrial development is evident in the suburban and rural areas of the Region, particularly in suburban Milwaukee County and in Waukesha County. The increased commercial and industrial activity in these areas has been generally manifested in the development of large new suburban shopping centers and industrial parks.

Source: SEWRPC 1963 and 1970 Land Use Inventories.



increases in the number of jobs in the Region occurred in Ozaukee, Washington, and Waukesha Counties, while the smallest increases occurred in Kenosha and Milwaukee Counties. Data available since 1950 indicate that in 1970, for the first time in 20 years, the labor force living within the Region was larger than the number of jobs available, indicating the availability of jobs within commuting distance of the Region.

The amount of economic activity in the Region as measured by the number of available jobs has changed at varying rates in recent years. From 1950 to 1957 the number of available jobs increased, followed in 1958 by a sharp decline corresponding to a national economic recession. The number of jobs rose again from 1958 to 1960, but declined in 1961, corresponding to another national economic recession. During the rest of the 1960s, job growth was relatively steady (see Figure 1).

Milwaukee County residents held 69 percent of the jobs in southeastern Wisconsin in 1970, down 10 percent from 1950. But Milwaukee County is still a major supplier of jobs for the Region, as shown by the fact that in 1970 all counties except Milwaukee had a larger labor force than jobs available.

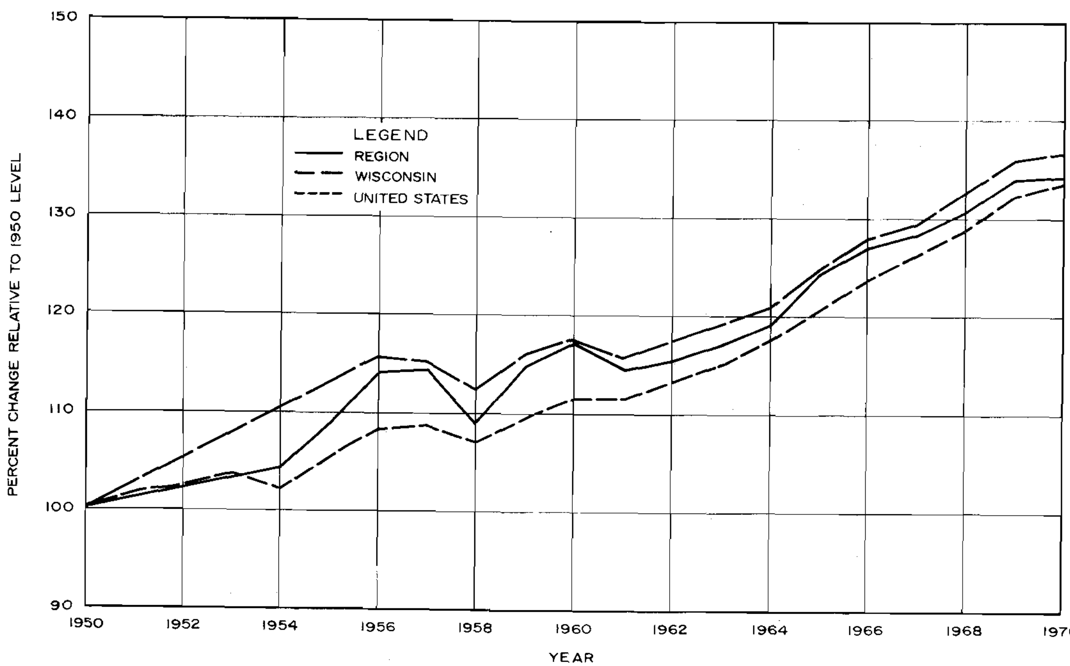
Although the rate of economic activity is declining and decentralizing, residents of the Region continue to enjoy a higher standard of living than the rest of the state and nation. Regional per capita incomes have been higher than the state and national averages since 1950. Income growth has been greatest in the suburban counties, especially Ozaukee and Waukesha Counties, which have the highest per capita incomes due primarily to the fact that more than 70 percent of the families in these counties earned $10,000 or more in 1970.

Trade, Service Industries Grow

Manufacturing industries in the Region have shown little, if any, employment growth in the past decade, while the service industries have grown rapidly, accounting for all of the employment growth in the Region during this period. Educational services employment increased at the fastest rate (104 percent), followed by medical and other professional services (82 percent), retail trade (31 percent), finance, insurance, and real estate (24 percent), wholesale trade (23 percent), and government services (19 percent).

Figure 1

RELATIVE JOB GROWTH IN THE REGION, WISCONSIN, AND THE UNITED STATES: 1950-1970



Source: Wisconsin Department of Industry, Labor, and Human Relations; U. S. Department of Labor; and SEWRPC.

Of the manufacturing industries, only the fabricated metals industry has shown employment growth in the past two decades. Four industry groups, including electrical machinery and equipment, transportation equipment, food and beverage, and construction, showed declines in the number of persons employed from 1960 to 1970. One of the outstanding growth industries in the United States in the past two decades has been the manufacture of office machines and computers, but this industry has not to date taken hold in the Region.

Continued growth is forecast in the medical and other professional services group and—although to a lesser extent—in educational services, as well as in the fabricated metals industry, as shown in Table 2. The following is a summary of employment forecasts for each of the industry groups.

Table 2

ACTUAL AND FORECAST LEVELS OF EMPLOYMENT IN THE REGION BY INDUSTRY GROUP: 1970, 1980, 1990, and 2000

Industry Group	Levels of Employment (In Thousands)							
	Actual		Forecast					
	1970		1980		1990		2000	
	Number	Percent of Regional Employment	Number	Percent of Regional Employment	Number	Percent of Regional Employment	Number	Percent of Regional Employment
Dominant								
Nonelectrical Machinery . .	68.1	9.2	76.0	9.0	83.9	8.9	91.9	8.8
Electrical Machinery and Equipment	36.5	4.9	38.5	4.6	40.5	4.3	42.6	4.1
Retail Trade	111.2	15.0	126.9	15.1	142.6	15.1	158.2	15.1
Medical and Other Professional Services . .	70.5	9.5	92.9	11.0	115.3	12.2	137.8	13.1
Educational Services . . .	51.7	7.0	73.7	8.7	95.7	10.1	117.7	11.2
Wholesale Trade.	32.0	4.3	37.4	4.4	42.8	4.5	48.2	4.6
Finance, Insurance, and Real Estate Services	31.2	4.2	36.5	4.3	41.8	4.4	47.2	4.5
Subtotal	401.2	54.1	481.9	57.1	562.6	59.5	643.6	61.4
Subdominant								
Fabricated Metals	24.6	3.3	30.2	3.6	35.8	3.8	41.4	4.0
Primary Metals	22.5	3.1	25.8	3.1	29.1	3.1	32.4	3.1
Transportation Equipment. .	22.0	3.0	23.9	2.8	25.8	2.7	27.6	2.6
Food and Beverage	18.9	2.5	18.5	2.2	18.1	1.9	17.6	1.7
Printing and Publishing. . .	14.9	2.0	17.7	2.1	20.5	2.2	23.3	2.2
Government Services . . .	27.0	3.7	33.2	3.9	39.4	4.1	45.5	4.3
Construction	24.0	3.2	26.0	3.1	28.0	3.0	30.1	2.9
Subtotal	153.9	20.8	175.3	20.8	196.7	20.8	217.9	20.8
Total	555.1	74.9	657.2	77.9	759.3	80.3	861.5	82.2
Other Employment	186.5	25.1	186.5	22.1	186.5	19.7	186.5	17.8
Region Total	741.6	100.0	843.7	100.0	945.8	100.0	1,048.0	100.0

Source: SEWRPC.

Nonelectrical Machinery—Regional growth in this industry has occurred at about half the rate of national industry growth during the past 10 years. This industry is forecast to grow from 0.75 to 1.25 percent per year to 2000, reaching a level of from 85,000 to 99,000 employees.

Electrical Machinery and Equipment—General cutbacks in aerospace spending have affected this industry in the Region. Employment in the 1960s ran counter to national trends and declined to 36,500. Growth is forecast to be 0.25 to 0.75 percent per year, reaching 40,000 to 45,000 in the year 2000.

Retail Trade—This industry group, the largest in the Region in terms of employment, had 111,200 employees in 1970. Employment is forecast to increase from 1.12 to 1.25 percent per year to 2000, reaching a level of from 155,400 to 161,000 employees.

Medical and Other Professional Services—This "industry" group employed 70,500 persons in 1970, second only to retail trade. Significant employment growth of 2 to 2.5 percent per year is forecast, with employment reaching 127,600 to 148,000 by 2000.

Educational Services—Employment in all levels of education in the Region increased in the past decade. This was the fastest growing activity in terms of employment in the Region, increasing at a faster rate than growth nationally or in the state. Growth is forecast to continue but at a slower rate—2.5 to 3 percent annually—reaching 108,600 to 126,800 by 2000. Elementary school enrollments are anticipated to decline due to falling birth rates, but total enrollment will continue upward due to higher high school and college enrollments resulting from the baby boom of the 1950s.

Wholesale Trade—Wage rates in this industry group which are now on a par with manufacturing, and the potential for computerization in this industry, make it unlikely that the employment increases of the 1960s will continue. Employment should increase from 1.25 to 1.5 percent annually, to a level of 46,400 to 49,900 by 2000.

Finance, Insurance, and Real Estate—Despite computerization, this industry has continued to grow, although at a slower rate than nationally. It is forecast to grow from 1 to 1.5 percent per year to 2000, with the Region employing 43,900 to 50,400 persons at that time.

Fabricated Metals—This industry has grown faster regionally than nationally in the last decade, and the future outlook for growth is good. Employment should increase annually from 1.5 to 2 percent, reaching 38,400 to 44,500 by 2000.

Primary Metals—Growth in this industry has been stable, with foundries in the Region exporting about 90 percent of their products. Employment should increase 1 to 1.5 percent per year, reaching 29,700 to 35,100 by 2000.

Transportation Equipment—Employment declined substantially in the past decade in the Region, due primarily to employment fluctuations at the American Motors plants in the Region. Employment is expected to increase 0.5 to 1 percent per year, according to forecasts, and should reach 25,500 to 29,700 persons by 2000. These forecasts are subject to change, however, due to the existence of only a few firms in a highly competitive market.

Food and Beverage—Employment in the Region has been decreasing over the past two decades, while it has remained stable nationally. Employment is forecast to remain stable at the 1970 level of about 19,000 employees, but may decline 0.5 percent per year to 16,300 by 2000.

Printing and Publishing—Employment in this industry has steadily increased since 1950. Growth should continue at a rate of 1.25 to 1.75 percent per year, reaching a level of 21,600 to 25,000 by 2000.

Government Services—Future employment growth in this industry group may be expected to moderate, due to pressures to stabilize or reduce taxes and to increase efficiency. Employment should increase from 1.5 to 2 percent per year, reaching 42,000 to 49,000 by the year 2000.

Construction—Employment has been stable in this industry, with short-term fluctuations corresponding to business cycles. Employment in this industry is forecast to increase slowly from 0.5 to 1 percent annually, employing 27,800 to 32,400 persons in 2000.

Copies of the report are available from the Commission offices at $2.50 inside the Region and $5.00 outside the Region.

GOVERNORS, MAYORS PASS RESOLUTIONS ON REGIONAL PLANNING, DEVELOPMENT

A resolution endorsing several important principles with respect to multi-county regional planning was passed at the recent National Governor's Conference. These include the following:

- Federal and state policies should recognize a single umbrella organization as the desirable objective for each region.

- Such an agency should review and comment on all federally and state funded programs which have an impact on the region.

- State governments should provide broad, flexible enabling legislation for umbrella organizations; conform state planning and administrative areas to these regional boundaries; and cease the establishment of separate, single-purpose regional agencies.

Similarly, the U. S. Conference of Mayors recently adopted a policy which reaffirmed the commitment of the Conference to the solution of metropolitan problems through joint efforts by local governments through regional councils. Among the seven principles adopted were:

- Confirmation that local governments must work together on broader regional issues.

- Preference for regional councils to receive funding in dealing with metropolitan problems.

- Restatement of the need for regional planning and coordination in land use, community development, environmental quality, and transportation.

GOVERNOR LUCEY SIGNS BILL AUTHORIZING COUNTY PURCHASE OF TRANSPORT SYSTEMS

A bill allowing county boards to acquire transportation systems or the capital stock of a corporation which owns and operates such a system was signed into law July 16 by Governor Lucey.

The signing of the bill opens the way for Milwaukee County purchase of the Milwaukee and Suburban Transport Corporation. Milwaukee County Executive John Doyne said after the signing that takeover of the Transport Corporation by the county could occur in 1974, but that 1975 appeared more likely. He said he hoped that funds for an appraisal of Transport Corporation property would be available within several weeks, at which time negotiations with the company for a county purchase could begin.

Purchase of the Transport Corporation by Milwaukee County was one of several key provisions of the Milwaukee Area Transit Plan, which refines and amends the rapid and modified rapid transit recommendations of the regional transportation plan adopted by the Commission in 1966.

POTENTIAL SITES FOR INDUSTRY TO BE IDENTIFIED BY SEWRPC

Land within the Region which can be readily developed for industrial use is being identified by the Commission as a first step in an industrial development program for the Region. The Commission in a recently completed report on the economy of southeastern Wisconsin noted that the rate of economic growth in the Region is slowing, and said steps should be taken to prevent further decline which could lead to a permanent loss of jobs and income. The data will be used by the Milwaukee Metropolitan Association of Commerce in a program to improve the availability of land for industrial use in the Milwaukee metropolitan area.

Participants in an Association-sponsored tour of industrial sites in the Milwaukee and the Minneapolis-St. Paul areas earlier this year concluded that the Milwaukee area lags far behind in the availability of fully developed industrial sites and in programs for redeveloping older industrial areas. Consequently, eight recommendations for improving the situation were developed by the Association, including development of programs which communities could use to redevelop older industrial areas, development by the Commission of the list of potential sites for industrial development, and initiation of efforts to obtain commitments from municipalities to work closely with industry to promote the benefits of well-planned economic growth.

Once the land areas are identified, representatives of the Commission, the Association of Commerce, public utilities, and financial institutions, as well as selected developers, will rate the various parcels of land according to their potential for industrial development. Among the criteria to be used are those involving access to transportation (proximity to freeway, railway, airport, or seaport facilities); availability of essential municipal services, such as sewer and water; and other considerations such as soil suitability, topography, and flood hazard.

EPA, DNR STAFFS GIVE TENTATIVE APPROVAL TO TWO-PLANT PROPOSAL FOR UPPER FOX

Representatives of the Wisconsin Department of Natural Resources (DNR) and the U. S. Environmental Protection Agency (EPA) have agreed that amendment of the adopted Fox River watershed plan to substitute a "two-plant" for a "one-plant" sanitary sewerage system for the Upper Fox River watershed would be acceptable, provided that the amended plan is accompanied by an acceptable implementation schedule. The agreement was reached at an interagency meeting on July 17, 1973, which was called by the Commission. Nine of the 12 communities in the upper watershed, as well as the Lake Pewaukee Sanitary District, have adopted resolutions calling for the establishment of two centralized sanitary sewerage systems in the upper watershed.

According to the resolutions, one of the systems would serve the City of Waukesha and adjacent urban development in the Towns of Pewaukee and Waukesha; while the other system would serve all remaining urban development in the upper watershed, with treatment to be provided at a single large sewage treatment plant in the City of Brookfield. No specific site location for the plant to serve the City of Waukesha and adjacent urban development was stated in the resolutions, as erroneously reported in the May-June issue of the newsletter. The Commission in its forthcoming regional sanitary sewerage system plan recommends that the sewage treatment facility to serve the City of Waukesha and adjacent urban development be constructed at a new site located downstream from the existing Waukesha plant.

It was recognized in making the recommendation that the size of the present site limits expansion possibilities, that an expanded site may entail both floodplain and floodway encroachment, and that recent growth trends in the Waukesha area have tended to extend urban development downstream from the existing plant. It was also recognized that the potential exists for operating two treatment facilities at Waukesha for an interim period while the new facility is being constructed in stages.

The Commission originally recommended in its Fox River watershed plan that one major centralized sewage treatment facility be located on a site downstream from Waukesha, together with a system of trunk sewers to convey wastes from the upper watershed to the new site. The EPA subsequently requested a specific implementation schedule for proposals for the upper watershed, which was published by the DNR in December 1972 and which included among its proposals the establishment in early 1974 of an Upper Fox River watershed metropolitan sewerage district.

At a public informational meeting held early in 1973, public officials from local units of government in the upper watershed expressed opposition to the creation of such a district, and an ad hoc intergovernmental advisory committee was formed to respond to the proposed implementation schedule. The key units of government involved reaffirmed basic plan recommendations which called for provision of advanced waste treatment, provided, however, that the plan be amended by the Commission to include establishment of the two centralized sanitary sewerage systems.

AROUND THE REGION

5 SUBURBS SEEK HELP IN GETTING SEWER SERVICE EXTENDED

Representatives of five communities in eastern Waukesha and southeastern Washington Counties met with state and federal officials and Commission representatives in the Commission offices July 12 to ask for help in getting metropolitan sewer service extended to their communities. Officials from the Cities of New Berlin, Muskego, and Brookfield, and the Villages of Germantown and Menomonee Falls told of problems of malfunctioning septic tanks, sewage standing in open ditches, water pollution, and health hazards, and asked that action be taken to speed up connections to the metropolitan system.

Mayor Franklin Wirth of Brookfield said that the northeast area of the city had critical sanitation problems due to failing septic tank sewage disposal systems, and said some areas of the city were literally begging public officials for sanitary sewer service to rid their neighborhoods of sewage standing in open ditches. A survey in 1970 showed that only 56 percent of the septic systems in that area of the city were functioning properly.

Menomonee Falls Village President Harry B. Titus said that two interim sewage treatment plants constructed by the village in anticipation of eventual hookup to the metropolitan system were operating at or near capacity, and that steps would have to be taken soon to either connect the tributary service area to the metropolitan system or to provide permanent sewage treatment facilities for the village.

Suggestions to "Go It Alone"

Spokesmen for the communities said they had waited years for extension of the metropolitan system but are still without the sewers, and suggested that individual communities might "go it alone" by constructing permanent sewage treatment plants.

They were cautioned against such an approach by Harlan D. Hirt, Chief of the Planning Branch for the Chicago office of the U. S. Environmental Protection Agency. Hirt said the costs to meet federal water quality standards would be significantly higher than if the communities connected to the metropolitan system, and added that federal grants would not be available to support a proliferation of treatment plants.

Ray D. Leary, Chief Engineer and General Manager of the Milwaukee-Metropolitan Sewerage Commissions, said conditions have changed since the adoption of a master plan for sewer service in 1959. "From an agency with well-established goals and a stable program to attain those goals in accordance with a reasonable time schedule, we have become a bewildered, lost-in-the-woods organization," Leary said. "People are calling for sewer service, and I'm here pleading with the state and federal governments to do something to enable us to provide it."

Reasons for Delay

Leary said lack of adequate federal funding, a state priority system which does not recognize the problems discussed, and government red tape were responsible for the delay. He said that a priority system was required by the federal government because of a shortage of grant funds. But he said the priority system methodology assigns such a low priority to district trunk sewer construction projects that federal funding cannot be obtained. He added that state and federal governments have set forth 73 guidelines which must be met to qualify a project for state and federal grants, including a requirement for environmental impact statements. Donald G. Wieland, the design engineer for the Metropolitan District, said that about 13 miles of trunk sewers costing about $25 million are needed to serve the five communities.

It was agreed that several steps were necessary before funding would be available for construction of the necessary trunk sewers. These include a reaffirmation by the communities of the Sewerage District trunk sewer plan; assignment by the Wisconsin Department of Natural Resources of a higher priority to six key trunk sewer construction projects; consideration by the Sewerage District and communities of the resolution of clear water inflow problems within the respective sanitary sewerage systems; satisfaction of federal requirements relating to adoption of local ordinances requiring a sewer service charge for provision of industrial waste treatment capacity by municipalities; and state and federal approval of river basin water quality management plans.

16 AREAS IN REGION ELIGIBLE FOR NATIONAL FLOOD INSURANCE PROGRAM

Sixteen areas in southeastern Wisconsin have become eligible for a national flood insurance program which is designed to make federally subsidized flood insurance available to property owners in communities declared eligible by the Federal Insurance Administration. A community's eligibility for the program is contingent on its implementation of sound land use regulations which seek to discourage building in floodplains.

To date, the Cities of Burlington, Racine, Greenfield, Brookfield, Franklin, Glendale, Mequon, Oak Creek, and New Berlin; the Villages of Fox Point, Bayside, Genoa City, and Whitefish Bay; and the unincorporated areas in Racine, Ozaukee, and Waukesha Counties in the Region have become eligible for the program, which is administered by the U. S. Department of Housing and Urban Development (HUD).

To become eligible for the program, a community must file a formal request with HUD for participation, together with a copy of its building code, a copy of a resolution stating its intent to regulate floodplain development, a copy of a map of the community showing floodprone areas, as well as copies of adopted floodland regulations.

A floodplain information study is then made for the community which delineates flood hazard areas. Upon its completion, the community has six months in which to adopt a floodplain zoning ordinance which at the minimum in Wisconsin must meet state standards. If the community has already adopted such an ordinance, it notifies officials of the action. The SEWRPC has provided much of the flood hazard information for the areas based upon its watershed studies.

When the floodplain study is completed, owners of existing property in participating areas may purchase flood insurance, from private insurance agents, at a subsidized rate which is about 10 percent of the regular cost. Property owners can also buy additional coverage at the actuarial rate after a rate study is completed for the community.

Coverage at the subsidized rate is limited to $17,500 for a single family home and up to $30,000 for all other residential and nonresidential structures. The eost is from 25 to 35 cents per $100 of coverage for residential structures, and from 40 to 60 cents per $100 of coverage for all other structures. An additional $17,500 of coverage for a single family home and $30,000 for all other structures may be purchased at the actuarial rate upon completion of the rate study.

Property owners who build or substantially improve their property in a flood hazard area after identification of that area as such may purchase flood insurance at the actuarial rates only. Additional information about the program is available from the Flood Plain-Shoreland Management Section of the Wisconsin Department of Natural Resources in Madison.

GLENDALE FLOODPLAIN ORDINANCE PROVIDES FOR CITY PURCHASE OF VACANT LANDS IN FLOODWAY

A provision in the City of Glendale floodplain zoning ordinance which states that the city will buy vacant and cleared land in the floodway in the city appears to be the first such provision in a floodplain zoning ordinance in the Region. According to provisions of the ordinance, which was adopted by the Glendale Common Council last April, the city will purchase vacant and cleared land at fair market value. Moreover, such value is not to be affected by the floodplain regulations.

This does not mean, however, that the city is in the market to buy homes in the floodway, according to Mr. Rudolph Mikulich, business administrator for the city. He said several persons had indicated interest in selling their homes to the city, but he said that the city would negotiate on the purchase of a home located in the floodway only if the home had been damaged to more than 50 percent of its assessed valuation at the time the ordinance was adopted, and couldn't be rebuilt.

The ordinance substantially implements recommendations contained in the Milwaukee River watershed plan prepared by the Regional Planning Commission. Rather than rendering existing structures nonconforming uses as recommended in the watershed plan, however, the city's ordinance renders them conforming, and permits repairs and alterations to structures in the floodway of up to 50 percent of the fair market value, similar to the nonconforming use law; and permits additions to structures of up to 50 percent of the fair market value, which is prohibited under the nonconforming use law. New construction in the floodway is prohibited. The ordinance also requires floodproofing of new additions and electrical and heating systems if they are altered.

Within the flood fringe district, floodproofing is required for new construction and is encouraged for existing construction. Floodproofing is also required for additions and for new structures to which repairs or alterations are made which equal 50 percent or more of the fair market value of the structure when the ordinance was adopted.

A citizens committee which was appointed by the council to work on the regulations has met roughly 40 times, and has been made a permanent committee. While the overall concept of the ordinance is good—to acquire undeveloped lands in the floodway and help to minimize flood losses by regulating future building—actual administration of the ordinance may pose some problems, according to Mikulich. He said the city has not budgeted sufficient funds to cover purchase of the vacant properties should they become available, and he said he is planning to seek state and federal funds to help pay the cost of such properties if they are offered for sale.

80 ACRES ADDED TO CEDARBURG BOG SCIENTIFIC AREA

The state Natural Resources Board has approved acquisition of an 80 acre addition to the Cedarburg Bog Scientific Area in Ozaukee County. The cost of the property is $25,000. The addition will increase the number of acres owned by the state in the scientific area to 1,091. The proposed project boundary of the scientific area has also been revised from 1,551 acres to a new total of 1,721 acres.

The 80 acres, owned by Walter Borges of Saukville, has 700 feet of frontage on Horn Lake, and is wooded with tamarack and swamp hardwood. The expansion will provide more educational area and access to bog lakes.

The regional land use plan adopted in 1966 recommends that the Cedarburg Bog be preserved in natural open use as an integral part of one of the primary environmental corridors of the Region. The Milwaukee River watershed plan adopted in 1972 specifically recommends state acquisition of additional high-value wetlands in the Cedarburg Bog area.

QUESTION BOX

WHAT IS THE DIFFERENCE BETWEEN THE REGION'S WORK FORCE AND LABOR FORCE?

The labor force in the Region, by definition, includes all residents 14 years of age or older who are either employed at one or more jobs or who are temporarily unemployed. The work force, on the other hand, by definition, includes employed workers 14 years of age or older enumerated at their place of work, as well as persons who are unemployed. In other words, the labor force is a measure of the number of people in the Region who are employed or unemployed, while work force is a measure of the number of jobs available.

Work force tabulations will double count persons holding more than one job, and will include persons living outside the Region but working within the Region, while excluding persons living inside the Region but working outside the Region. Labor force tabulations, on the other hand, include all persons of working age within the Region regardless of where they work.

Labor force data are collected every 10 years as part of the U. S. Census of Population. Work force data are tabulated monthly by the Wisconsin Department of Industry, Labor, and Human Relations, and because of the frequency of data tabulation, provide a convenient basis for annual monitoring of changes in employment.

QUOTABLE QUOTE.....

"There is no environment any worse than that created by persistent unemployment."

Bruce LeGrand
Director
Northern Wisconsin
Development Center

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