

# FIRST ANNUAL CONFERENCE

The December 6 Conference sponsored by the SEWRPC proved to be a fitting climax to the first year of Commission operation.

The nearly 400 public officials and interested citizens, as well as many professional planners in and around the Region, unanimously acclaimed the Conference to be one of the most successful and rewarding which has been held by any agency to date in this area.

One of the most important features was the emphasis on two aspects of the work program of the SEWRPC. Those attending were clearly shown how problems relating to transportation and natural resources have been approached, and, in fact, can best be solved, within a regional concept.

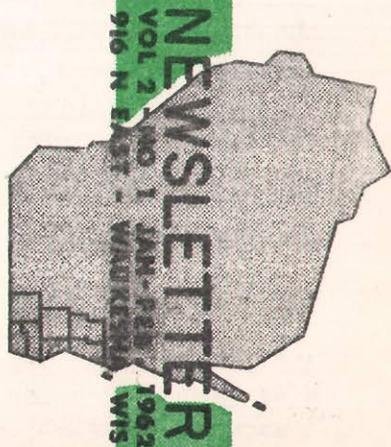
THE RELATIONSHIP OF REGIONAL PLANNING TO LOCAL AND STATE PLANNING was explained. "Regional planning should operate in working partnership with planning at all levels", Mr. George C. Steau, Chairman of the Commission, emphasized in his welcoming address. "Essentially, it supplements local planning and is not intended to supplant it.....Regional Planning", he said, "can best come from a consensus concerning the environmental results that are desired and a plan which will provide the framework within which the many developmental problems and activities can be related to one another in an orderly fashion, integrating local and regional plans with the plans of the state and nation".

## OUR THANKS

The Commission and staff wish to thank all those who contributed so generously of their time and effort toward the success of our First Annual Conference.

Copies of the complete proceedings are available on a limited basis at \$1.00 per copy.

SOUTHEASTERN  
WISCONSIN  
REGIONAL  
PLANNING  
COMMISSION



## A MILESTONE

The Conference could well be called a milestone in the Commission's journey toward its varied goals. The first year of operation has seen the organizing and equipping of the office, the establishing of procedures, the staff recruitment 90 percent completed, and the adopting of a work program that promises to strike at the very heart of the most critical problems facing the Region today: Transportation and Natural Resources.

### TWO INTER-AGENCY TECHNICAL ADVISORY COMMITTEES FORMED

The resource and planning needs of these foremost problems of transportation and natural resources are of such scope and complexity that they require cooperative and inter-agency action and financing for successful accomplishment. In this interest, two Inter-Agency Technical Advisory Committees have been established and are meeting regularly.

The Inter-Agency Technical Advisory Committee on Regional Transportation Planning is comprised of representatives from the U. S. Bureau of Public Roads, the State Highway Commission of Wisconsin, Milwaukee County, and SEWRPC. Mr. Kurt W. Bauer, Assistant Director, is the Commission representative. This Committee was organized in early October and has held meetings every two weeks since that time. The prospectus for a regional transportation study had been under study and is now nearing completion.

The Inter-Agency Technical Advisory Committee on Natural Resources and Environmental Design has recently been activated. It is comprised of representatives of various federal, state and local agencies which are primarily concerned with this area of study, and is headed up by Professor Benjamin Richason, Professor of Geography at Carroll College in Waukesha. David Fonseca, Jr., newest staff member, is chief of this division of the Commission program. An organizational meeting has been held and monthly meetings have been scheduled.

Other phases of our work program are well under way. Mr. Harlan E. Clinkenbeard, Chief of the Community Assistance Division, has made initial contact with over 50 municipalities and is gratified by the response and promised cooperation at local levels. The Base Mapping Program under Mr. Ronald S. Humphrey moved into high gear early in January.

### LOOKING AHEAD

AND SO WE ENTER 1962 with many of the organizational details behind us. 1962 holds great promise that giant strides will be taken toward the completion of the initial phases of the Commission's work program.

## OUR COMMISSION: HOW IT FUNCTIONS

By Commission action on September 28, 1960, duties were established for the standing committees. At the January 12, 1961, meeting, the Chairman made committee appointments. Both are listed below:

**ADMINISTRATIVE COMMITTEE:** Personnel, Budget, Office, Bylaws, and rules of the Commission.

Milton LaPour, Chairman	- Racine County
Joseph Schmitz, Vice Chairman	- Washington County
James Egan	- Ozaukee County
Fortney Larson	- Waukesha County
John Voss	- Walworth County

**INTERGOVERNMENTAL AND PUBLIC RELATION COMMITTEE:** Liaison with County Board and governing bodies of municipalities; informs them of the work of the Commission and seeks their cooperation; public information and education concerning the need for regional planning and the work of the Commission, with relation to county boards, units of local government and state and federal governments.

Ray Blank, Chairman	- Ozaukee County
James Reigle, Vice Chairman	- Washington County
George Berteau	- Kenosha County
Charles Coe	- Walworth County
John Murphy	- Milwaukee County
Wilfred Patrick	- Milwaukee County

**PLANNING COMMITTEE:** Develops the program of the Commission, recommends the studies to be undertaken and keeps these studies moving forward.

Maynard Meyer, Chairman	- Waukesha County
George Schlitz, Vice Chairman	- Kenosha County
Richard Cutler	- Milwaukee County
Stephan Fischer	- Ozaukee County
Dr. Carlton Herman	- Washington County
Lester Hoganson	- Racine County
Eugene Hollister	- Walworth County
Erwin Lange	- Kenosha County
Lyle Link	- Waukesha County

**EXECUTIVE COMMITTEE** is composed of the four elected officers, the chairman of the standing committees and one person from each county not already represented on the Executive Committee, to be appointed by the Chairman. This committee is authorized to act for the Commission in all matters, providing that such action shall not be contrary to the Wisconsin Planning Law nor beyond the scope of authority granted to the committee in the Bylaws, and shall report such action to the Commission.

## **MORE ABOUT OUR COMMISSIONERS: A BRIEF SKETCH**

In our first Newsletter, we carried brief sketches of our officers, Mr. George C. Berteau, Chairman; Mr. Joseph C. Schmitz, Vice chairman; Mr. Charles B. Coe, Secretary; and Mr. Fortney Larson, Treasurer. Following are biographical sketches of the four Commissioners, who, with these officers, complete the membership of the Executive Committee:

**MR. RAY BLANK**, Ozaukee County, Chairman of the Intergovernmental and Public Relations Committee, lives near Grafton. He taught school in 1919-20 and has been actively engaged in dairy farming since 1921. He was elected to the County Board in 1934, and has been its chairman since 1944. He is President of Area 7, Wisconsin Association of Soil Conservation Supervisors, and is a Director of the Grafton State Bank, as well as a Director of the Cedarburg Mutual Insurance Company.

**MR. MILTON LAPOUR**, Racine County, is Chairman of the Administrative Committee. His business is mortgage banking, land development and real estate. A native of Racine, where he still makes his home, he attended the University of Wisconsin, majoring in Engineering and Business Administration. He is a member of Racine Chamber of Commerce, Rotary Club, Real Estate Board and Wisconsin Association of Real Estate Boards. He is past president of the School Board, a member of the Advisory Board of Downer College, and a Director of the 1st National Bank and Trust.

**MR. MAYNARD MEYER**, Waukesha County, Chairman of the Planning Committee, lives in Pewaukee. He heads the firm of Maynard W. Meyer & Associates of Milwaukee, Architects and City Planners. He attended University of Wisconsin and was graduated from Yale University in 1938. He received his Masters' degree from Yale in 1940. His thesis was on City Planning. He has had extensive training and experience both here and abroad in diversified phases of planning since 1937, working in both France and Belgium, as well as in New York, Michigan and Connecticut. He was appointed Director of Planning, Milwaukee County War Memorial Center, Inc., in 1946 and has served as Planning Consultant to many municipalities in and around Milwaukee since the establishing of his firm in 1946. He is a member of the AIA, AIP, ASPO and Construction Specifications Institute.

**DR. HENRY J. SCHMANDT**, Milwaukee County, was the first chairman of the SEWRPC and headed up the organizational phases of the Commission. He is associate Professor of Political Science and Director of the Urban Studies Program at the University of Wisconsin - Milwaukee. A native of Missouri, he was educated at

## EXECUTIVE COMMITTEE - continued

Washington University, St. Louis University and Columbia University. He served on the Missouri "Little Hoover Commission" and as research director for Metropolitan Community Studies, Dayton, Ohio. He is a member of AWP and ASPO. He was appointed to the Executive Committee by Chairman Berteau as the Milwaukee County Representative.

## **PLANNING: (THE WARP AND THE WOOF OF IT)**

Planning is the thing that everyone can explain, only each one explains it differently. Dennis O'Harrow, Executive Director of the American Society of Planning Officials (ASPO) says "planning attempts to guide development...in the best possible way..." He calls planning "the science of guiding...development in the best way" and, although he realizes "planning calls on a number of scientific fields", he states "it is mostly an art and probably always will be.

According to Donald H. Webster in "Urban Planning and Municipal Public Policy" the broad objective of comprehensive planning is to relate, balance and harmonize features of the community in order to produce the greatest satisfaction out of community living....."The comprehensive plan', he says, 'is an outline for long-term community development which provides the planning agency with information from which it can judge and evaluate community demands and requirements in making its recommendations to the executive authority....."

The comprehensive plan and what it encompasses will be described in more detail in succeeding issues of this Newsletter.

## **DO YOU HAVE A QUESTION?**

We invite you to write us if you have any questions relating to planning matters. Questions received which are considered to be of regional interest may be answered in the Newsletter as a regular feature.

## **DID YOU KNOW...**

... that the 1959 Census of Agriculture counted 557 farms remaining in MILWAUKEE COUNTY??? Totalling about 33,000 acres, or 21.5 percent of the land area of the county, most of the "farms" are really of the truck garden, greenhouse, vegetables and fruit type, with land valued at more than \$1,000 per acre.

## **A.W.P. TO HOLD 5<sup>th</sup> ANNUAL CONFERENCE**

"Wisconsin Reports on Open Space Planning" will be the theme of the Annual Conference of the Association of Wisconsin Planners, to be held on March 23 and 24, at the Elk's Club at Kenosha, Wisconsin. Registration is on Friday, from 12 noon until 2:00 P.M. The fee is \$10.00 and pre-registrations are encouraged. Write to Warren Taylor, City Planning Engineer, 723 56th Street, Kenosha, Wisconsin

We would like to encourage your attendance at this conference. It is planned with you in mind, and should be well worth your time.

On Friday, the afternoon session will include a discussion on "The Need of Humans for Recreation Opportunities"; a report on the Wisconsin Recreation Plan by the Department of Resource Development; a program report from state agencies on the \$50 million Resource Development and Outdoor Recreation Program; and an address by Governor Gaylord Nelson.

The Saturday session follows the general theme with a report on open space planning at the county level, the municipal level, the legal aspects, and the need for coordination of recreation planning programs between all levels of government.

THE ASSOCIATION OF WISCONSIN PLANNERS was organized early in 1953 "to encourage and promote the fraternity, the improved technical quality, and the interchange of professional thought of those engaged in the field of community and regional planning in the State of Wisconsin and to aid in furthering public understanding of the objectives and functions of the planning profession".....The group holds monthly supper meetings and hears reports of planning by members and invited guests. Members include interested citizens as well as professional planners. If you are interested in joining, write to Charles A. Zahn, 1307 N. Summit Street, Appleton, Wisconsin, for further information.

## **WOLF RIVER 7-COUNTY PLANNING UNIT PROPOSED**

At the request of Outagamie, Shawano and Langlade Counties, a public hearing was held in Shawano, conducted by David Carley, Director of the Department of Resource Development. It is reported that testimony was favorable toward the establishment of a commission. The four other counties which would fit naturally into the planning area are Forest, Menominee, Winnebago and Waupaca. Under the law the governor will determine if the regional planning commission should be established, as well as define the boundaries if such a commission is established.

## INTERESTED IN PLANNING AID OR GRANTS?

The following publications relating to services and resources which are available to local communities from state and federal agencies may be secured by writing to the Planning Division of the State Department of Resource Development, 128 South, State Capitol, Madison 2, Wisconsin.

1. A Manual of Procedures for Procuring Planning Assistance as Authorized by Sec. 701 of the Housing Act of 1954, amended. September, 1961. 17 pages. Also appendices containing preliminary applications for planning assistance and a suggested form of Resolution. No charge.
2. Aids and Services Available to Wisconsin Communities. (For improving facilities and expanding the economy) September, 1961. 16 pages. No charge.

### Meeting Dates

March 1	-	Quarterly Meeting SEWRPC Waukesha County Courthouse
March 7-9	-	Wisconsin Park and Recreation Society (Annual winter meeting) Hotel Raulf, Oshkosh
March 23-24	-	AWP 5th Annual Conference Elks Club, Kenosha (see page 6 for details)

### If You Will Help Us

We will be glad to publish dates of meetings pertaining to planning which may be of regional interest. Send time, date, place and theme to SEWRPC, Old Courthouse, Waukesha, Wisconsin.

WE WILL NEVER BRING  
DISGRACE TO THIS OUR  
CITY, BY ANY ACT OF  
DISHONESTY OR COWAR-  
DICE, NOR EVER DESERT  
OUR COMRADES; WE WILL  
FIGHT FOR THE IDEALS  
AND SACRED THINGS OF  
THE CITY, BOTH ALONE  
AND WITH MANY; WE  
WILL REVERE AND OBEY  
THE CITY LAWS, AND DO  
OUR BEST TO INCITE A  
LIKE RESPECT AND  
REVERENCE IN OTHERS;  
WE WILL STRIVE UN-  
CEASINGLY TO QUICKEN  
THE PUBLIC'S SENSE  
OF CIVIL DUTY; THAT  
THUS IN ALL THESE  
WAYS, WE MAY TRANSMIT  
THIS CITY, GREATER,  
BETTER, AND MORE  
BEAUTIFUL THAN IT  
WAS TRANSMITTED TO  
US.

The Athenian Pledge  
500 B.C.

SOUTHEASTERN WISCONSIN REGIONAL  
PLANNING COMMISSION  
916 N. East Avenue, Room 211  
Waukesha, Wisconsin

Phone Liberty 2-8083

Sanford S. Farness, Director

BULK RATE  
U. S. POSTAGE  
PAID 2 1/2¢  
WAUKESHA, WIS.  
PERMIT NO. 645

RETURN REQUESTED