

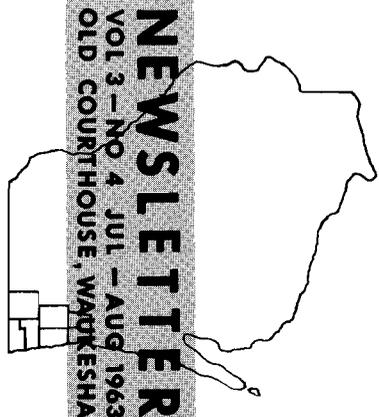
INITIAL WORK PROGRAM CONCLUDED

The importance of the first regional planning studies, commenced in July, 1961, and financed in part by an HHFA Urban Planning Grant, is becoming increasingly apparent with their completion. The basic groundwork for a sound regional planning program has been provided in these first six studies.

It is the Commission's statutory responsibility to make and adopt a comprehensive plan for the physical development of the region, a plan which should serve to guide and assist local units of government in providing for orderly and economic growth and development.

Prerequisite to the preparation of such a plan is a thorough understanding of the Region's basic resources, economic base and structure, population, public utilities, and a set of accurate base maps at selected scales to provide definitive information on the topographic features of the Region and upon which the results of planning studies can be recorded and presented. Because of the increasing dependence of sound planning upon the collection and interpretation of historic and current statistical data covering a complex variety of physical and social factors, a study to recommend a method of data collection and design models to test alternate plans is also necessary. These prerequisites to sound planning are provided in the completed studies.

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION



NEWSLETTER
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OLD COURTHOUSE, WAUKESHA

FIRST PLANNING REPORTS

These six basic studies will provide significant inputs to the regional land use-transportation study now underway, as well as providing a basic foundation for all of the Commission's future planning work. (See diagram, page 5.)

These studies mark the first time that planning data has been collected, analyzed and made available on a regional basis. The following published planning reports, which will be available in August, set forth the results of five of the six studies and will be distributed free of charge to all local member units of government and public libraries within the Region. Planning Report No. 1 was released in April to selected technical agencies and due to the unprecedented demand for this report the supply is extremely limited.

Regional Planning Systems Study - Planning Report No. 1 - 73 pages; text, figures and tables, \$5.00. Completed in December 1962, this study-report provides the basis for regional planning data collection and analyses. Data needs are established and coordinated by a system of models conceptualized in the study. The models, which were described in some detail in the January-February 1963 issue of the Newsletter, are being further developed and applied in the regional land use-transportation study so that alternative plans for the development of the Region may be quantitatively tested and evaluated.

Regional Base Mapping Program - Planning Report No. 2 - 24 pages; text and maps, \$1.00. Absolutely essential to any regional planning effort, this program has provided a basic inventory of many of the natural and man-made features of the Region, as well as the basic framework upon which all kinds of planning data can be entered and displayed. These base maps provide the first true maps of the counties within the Region and accurately portray all of the counties at a uniform scale. The maps are constructed upon a mathematical projection to National Map Accuracy Standards so that distances and areas can be accurately scaled and measured on the maps, thereby providing a valuable working tool for state, regional, county and

PLANNING REPORTS (continued)

local planners and engineers. The report explains the need for and general purpose of the base mapping program and describes the mapping procedure. It also includes a price list for the maps.

The Economy of Southeastern Wisconsin - Planning Report No. 3 - 162 pages; text, maps, figures and tables, \$2.75. This report contains basic data on and analyses of the economic base and structure of the Region. It includes an examination of such important economic indicators as labor force, disposable income, wage rates, value added by manufacturers for selected industries, and agricultural activity. It contains a forecast of Regional employment based on economic activity in the major industrial groups. Also included is a Regional population projection based upon the Regional employment forecasts.

The Population of Southeastern Wisconsin - Planning Report No. 4 - approximately 100 pages; text, maps, figures and tables, \$2.75. This study contains the basic data on and analyses of the size, composition and distribution of the population of the Region and the several counties which comprise the Region. It includes readily useable data on such population characteristics as age, sex, net migration, birth and death rates, school enrollments, and gross density patterns. Included is a population projection by age and sex for the Region and for each of the seven counties within the Region which can be used as a benchmark for local planning efforts.

Natural Resources of Southeastern Wisconsin - Planning Report No. 5 173 pages; text, maps, figures and tables, \$2.50. This study-report presents in a clear and concise manner an inventory of the Region's natural resource base and points out existing and potential resource-related problems requiring attention by governmental officials, citizen groups and individuals if severe environmental problems are to be avoided. The report will provide a source of data on which to better base decisions concerning resource conservation and management within the Region.

PLANNING REPORTS (continued)

Public Utilities of Southeastern Wisconsin - Planning Report No. 6 86 pages; text, maps and tables, \$2.50. The study, on which this report is based, has inventoried, mapped and evaluated existing systems of public utilities within the Region, including electric power, gas, water and sanitary sewerage utilities and storm water drainage systems. Included is a detailed tabulation of engineering data on municipal utility services, as well as county and regional maps defining existing and possible future service areas of such utility systems. The report provides an important input to the regional land use planning effort but will also be of interest to industrial development agencies and private land developers.

IN ORDERING REPORTS....

....Please specify the report or reports desired and make check payable to Southeastern Wisconsin Regional Planning Commission. Due to a limited supply, delivery cannot be guaranteed.

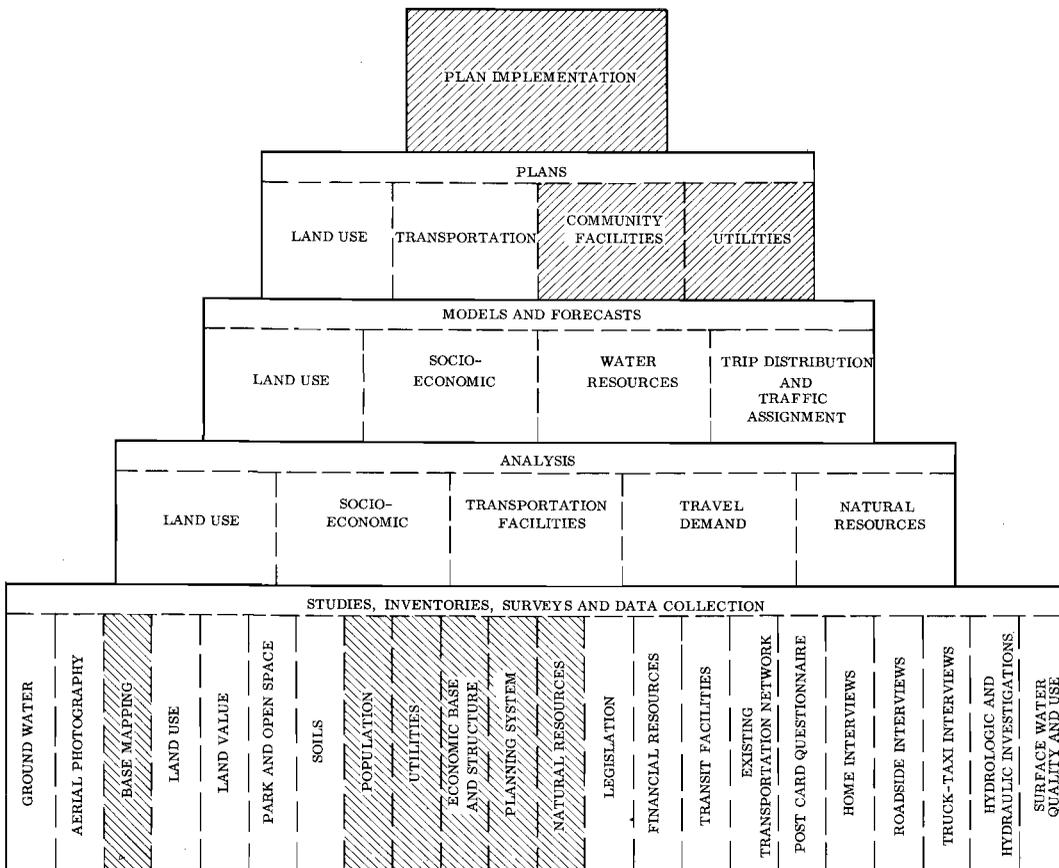
THE COMMISSION'S PROGRAM

The opposite diagram is intended to relate the first six regional planning studies now completed to the Regional Land Use Transportation Study now underway, and in a larger context, to the comprehensive regional plan which constitutes the ultimate goal of the Commission's total work program. The first six regional studies, called the Wis. P-6 Projects, are shown as integral parts of the basic data collection phase of the regional planning program. It should be noted that the Land Use Plan and Transportation System Plan are shown as two key elements of the regional comprehensive plan. The three remaining elements will constitute the basis for future work programs. At a regional scale the Community Facilities Plan may consist primarily of a park and open space plan, but could also include such functional elements as airports, civil defense and public institutions of a regional nature. The Utilities Plan at a regional scale may consist of plans for storm water drainage and flood control, sanitary sewerage, water use and supply, and refuse disposal.

THE COMMISSION'S PROGRAM (continued)

The implementation phase includes such elements as local zoning ordinances, land division ordinances, capital improvement programs, urban renewal programs, building and housing codes and detailed planning programs, such as the design of neighborhood units, and lies outside of the scope of the Commission's dominion except through advice and assistance.

-  LAND USE - TRANSPORTATION STUDY
-  FUTURE PROJECTS AND PROGRAMS
-  WISC. P-6 PROJECTS COMPLETED



SEWRPC NOTES

The Bylaws adopted by the SEWRPC on March 9, 1961, provided for the establishment of four standing committees: Executive Committee, Planning and Research Committee, Administrative Committee, and Intergovernmental and Public Relations Committee.

Last September a special committee of the Commission was appointed by the Chairman to examine committee structure in the light of current operations. This Committee, while finding the original committee structure to be basically sound, made certain recommendations on changes in the Committee assignments and in the creation of subcommittees. The Commission adopted these recommendations in June 1963 with certain minor revisions. In this and succeeding issues, the structure, function and membership of each of the standing committees will be discussed.

The Executive Committee is authorized under Section 10(C) of the Bylaws to act for the Commission in all matters; providing such action shall in no manner be contrary to the provisions of the Wisconsin Regional Planning Law, and all action taken is reported at the next meeting of the Commission. The committee's authority does not extend to the adoption of the annual budget; adoption of any part of the advisory master plan for the Region; or the giving of planning advice on regional problems or matters in which the Planning Committee is authorized to act for the Commission. The Executive Committee, which may delegate its powers to subcommittees of not less than three Commissioners, has the duty and power of administering the Commission's affairs, approving its contracts, recommending the annual budget and establishing policy on intergovernmental relations and public information. A quorum of four was established for the Executive Committee and two for any subcommittee.

The Executive Committee, elected at the quarterly meeting in December, is comprised of the officers and such additional Commissioners as shall provide the Committee with a minimum of one representative from each of the seven counties in the Region.

The Committee meets regularly on the second Monday of each month, and additional meetings are scheduled when necessary. Minutes of all meetings are available upon request.

SEWRPC NOTES (continued)

Members currently serving on the Executive Committee are:

George C. Berteau, Chairman	Kenosha County
Joseph A. Schmitz, Vice-Chairman	Washington County
Richard W. Cutler, Secretary	Milwaukee County
Fortney Larson, Treasurer	Waukesha County
Maynard W. Meyer	Waukesha County
Ray F. Blank	Ozaukee County
Milton F. LaPour	Racine County
Eugene Hollister	Walworth County

QUESTION BOX

WHAT IS MEANT BY THE TERM "ECONOMIC BASE"?

The economic base of the Region consists of those activities which bring a flow of money or purchasing power into the Region by exporting goods or services outside the Region. The rest of the economy depends on the strength of the economic base.

DATES TO REMEMBER

September 30

On Channel 10, WMVS-TV, at 8:30 P.M. - the first of a series of programs on Regional Planning, in South-eastern Wisconsin.

October 27-31

American Institute of Planners - National Conference, Schroeder Hotel, Milwaukee, Wisconsin.

November 20

3RD ANNUAL SEWRPC PLANNING CONFERENCE - RED CARPET INN MILWAUKEE, WISCONSIN.

QUOTABLE QUOTE.....

"It would be a wonderful thing if some magician were to perform a miracle and, with one wave of his wand, transform things as they are into things as they ought to be. But there are no magicians. We must ourselves perform the miracle. And we cannot hope to perform it over night. If, however, we recognize that planning is basically the interpretation of the great technical and economic forces of our time, we shall be moving toward that miracle. These forces shaped the regions and their settlements into their present form; they will eventually reshape them. It is our task to plan wisely and in harmony with nature, to use all technical means available, to the end that the region may find again a form suitable to its function in the national life and become capable of fulfilling the needs of its people....."

The Nature of Cities

L. Hilberseimer, 1955.

SOUTHEASTERN WISCONSIN REGIONAL
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Kurt W. Bauer
Executive Director

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