

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION



July 20, 2017

Mayor and Members of the  
City of West Allis Common Council  
c/o Ms. Monica Schultz, City Clerk  
City Hall, Room 108  
7525 W. Greenfield Avenue  
West Allis, WI 53214

RECEIVED

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CITY OF WEST ALLIS  
CITY CLERK

To the Mayor and Members of the Common Council:

In accordance with Section 66.0309(10) of the *Wisconsin Statutes*, the Southeastern Wisconsin Regional Planning Commission hereby provides a certified copy of SEWRPC Planning Report No. 55, *VISION 2050: A Regional Land Use and Transportation Plan for Southeastern Wisconsin*. A copy of Commission Resolution No. 2016-07 adopting this plan as a guide for the physical development of the Region is bound in the front of Volume III of the report.

VISION 2050 recommends a long-range vision for land use and transportation in the seven-county Southeastern Wisconsin Region. The plan makes recommendations to local and State government to shape and guide land use development and transportation improvement, including public transit, arterial streets and highways, freight, and bicycle and pedestrian facilities, to the year 2050. It builds on our strengths as a Region, and seeks to improve areas where we do not compete well with our peers, so the Region can attract new residents and businesses.

Enclosed with this letter is a print copy of Volume III of the report, which presents the final recommended plan, and a flash drive containing the full report electronically. Also enclosed is the *VISION 2050 Summary* report, which provides an overview of the plan and its key recommendations, and a two-page fact sheet with plan highlights. These items can all be accessed online at [vision2050sewis.org](http://vision2050sewis.org). If you would like print copies of Volumes I and II of the report (or additional copies of Volume III, the plan summary, or the fact sheet), please contact Executive Secretary Debra D'Amico of the Commission staff at [ddamico@sewrpc.org](mailto:ddamico@sewrpc.org) or (262) 953-3275.

It is respectfully requested that the Common Council review the plan and consider endorsing the plan. City endorsement of VISION 2050 is important to help assure a common understanding among the communities within the Region, as well as among the various State and Federal agencies of government involved, and to enable work to continue on plan implementation. A sample resolution for Common Council endorsement of the plan is enclosed, and can be provided in an editable electronic format upon request.

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Please do not hesitate to contact us if the Commission or its staff can be of any assistance to the City in its consideration of the plan. Staff is available to make a presentation about the plan to the Common Council, or to attend a meeting of City officials to discuss the plan. Please contact Michael Hahn, Commission Executive Director, at (262) 953-3243 or mhahn@sewrpc.org, if you have questions about VISION 2050 or would like to schedule a presentation or meeting.

Very truly yours,

A handwritten signature in cursive script that reads "Charles L. Colman". The signature is written in black ink and is positioned above the printed name and title.

Charles L. Colman  
Chairman

MGH/KJM/EDL/mid  
#238358

Enclosures

**SAMPLE RESOLUTION FOR LOCAL (CITY, TOWN, OR VILLAGE)  
ENDORSEMENT OF VISION 2050: A REGIONAL LAND USE AND  
TRANSPORTATION PLAN FOR SOUTHEASTERN WISCONSIN**

RESOLUTION NO. \_\_\_\_\_

WHEREAS, the Southeastern Wisconsin Regional Planning Commission, which was duly created by the Governor of the State of Wisconsin in accordance with Section 66.0309(2) of the *Wisconsin Statutes* on the 8th day of August 1960, upon petition of the Counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha, has the function and duty of making and adopting a master plan for the physical development of the Southeastern Wisconsin Region; and

WHEREAS, the Southeastern Wisconsin Regional Planning Commission adopted on July 28, 2016, VISION 2050, a land use and transportation plan for the Region to the year 2050; and

WHEREAS, the VISION 2050 recommendations and the supporting inventories, analyses, and objectives are set forth in a published report titled SEWRPC Planning Report No. 55, *VISION 2050: A Regional Land Use and Transportation Plan for Southeastern Wisconsin*; and

WHEREAS, the Commission has transmitted certified copies of its resolution adopting VISION 2050, together with the aforementioned SEWRPC Planning Report No. 55, to the county and local units of government of the Southeastern Wisconsin Region; and

WHEREAS, Section 66.0309(12) of the *Wisconsin Statutes* allows local governmental units within Southeastern Wisconsin to adopt plans and other programs prepared and adopted by the Commission; and

WHEREAS, the [Name of Local Governing Body] believes that VISION 2050 will be a valuable guide not only to the development of the Region, but of the community as well, and that the endorsement of such plan by the [Name of Local Governing Body] will assure a common understanding by the several governmental levels and agencies concerned and enable their officials and staffs to plan and undertake the necessary areawide and local plan implementation work.



## WHAT IS VISION 2050?

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) has finalized VISION 2050, a new long-range plan for land use and transportation in Southeastern Wisconsin. Developed over three years, VISION 2050 establishes an advisory long-range vision for how the seven-county Region can build on its existing strengths, increase the quality of life for residents, and attract new growth.

## KEY CHALLENGES

For the past several decades, the Region has been able to grow its labor force from within the existing population. But with coming demographic changes, the Region will face a shortage of working age residents. To grow jobs, the Region will need to attract tens of thousands of new residents for the first time since the 1950s. The entire nation faces this same challenge, and fierce competition may be expected among the nation's metropolitan areas. This will be a significant challenge for Southeastern Wisconsin compared to peer metro areas across the nation because over the last 15 years the Region has had slower population and job growth; significant declines in transit service; and higher racial disparities in education, income, and poverty.

## BENEFITS

VISION 2050 provides a vision for how local and State government can achieve the type of land use and transportation infrastructure that will help attract new talent and encourage economic growth in the Region. Potential benefits of implementing VISION 2050 include:

- ▶ Increasing the Region's competitiveness by providing high-quality roads, transit, and bicycle facilities
- ▶ Linking people to jobs using public transit
- ▶ Making public transit an attractive travel option
- ▶ Encouraging more sustainable and cost-effective growth
- ▶ Reducing transportation expenses for residents
- ▶ Reducing costs of local government infrastructure and new housing
- ▶ Minimizing impacts on the Region's valuable natural and agricultural resources
- ▶ Modestly reducing traffic congestion even with growth in traffic to 2050

## THE VISION 2050 PROCESS

In creating the plan, SEWRPC considered existing and historic land use and transportation system development and performance, prepared forecasts of future regional growth, and analyzed and evaluated a wide range of potential land use and transportation options. Broad public input was also incorporated from tens of thousands of residents, including through regional advisory committees, task forces, workshops, travel and telephone surveys, and interactive web tools.

## FUNDING THE PLAN

VISION 2050 will bring significant new benefits to the Region by improving competitiveness with other metro areas, increasing accessibility to jobs, and reducing resident and local government costs for other infrastructure and services. Implementing the transit element of the plan will require significant additional funding. Rebuilding the regional street and highway network—particularly the regional freeway system—will also require State funding levels from recent State budgets (2006 to 2015) to be maintained.





# A PLAN TO SUSTAINABLY DEVELOP OUR REGION

VISION 2050 is Southeastern Wisconsin's long-range land use and transportation plan, produced by the Southeastern Wisconsin Regional Planning Commission (SEWRPC). VISION 2050 seeks to build on the Region's existing strengths and improve areas where the Region does not compete well with its peers, in order to increase the quality of life for residents and businesses and attract new growth to the Region.

## VISION 2050 KEY RECOMMENDATIONS



Preserving the Region's primary environmental corridors, which encompass the best remaining features of the Region's natural landscape, areas in the Region with the highest groundwater recharge potential, and the most productive farmland



Encouraging more compact development, ranging from high-density transit-oriented development to traditional neighborhoods with homes within walking distance of parks, schools, and businesses



Significantly improving and expanding public transit, including adding rapid transit, to support compact growth and enhance the attractiveness and accessibility of the Region



Enhancing the Region's bicycle and pedestrian network to improve access to activity centers, neighborhoods, and other destinations



Keeping existing major streets in a state of good repair and efficiently using the capacity of existing streets and highways



Strategically adding capacity on congested roadways and incorporating "complete streets" roadway design concepts to provide safe and convenient travel for all