

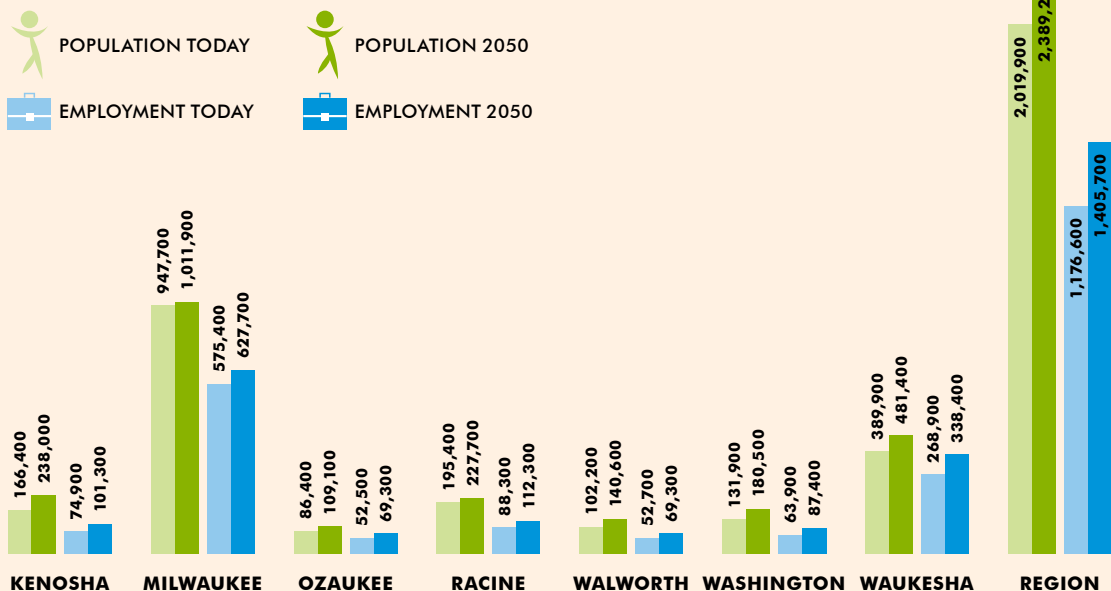
## LAND USE

The Region of 2050 will be different than the Region of today. The plan anticipates 370,000 more residents and 230,000 more jobs. To maintain the workforce needed to fill these jobs, the Region will need to attract tens of thousands of new residents for the first time in decades. This will put Southeastern Wisconsin in direct competition with other regions across the Country facing the same situation.

To enhance the Region's competitiveness, VISION 2050 recommends a compact development pattern that ranges from high-density transit-oriented development (TOD), to neighborhoods in smaller communities with housing in easy walking distance of amenities such as parks, schools, and businesses. VISION 2050 recommends this type of development because it has a number of benefits, including:

- Minimizing impacts on natural and agricultural resources
- Minimizing impacts to water resources and air quality
- Positioning the Region to attract potential workers and employers
- Maximizing redevelopment in areas with existing infrastructure
- Minimizing the cost of infrastructure and public services
- Meeting the needs of the Region's aging population
- Achieving walkable neighborhoods that encourage active lifestyles
- Providing a variety of housing options near employment
- Supporting transit connections between housing and employment
- Increasing racial and economic integration throughout the Region

## REGION OF TODAY AND 2050



## Land Use Categories

The recommended VISION 2050 land use pattern was developed by allocating new households and employment envisioned for the Region under the Commission's year 2050 growth projections to a series of seven land use categories that represent a variety of development densities and mixes of uses.



### **MIXED-USE CITY CENTER**

Mix of very high density offices, businesses, and housing found in the most densely populated areas of the Region



### **MIXED-USE TRADITIONAL NEIGHBORHOOD**

Mix of high-density housing, businesses, and offices found in densely populated areas



### **SMALL LOT TRADITIONAL NEIGHBORHOOD (showing lots of about 7,000 square feet)**

Mix of housing types and businesses with single-family homes on lots of 1/4-acre or less found within and at the edges of cities and villages



### **MEDIUM LOT NEIGHBORHOOD (showing lots of about 15,000 square feet)**

Primarily single-family homes on 1/4- to 1/2-acre lots found at the edges of cities and villages



### **LARGE LOT NEIGHBORHOOD (showing lots of about 1/2 acre)**

Primarily single-family homes on 1/2-acre to one-acre lots found at the edges of cities and villages and scattered outside cities and villages



### **LARGE LOT EXURBAN (showing lots of about 1.5 acres)**

Single-family homes at an overall density of one home per 1.5 to five acres scattered outside cities and villages













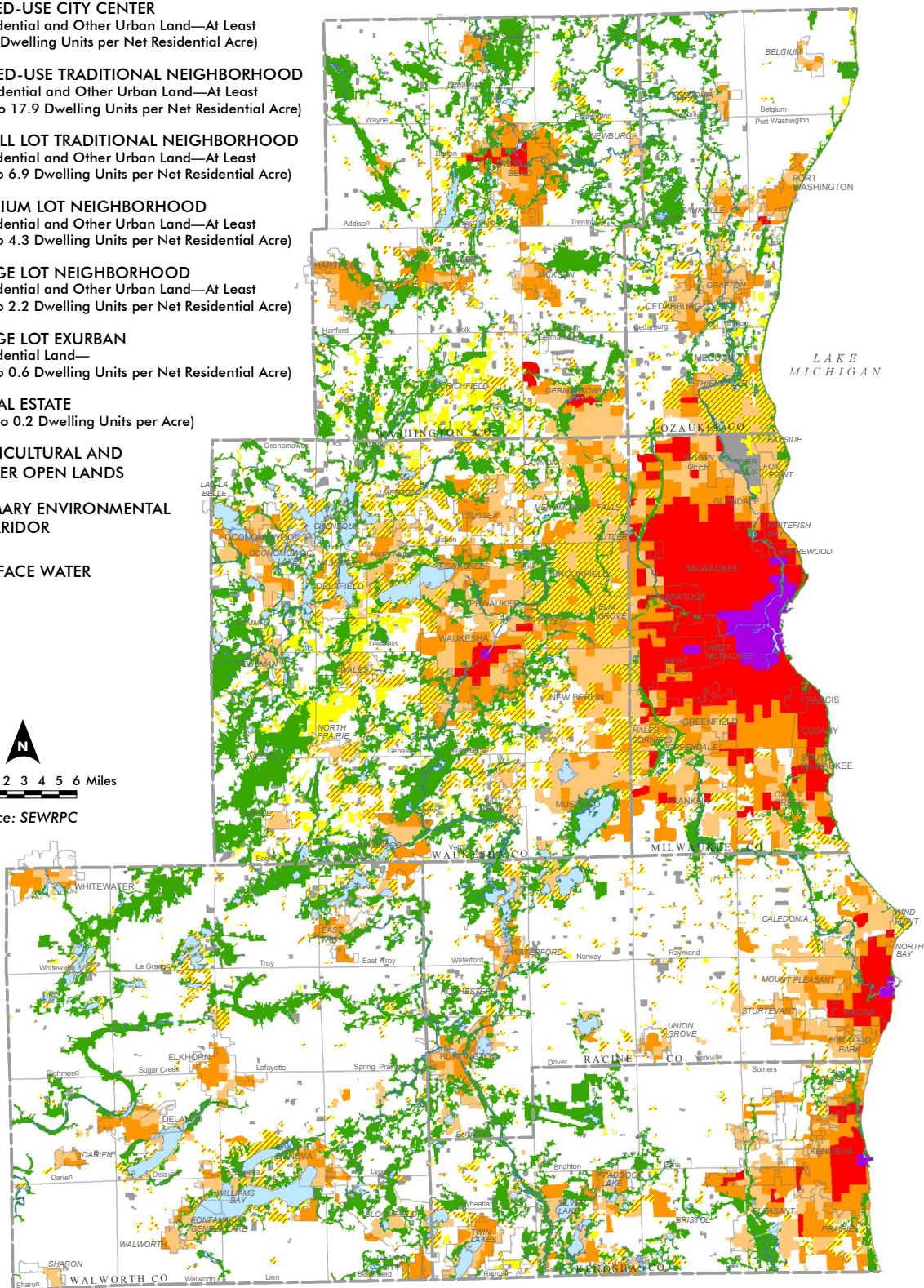
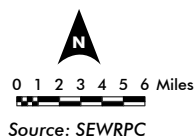
### **RURAL ESTATE (showing a cluster subdivision with one-acre lots)**

Single-family homes at an overall density of one home per five acres scattered outside cities and villages



## VISION 2050 LAND USE DEVELOPMENT PATTERN

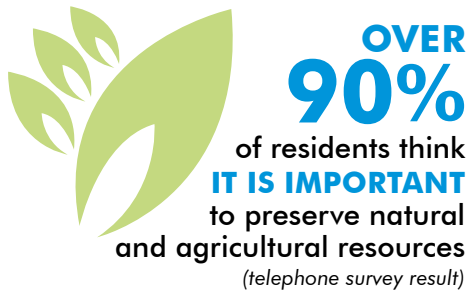
-  **MIXED-USE CITY CENTER**  
(Residential and Other Urban Land—At Least 18.0 Dwelling Units per Net Residential Acre)
-  **MIXED-USE TRADITIONAL NEIGHBORHOOD**  
(Residential and Other Urban Land—At Least 7.0 to 17.9 Dwelling Units per Net Residential Acre)
-  **SMALL LOT TRADITIONAL NEIGHBORHOOD**  
(Residential and Other Urban Land—At Least 4.4 to 6.9 Dwelling Units per Net Residential Acre)
-  **MEDIUM LOT NEIGHBORHOOD**  
(Residential and Other Urban Land—At Least 2.3 to 4.3 Dwelling Units per Net Residential Acre)
-  **LARGE LOT NEIGHBORHOOD**  
(Residential and Other Urban Land—At Least 0.7 to 2.2 Dwelling Units per Net Residential Acre)
-  **LARGE LOT EXURBAN**  
(Residential Land—0.2 to 0.6 Dwelling Units per Net Residential Acre)
-  **RURAL ESTATE**  
(0.1 to 0.2 Dwelling Units per Acre)
-  **AGRICULTURAL AND OTHER OPEN LANDS**
-  **PRIMARY ENVIRONMENTAL CORRIDOR**
-  **SURFACE WATER**



## KEY RECOMMENDATIONS

### ► Preserve primary environmental corridors

The best remaining features of the Region's natural resource base (lakes, rivers, streams, wetlands, and woodlands, among others) occur in linear patterns in the landscape. The largest and most well-connected of these linear patterns have been identified as primary environmental corridors. Primary environmental corridors, which encompass about 18 percent of the Region, should be preserved in natural, open uses.

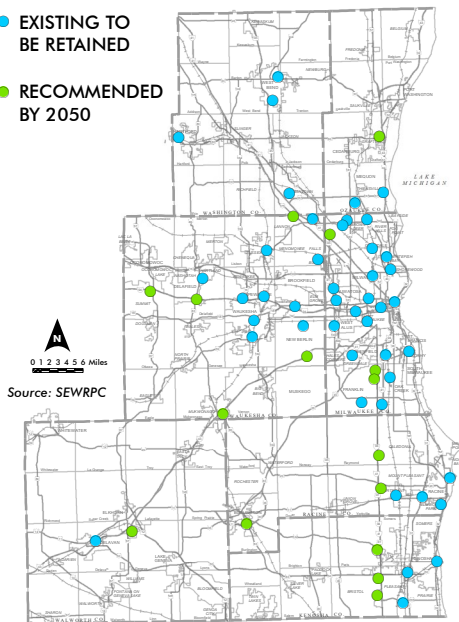


VISION 2050 would preserve  
**ALL** primary environmental  
corridors and  
**95%**  
of agricultural  
land



### VISION 2050 MAJOR ECONOMIC ACTIVITY CENTERS

- EXISTING TO BE RETAINED
- RECOMMENDED BY 2050



### ► Preserve the Region's most productive agricultural land

Each county in the Region, except Milwaukee County, has adopted a farmland preservation plan identifying areas to preserve in agricultural use. VISION 2050 proposes these areas, and additional agricultural lands in the Region that have the highest quality soils (Class I and Class II soils), be preserved for agricultural use.

### ► Preserve areas with high groundwater recharge potential

Groundwater is the source of water for agriculture in the Region, and for nearly 40 percent of the Region's population. Preserving the Region's primary environmental corridors and prime farmland will preserve substantial areas in the Region with the highest recharge potential.

### ► Focus urban development in areas that can be efficiently served by essential municipal facilities and services

Encourage infill, redevelopment, and new development within and around the urban centers of each county, that is, those communities of each county in the Region with public sanitary sewer service and public water service.

### ► Provide a mix of housing types near employment-supporting land uses

Develop commercial land and business parks in mixed-use settings where compatible, or near a mix of housing types to avoid job-worker mismatches.

### ► Encourage and accommodate economic growth

Encourage economic growth by continuing to develop the 61 existing and developing major economic activity centers in the Region, including a focus on developing and redeveloping long-established major centers. Major centers have a concentration of at least 2,000 retail jobs or 3,500 total jobs.

► **Develop urban service areas with a mix of housing types and land uses**

Allow a mix of housing types, including multi-family housing and single-family homes on smaller lots (one-quarter acre or less). This type of development can be provided with urban infrastructure and services at lower public cost than single-family homes on larger lots, and tends to be more affordable to a wider range of households. Also develop walkable neighborhoods with housing near parks, schools, and businesses.

► **Focus TOD near rapid transit and commuter rail stations**

Focus transit-oriented development (TOD) near rapid transit and commuter rail stations.

► **Consider cluster subdivision design in residential development outside urban service areas**

Accommodate the demand for homes in an open space setting outside urban service areas on a limited basis using cluster subdivision design, with no more than one acre of residential land (house and yard) for each dwelling while maintaining an overall density of one home per five acres. This will minimize impacts to natural and agricultural resources, maintain rural character, and avoid excessive demand on rural public services.

**ALMOST  
90%**

of residents **WANT** walkable neighborhoods

(telephone survey result)



**ALMOST  
90%**

of **NEW HOUSING** would be in walkable neighborhoods

### ADDITIONAL RECOMMENDATIONS

- Limit low-density development outside urban service areas
- Provide new governmental and institutional developments in mixed-use settings
- Provide neighborhood parks in developing residential areas
- Preserve secondary environmental corridors and isolated natural resource areas
- Preserve natural areas and critical species habitat sites
- Develop a regional food system
- Manage stormwater through compact development and sustainable development practices
- Target brownfield sites for redevelopment

### WHAT IS TOD?

**TOD is compact, mixed-use development located near a fixed-guideway transit station with streets and sidewalks that provide convenient and safe access for walking and bicycling to the station.**

