

Wisconsin Landscape Inventory



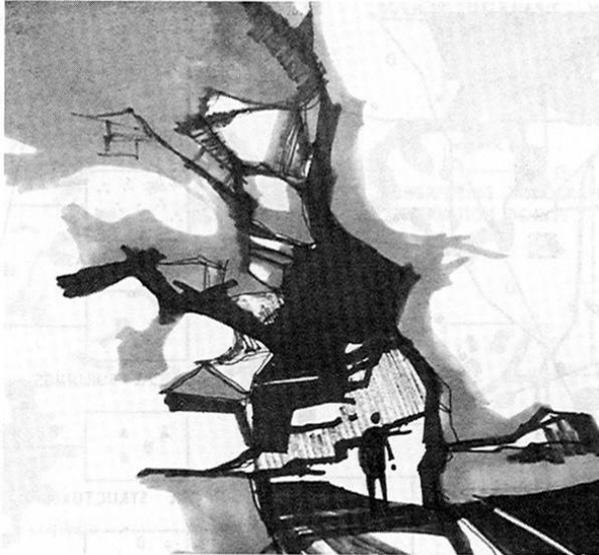
Funded by: Wisconsin \$50 Million Outdoor Recreation Act Program generated from a one-cent sales tax on cigarettes.

Symbolizing Natural & Cultural Values

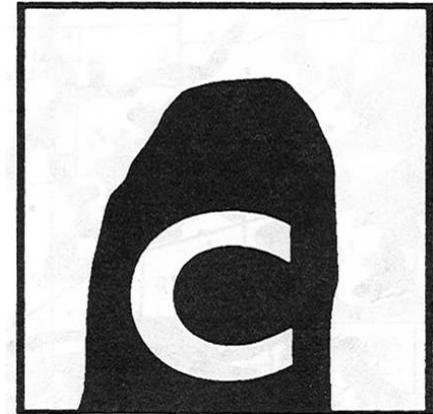
Cave Example



Viewing the Landscape



Sketching the Landscape



Symbolizing the Landscape

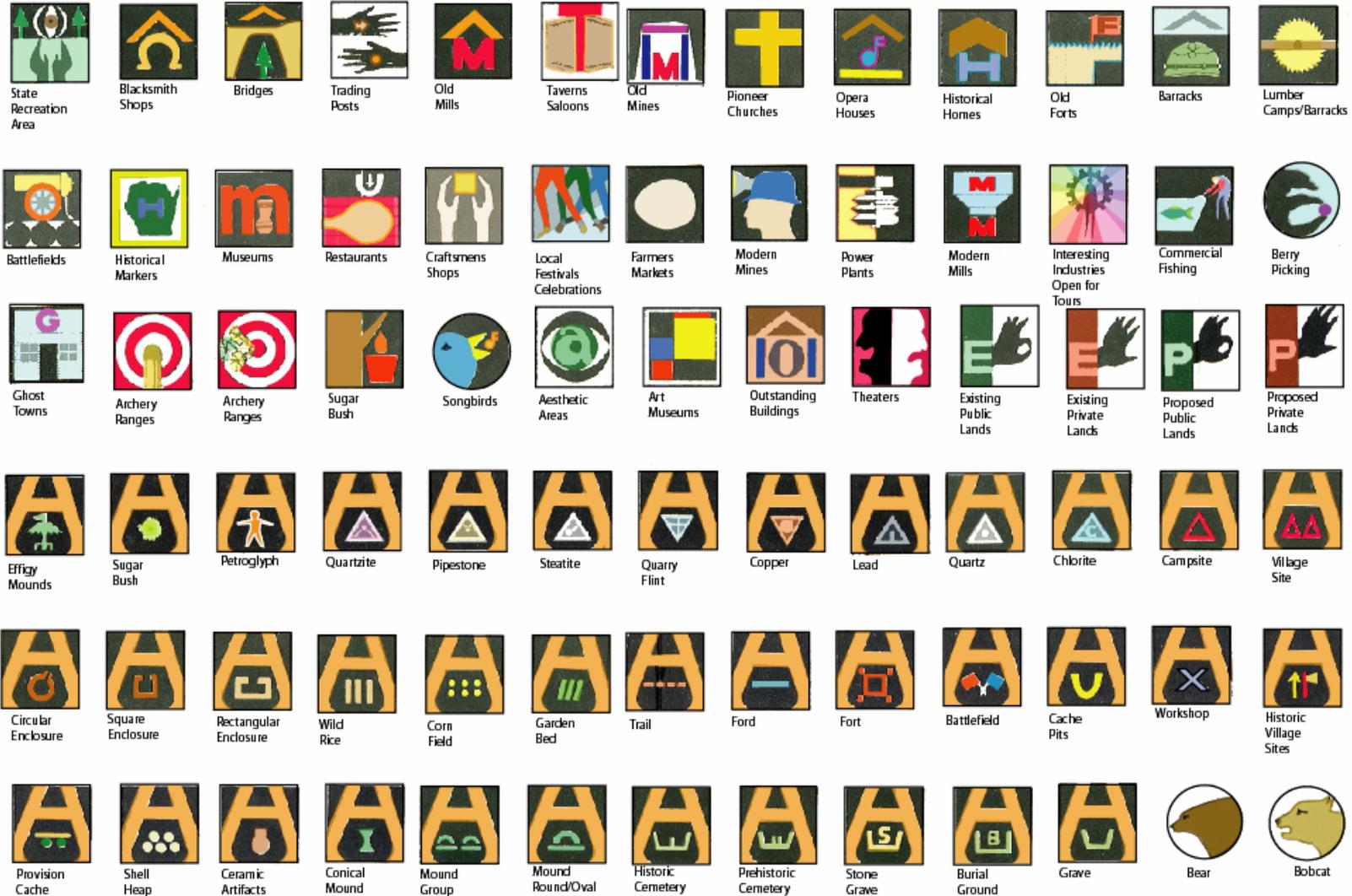
Natural & Cultural Icons

Rural Regional Icons



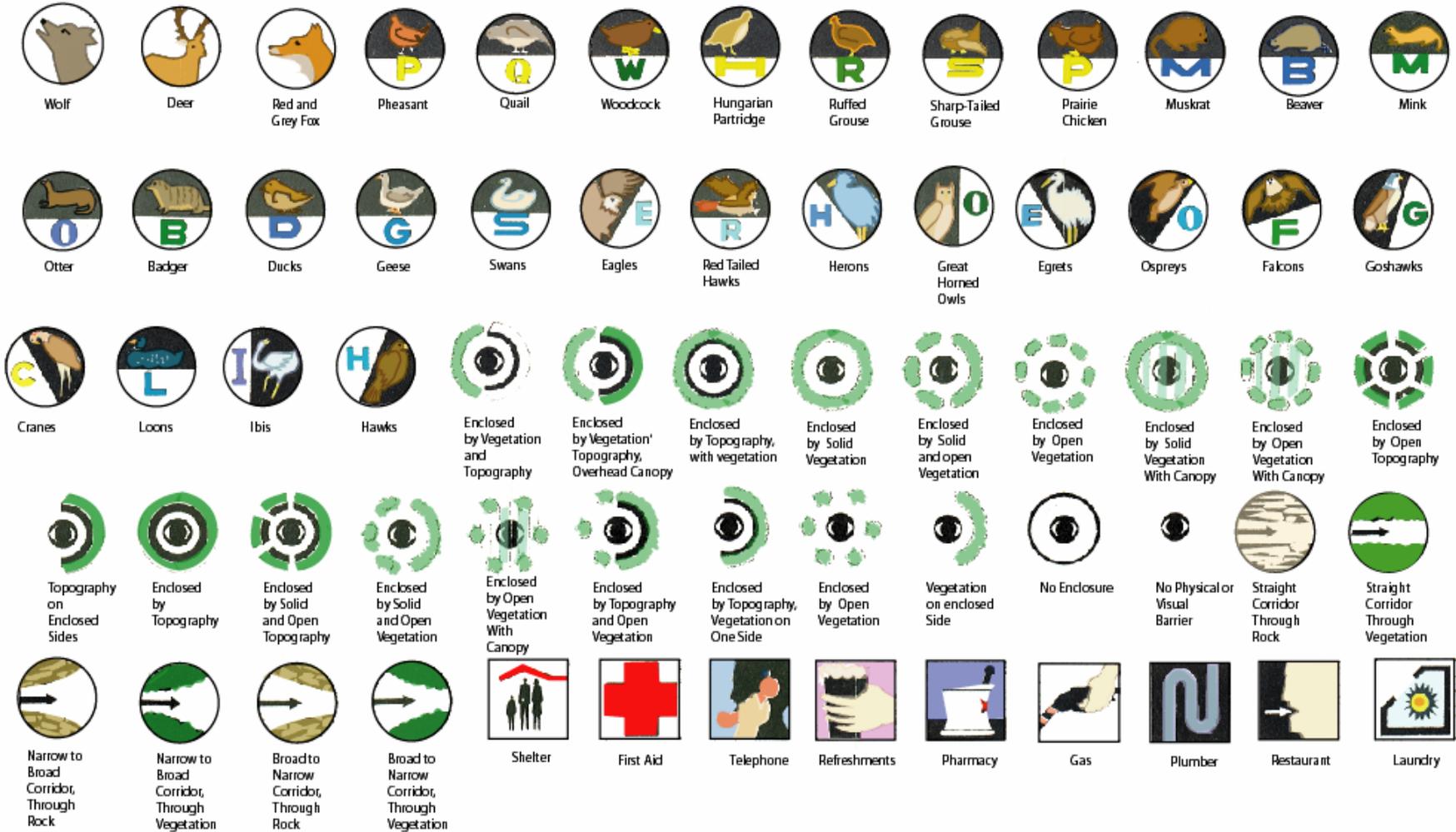
Natural & Cultural Icons

Rural Regional Icons

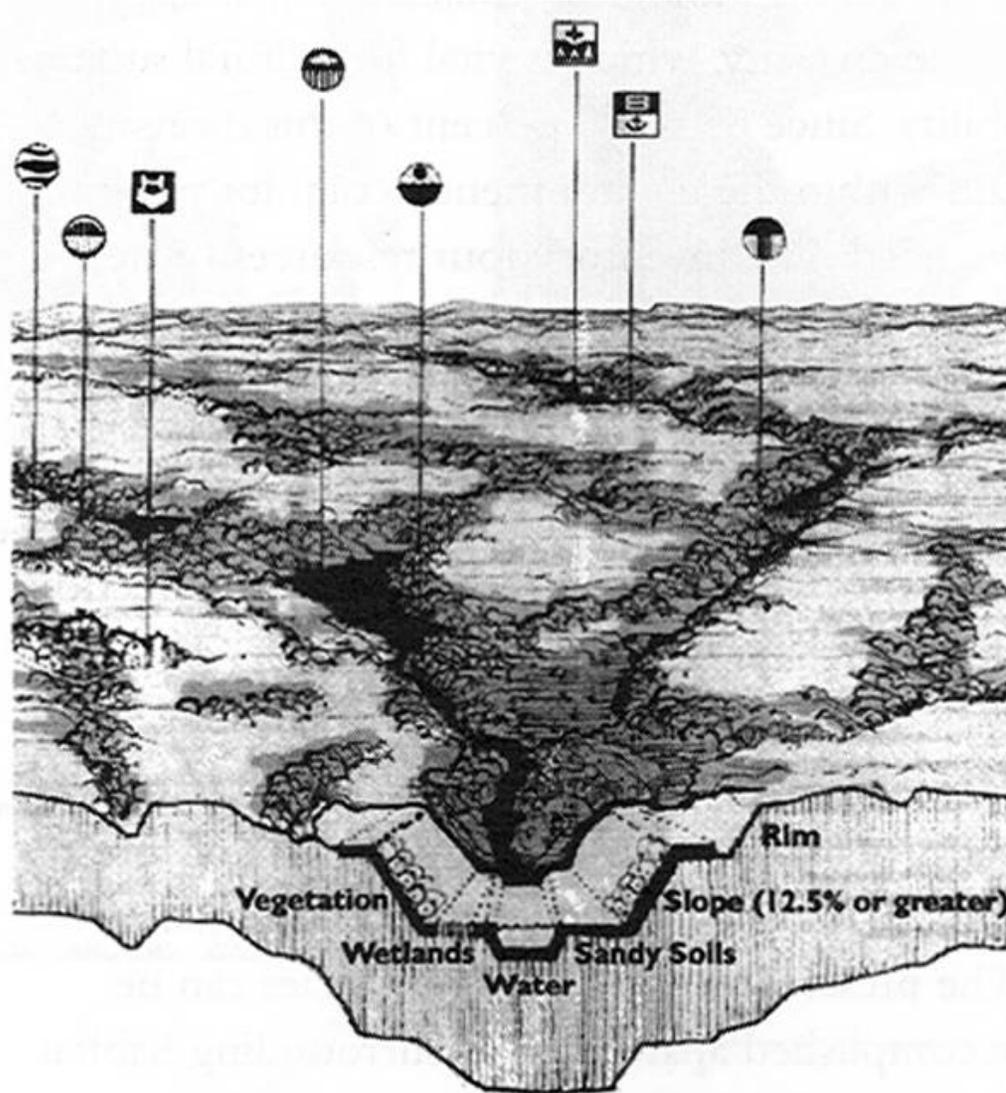


Natural & Cultural Icons

Rural Regional Icons



Diversity in the Environmental Corridors

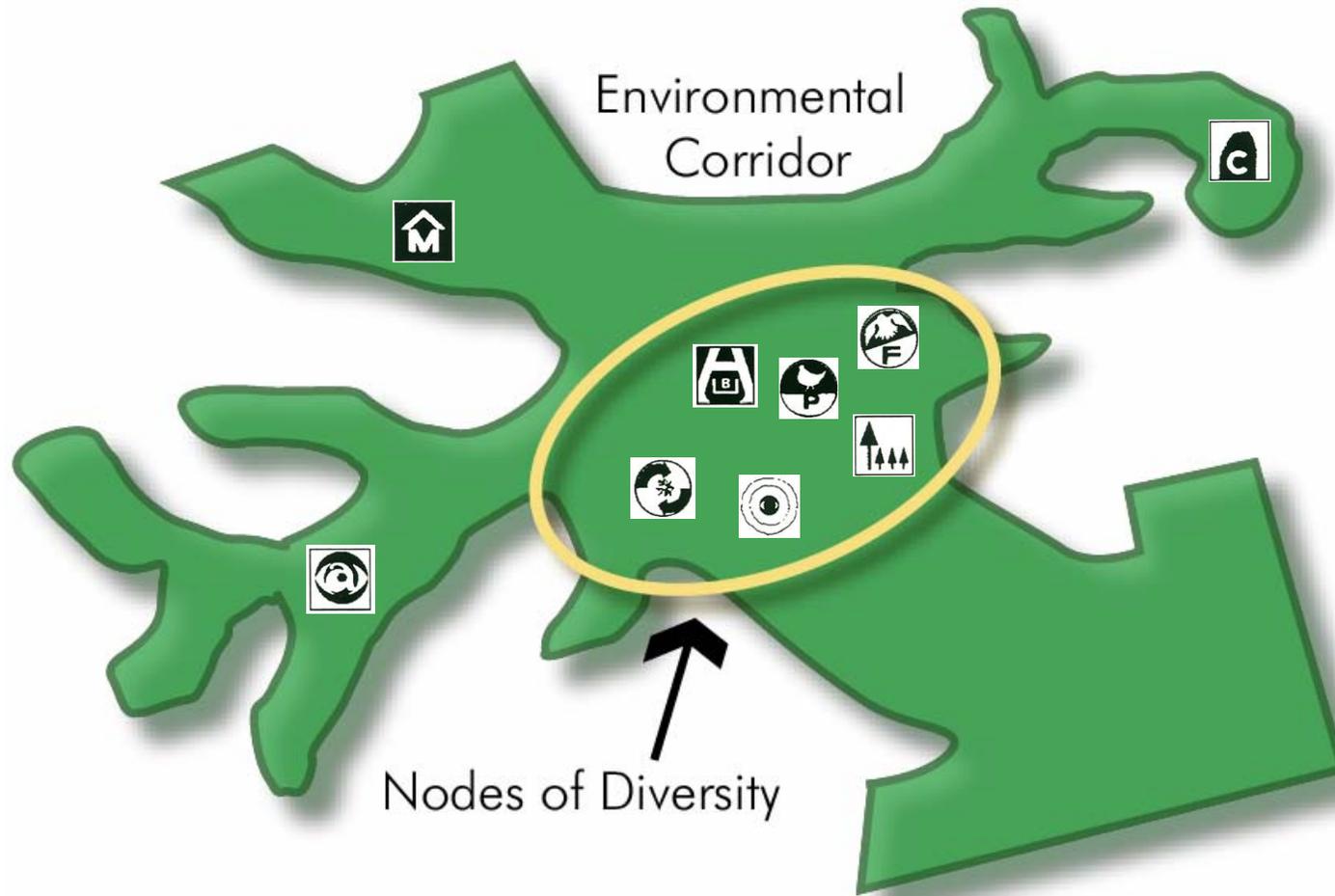


Environmental Corridor Patterns

State-wide field checks in Wisconsin & Illinois indicate that these additional values are, for the most part, within these corridor patterns.

The Environmental Corridor

Diversity Offers Options for Freedom
of Choice & a Healthy Democracy



Landscape Classification



Environmental Corridors
Important Water & Wetlands
Steep Topography
Significant Vegetation



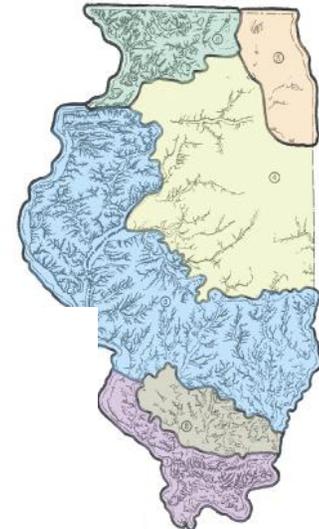
Sense of Place Frameworks

Form Determinants to Guide Growth & Character of Growth



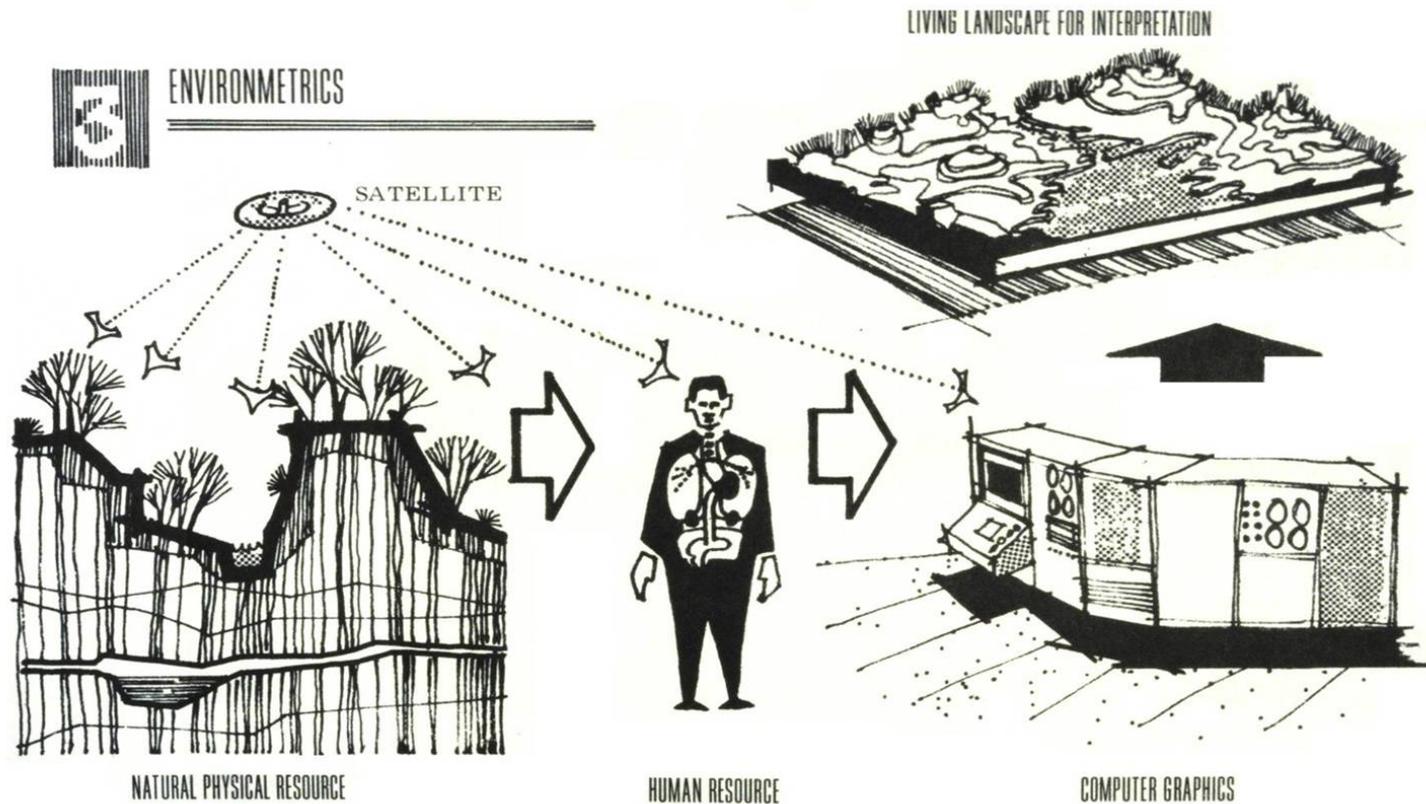
Landscape Personalities

Local Colors
Textures & Patterns
Spatial Qualities



21st Century Inventory Tools

Quickly Facilitate Inventories



Inventories are made easier & can be updated by the use of Geographic Information Computer Systems Developed by the Environmental System Research Institute (**ESRI**).

Quality of Life Inventories

1950 - 2007

Ambraw River Valley

Wabash River Valley

State of Illinois

State of Wisconsin

Upper Mississippi River Valley

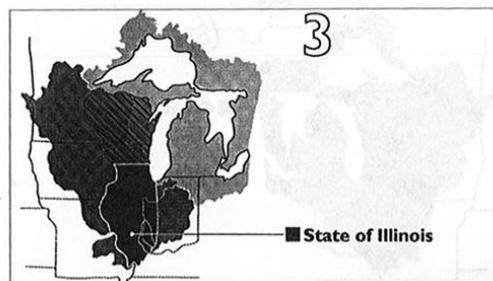
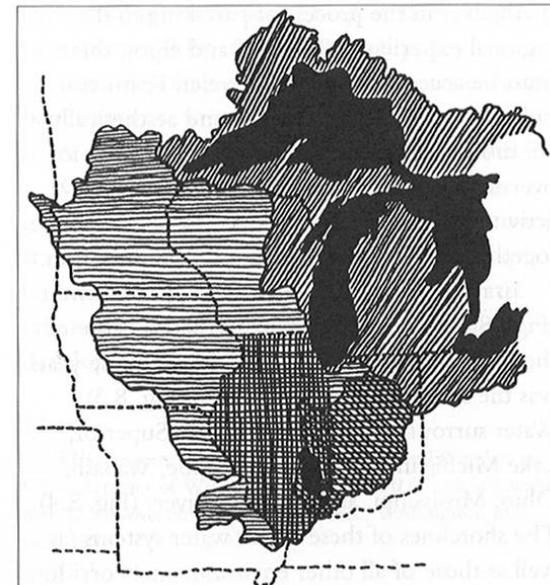
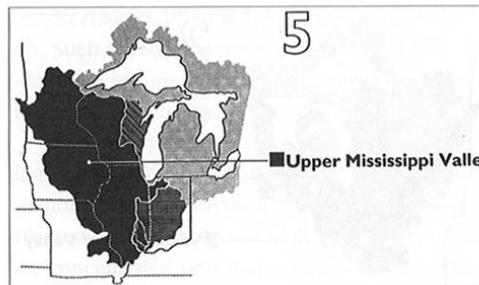
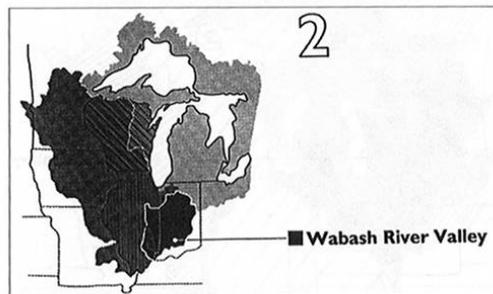
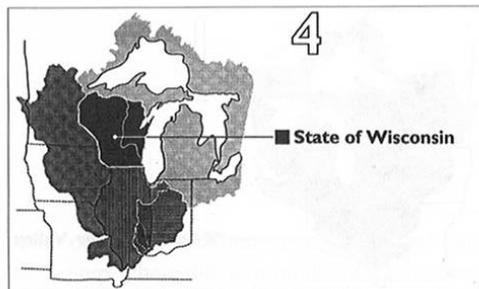
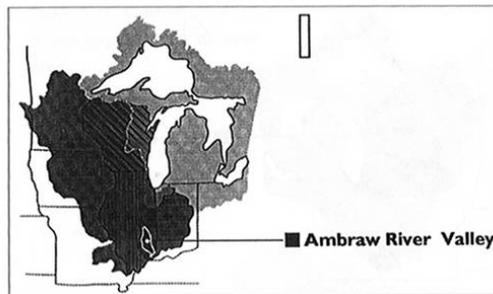
Great Lakes Basin



Lewis Regional Design Inventories

1950-2007

Quality of Life Resource Inventories in the Paths of Human



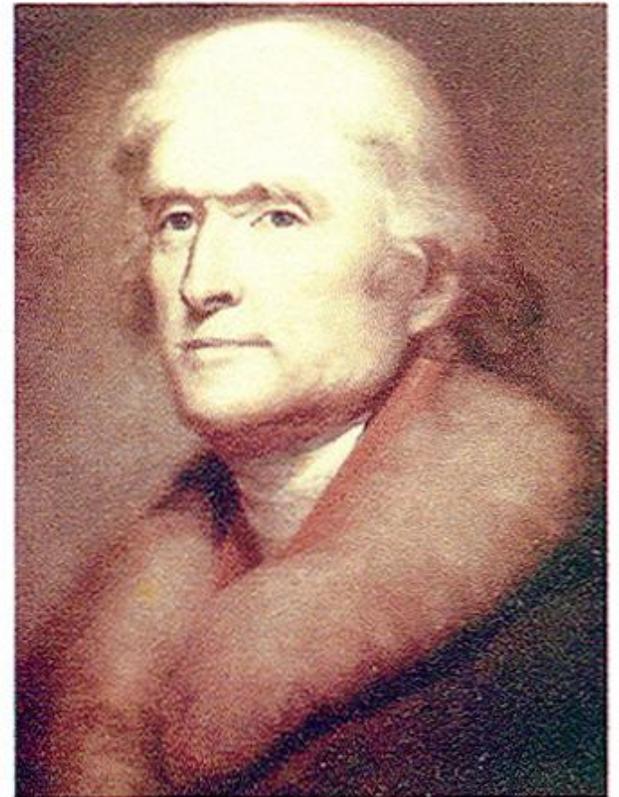


It's One Thing to Identify &
Inventory the Natural & Cultural
Landscape Held in High Esteem
by the Public & Quite Another to
Better Inform Their Discretion.
With Democratic Tools These
Values can be Protected &
Enhanced.

Informing the Public's Discretion

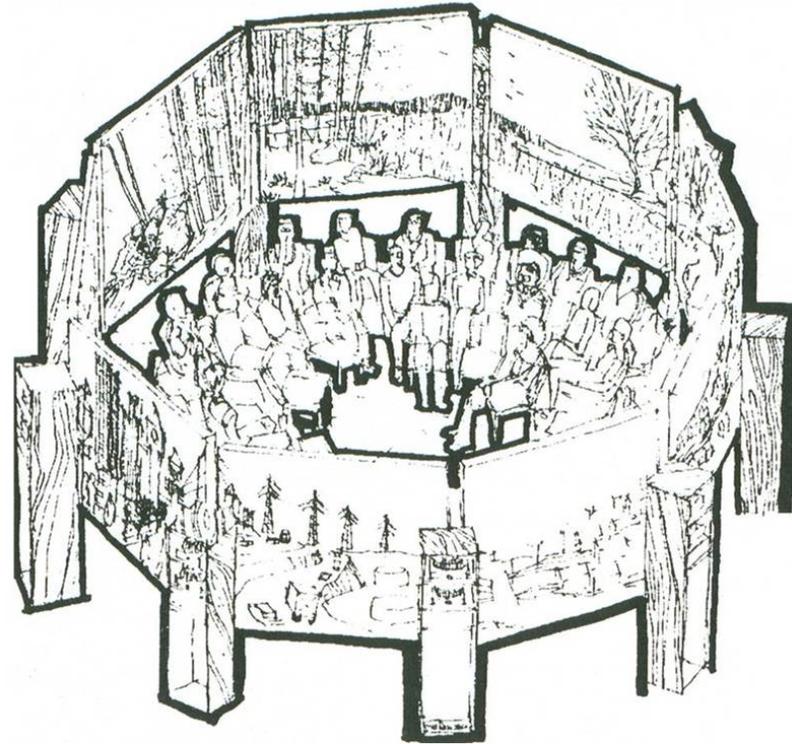
“I know of no safe depository of the ultimate powers of the society but the people themselves; and if we think them not enlightened enough to exercise their control with a wholesome discretion, the remedy is not to take it from them, but to inform their discretion.”

Thomas Jefferson
September 29th, 1820



Informing the Public's Discretion

Once a Better Understanding of the Regions Resources are Developed, We are then Faced with a Major Task of Informing & Educating All to Their Value as Life Support & Enhancing Systems to be Protected & Enhanced for Future Generations.



Various tools are now available for this Educational & Public Involvement Phase

Informing the Public's Discretion

Ethics

Diversity

Options

Choice

Democracy

Justice



Canadian Worlds Fair theatrical presentation illustrating democracy. Pro's and con's were presented and debated, and the audience voted by electronic device; the outcome was announced.

Educational Tourism

In an Age of Film, Holography, Virtual Reality, Computer Simulations...

We are introduced to new Visualization Tools every day.

These Tools have the Ability—within a Regional Design Process—to present Past, Present, & Future Options for a more Highly Informed Citizenry.

This is what It looked like in 1800.

This is what It looks like Now.

This is what—with your understanding—It can look like in the Future.

Wisconsin Tourism

One of our Largest Industries

FRIDAY MORNING / May 4, 1990

Tourism revenue at \$5.4 billion

New system can monitor industry more accurately

By STEVEN WALTERS
Sentinel Madison Bureau

Madison — Tourism was a \$5.4 billion industry in Wisconsin in 1989, a state consultant said Thursday.

State Department of Development officials praised the figure, saying it was the first estimate ever based on confidential information from business operators and tourists.

Development Secretary Bruno J. Maurer said the consultant designed a way for state officials to monitor the critical tourism industry in the future. "We're installing a system that will be able to report quickly and accurately on our tourism industry."

The \$5.4 billion included spending by out-of-state visitors and Wisconsin residents visiting other parts of the state, officials said.

Thomas Lea Davidson, a principal with Davidson-Peterson Associates Inc., of York, Maine, told the Governor's Council on Tourism:

• Tourism accounted for the equivalent of 114,537 full-time jobs last year, and those workers were paid about \$2.4 billion in wages and salaries.

• The June-August period was the busiest. About \$2.4 billion — 44% of the total — in spending occurred in those three months; in September-December, \$1.53 billion; and in January-May, \$1.47 billion.

• Tourism generated \$474.73 million in state taxes and \$201.13 million in local taxes.

• Tourists spent the most — \$1.65 billion — in retail shops, followed by \$1.45 billion on food or in restaurants, \$745 million on lodging, \$413 million on transportation, \$305 million on sporting events and \$279 million on liquor.

Figures released Thursday were part of a \$150,000 contract the consulting firm won to study the tourism industry. The complete study will not be available for weeks, officials said.

State officials said all earlier estimates of what tourism was worth to Wisconsin's economy were based on taking income figures and estimating what share of them were tourist-related.

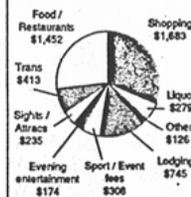
"Now that we have a good model to work with, we'll be able to follow our progress more accurately year by year," said Tom Diehl, chairman of the Governor's Council on Tourism.

"The size of the industry supports the emphasis that has been placed on it and shows that Wisconsin's investment in the industry is well-founded," Diehl said.

Maurer said \$5.4 billion was equal to one year of payments in state personal and corporate income taxes, the sales tax, gift and inheritance taxes, and state taxes on cigarettes, liquor and beer.

1989 Wisconsin tourist expenditures

By expense category in millions of dollars



Source: Davidson-Peterson Assoc. Inc.
Sentinel graphics

\$5.4 billion in 1990

\$11.8 billion in 2004

Tourists' spending analyzed

The Value of Wisconsin Tourism Doubled in 14 years!

Last year they spent less in Milwaukee but more in some of the state's smaller cities.

By Ryan J. Foley
Associated Press

Tourism spending declined in Madison and Milwaukee in 2004, but gains in smaller cities such as Wausau and Green Bay meant a slight statewide increase, according to a study prepared for the Wisconsin Department of Tourism.

The study, detailing how, when and where travelers spent \$11.8 billion in Wisconsin in 2004, shows that tourism spending declined by 2.25 percent in Milwaukee County and by 0.67 percent in Dane County from the previous year.

The two counties were still the biggest draws for Wisconsin's tourism industry, which increased overall by just 0.6 percent in the year, according to the study conducted for the state by a Maine-based tourism research firm.

The annual study by Davidson-Peterson Associates also shows that tourists spent 31 percent of their money shopping, 25 percent on food, and 25 percent on recreation. Tourists spent almost as much money gambling, \$650 million, as they did on transportation, \$780 million, the study shows.

The study, which cost the state \$128,000, found tourism continues to have a major economic impact on Wisconsin, generating 309,000 full-time jobs, \$6.65 billion in income for residents, and almost \$2 billion in state and local tax revenue.

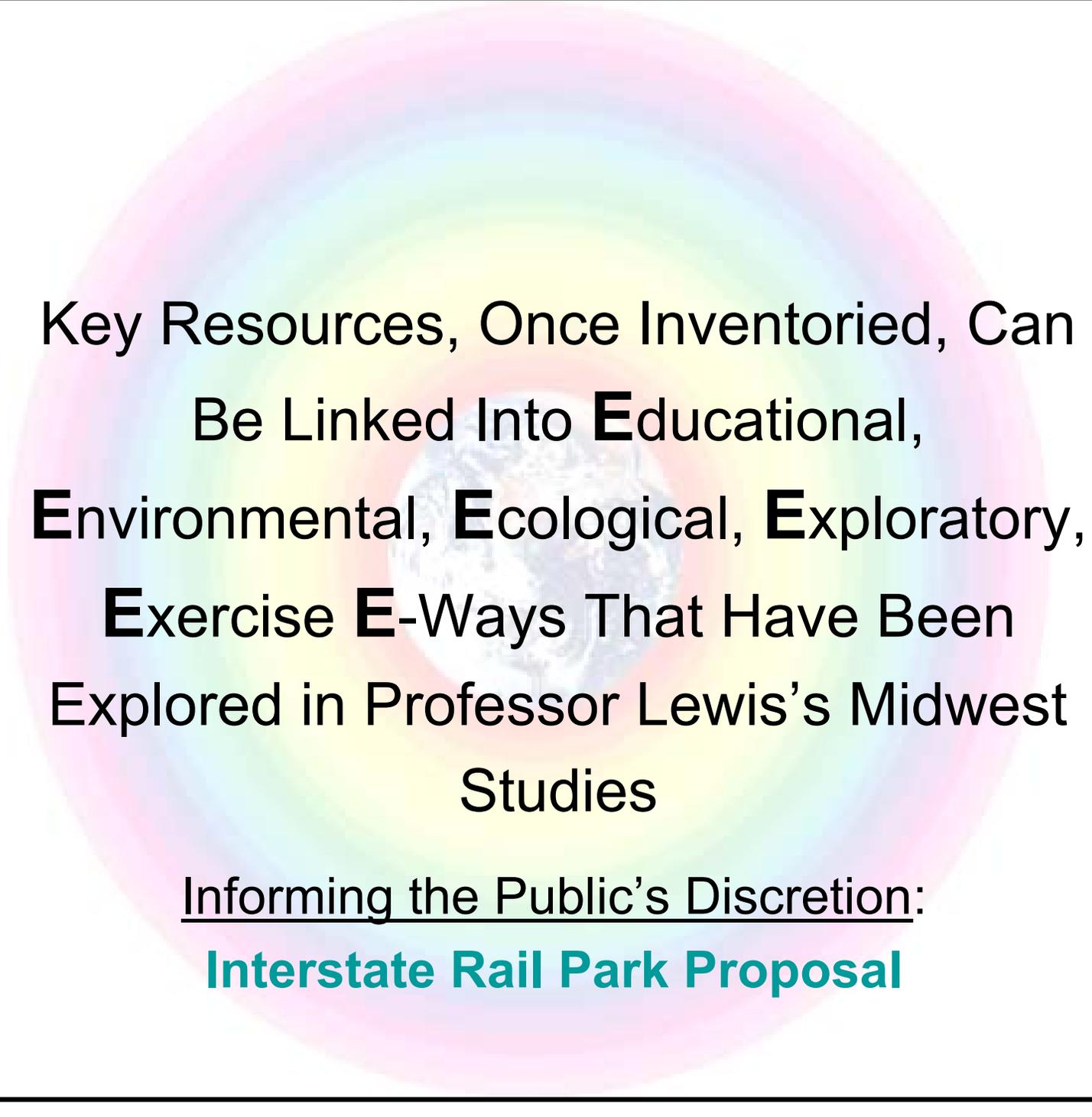
"It's clear that Wisconsin's tourism industry is strong," Gov. Jim Doyle said in a statement.

Meanwhile, in 2004, travelers to Wisconsin Dells spent an estimated \$870 million, up 3.6 percent from 2003, according to a report prepared by the Wisconsin Dells Visitor & Convention Bureau. Despite occasionally challenging weather, the group said summer spending showed the biggest seasonal gain, up 4.6 percent. The annual study also estimated about 22,000 jobs in the area are tied to tourism.

Two of the fastest growing tourist destinations included Brown County in the Green Bay area, home of the Packers and Lambeau Field, and Marathon County in the Wausau area in central Wisconsin.

State Journal reporter Andrew Wallmeyer contributed to this report.

In 2006,
Wisconsin
Tourism
Dollars
Increased By
7%

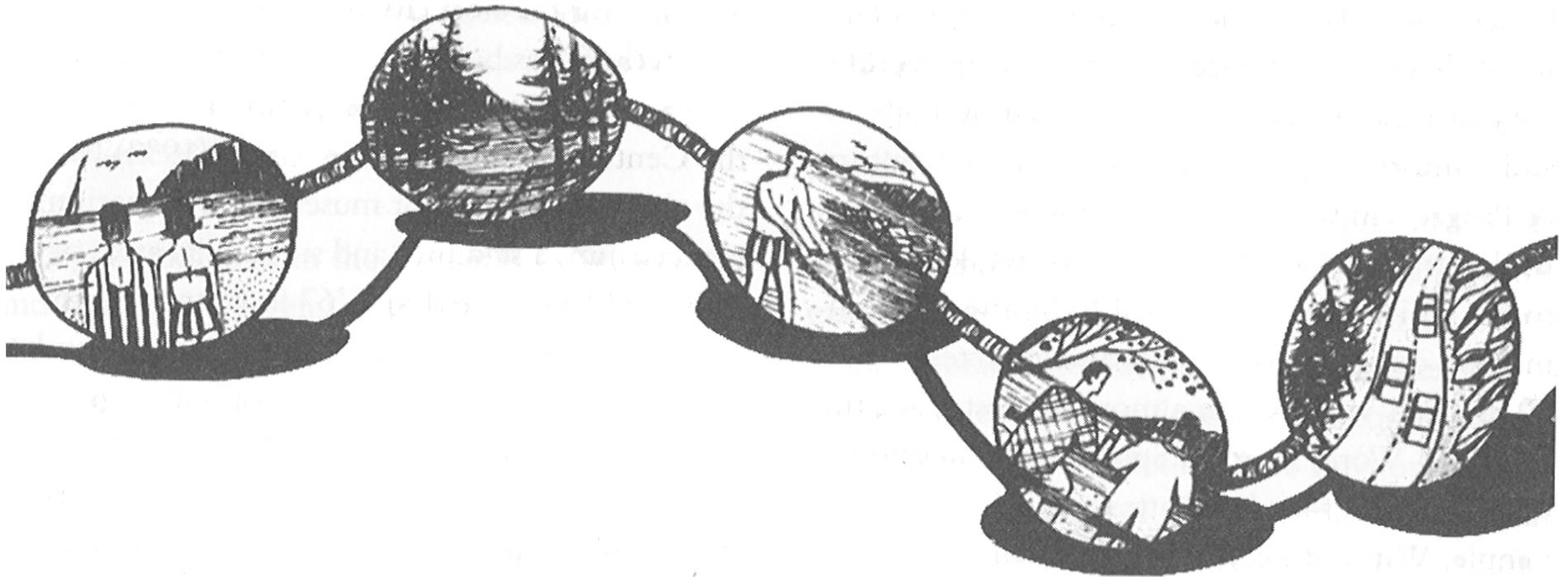


Key Resources, Once Inventoried, Can
Be Linked Into **E**ducational,
Environmental, **E**cological, **E**xploratory,
Exercise **E**-Ways That Have Been
Explored in Professor Lewis's Midwest
Studies

Informing the Public's Discretion:

Interstate Rail Park Proposal

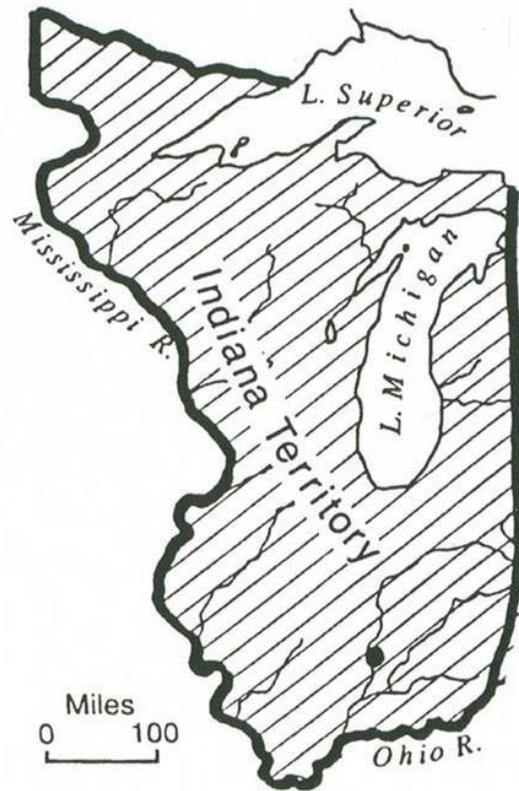
Environmental Jewels on the Landscape Necklace



Linking natural and cultural resources into meaningful patterns provides the foundation for fostering a more holistic and comprehensive understanding of a region. Such comprehension is the precursor for sustainability, high quality of life, sense of place, integration of art and life, diversity and options from which to choose, and provides the basis for education and tourism.

AN EARLY SEVENTIES PROPOSAL FOR AN INDIANA TERRITORY TRAIL

A Rail Park Linking the Unique Personalities of the Regional Landscapes



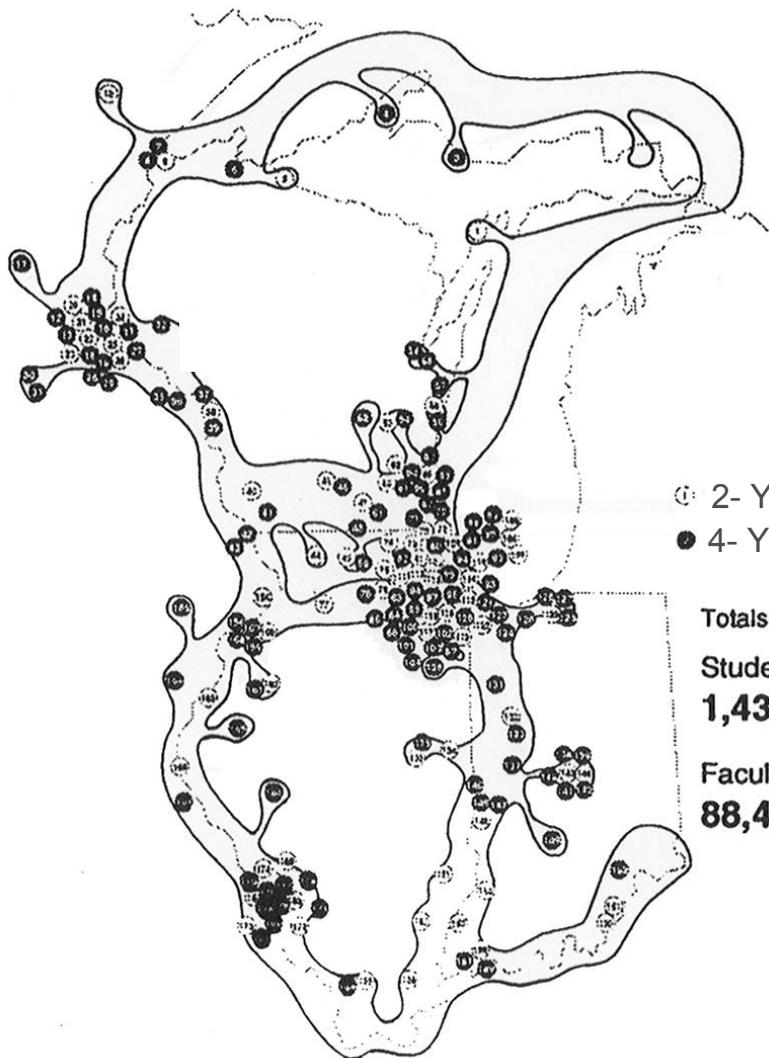
Indiana Territory 1800



Landscape Personalities

Following the late 1950-60 studies of Illinois/Wisconsin it was determined that a high percentage of all Natural & Cultural Features were found in the major Water Corridors where minimal grades made it possible to build our extensive rail system.

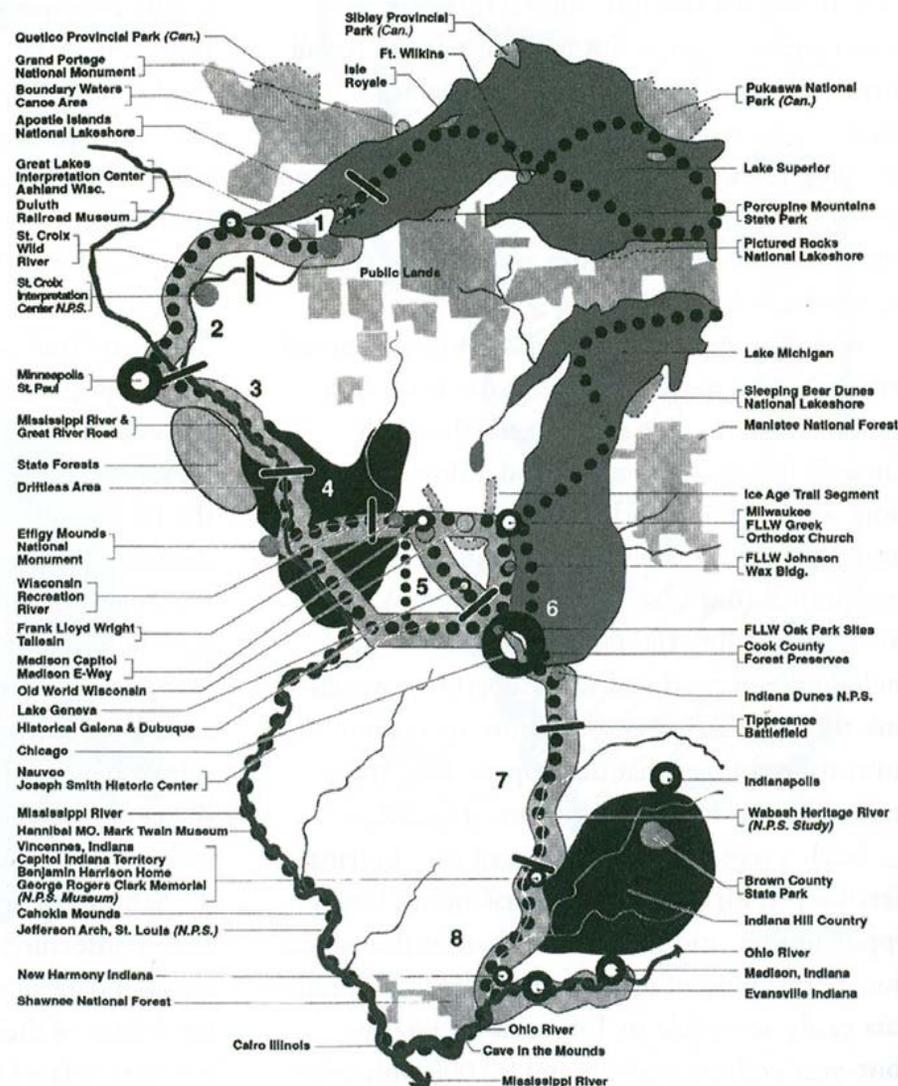
Interstate Rail Park Connections



- 2- Year College
- 4- Year College

Totals
Students
1,431,686

Faculty
88,454

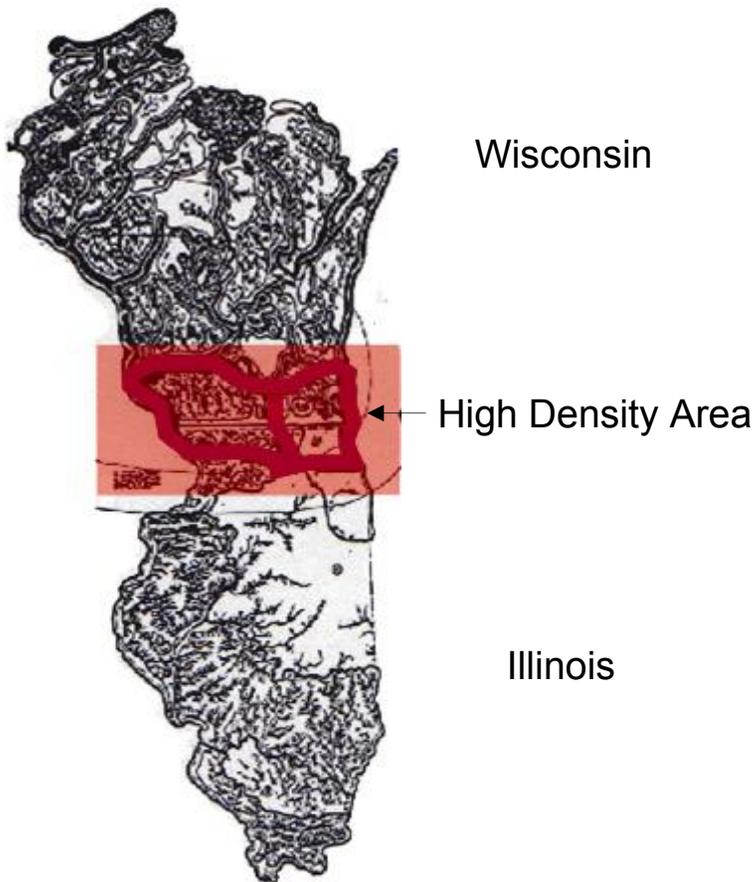


Attractions Along the Trail
 Opportunities to propose State Rail Parks linking these Statewide Scenic Areas with energy saving rail travel around.

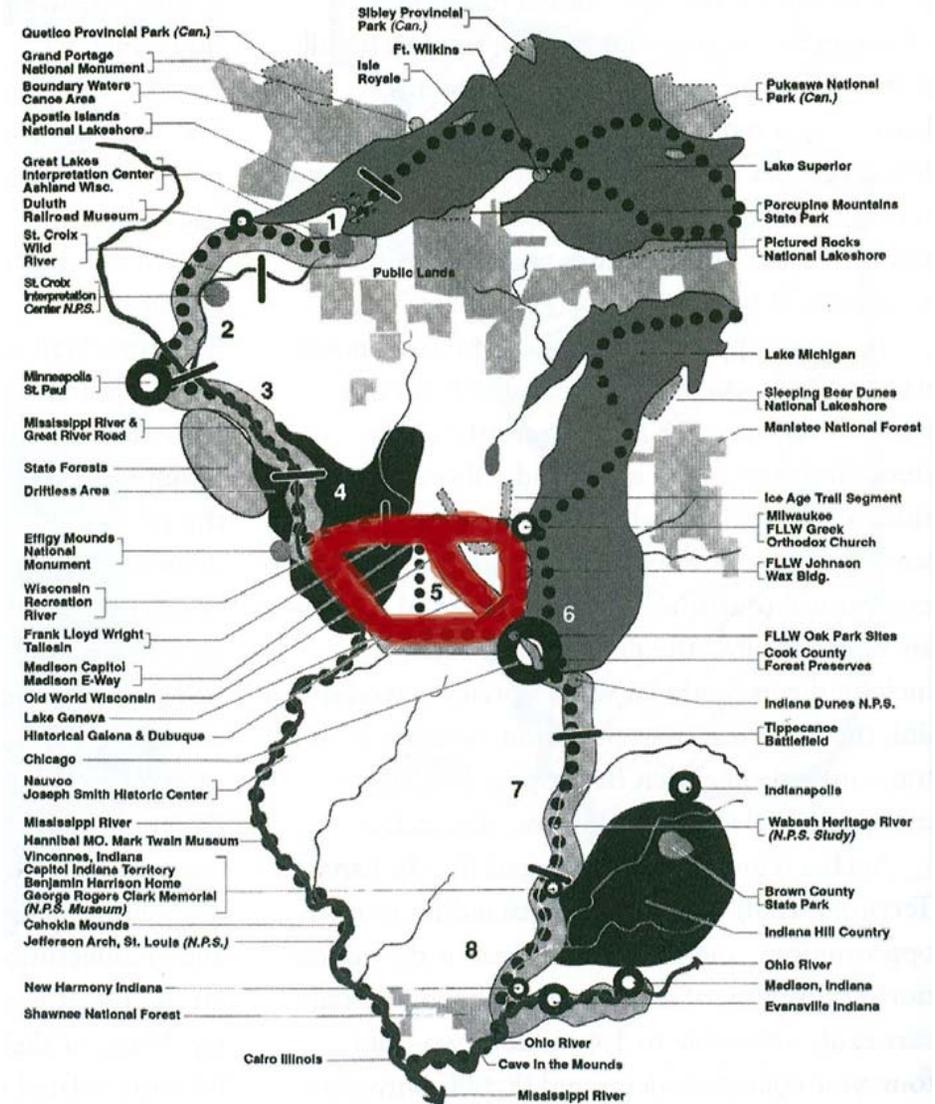
Connecting Students and Teachers Together with Their Life Sustaining Resources

Urban High Density Linkage

A modified Indiana Territory Trail focused on an Illinois/Wisconsin Rail Loop in the Highest Density Area of Wisconsin & Illinois.

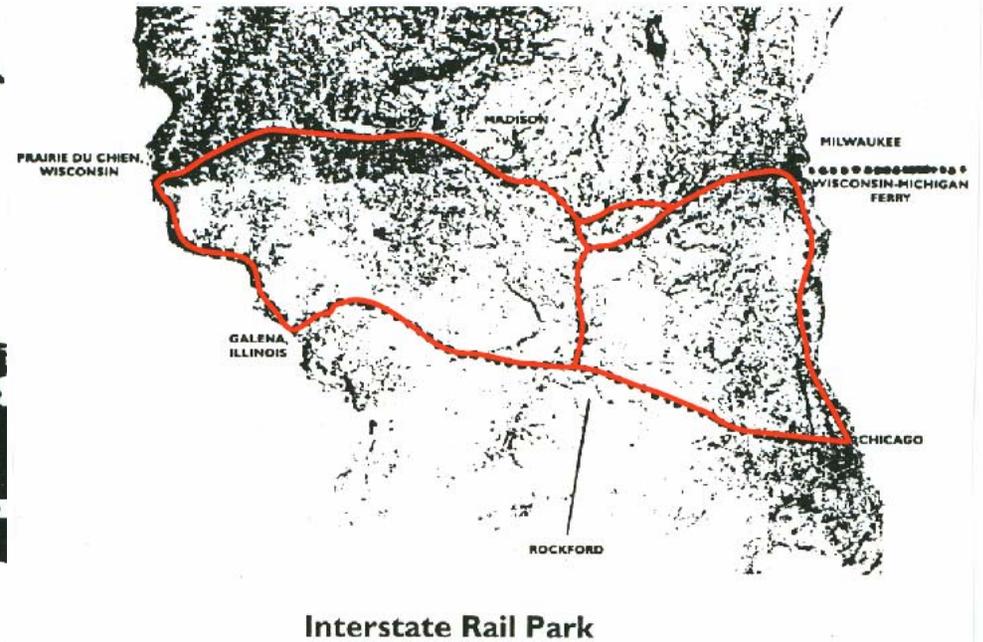


Landscape Transect Model



Wisconsin/Illinois Rail & Water Connectors

Interstate Rail Park





Key Resources, Once Inventoried,
Can Be Linked Into **E**ducational,
Environmental, **E**cological,
Exploratory, **E**xercise **E**-Ways That
Have Been Explored in His Midwest
Studies

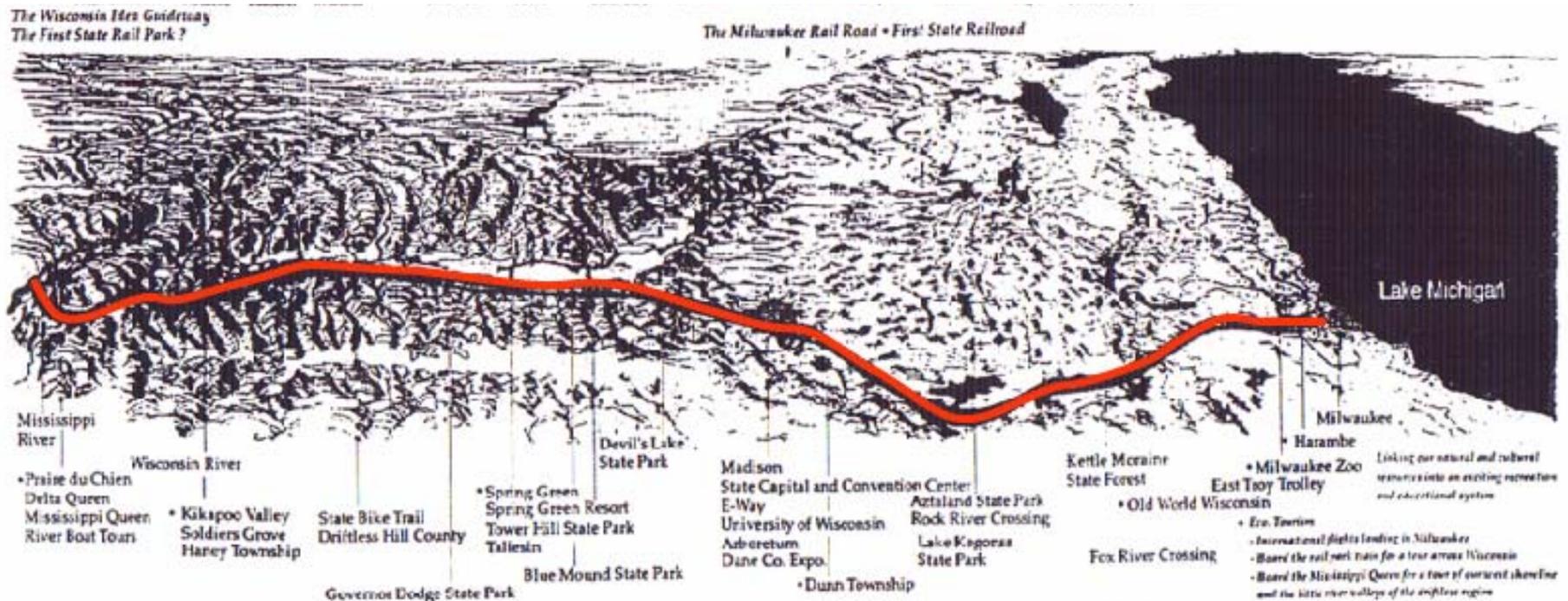
Informing the Public's Discretion:

The Milwaukee Road Rail Park Potential

Milwaukee Road State Rail Park

A more recent concept: Focus on the Milwaukee Road Segment—Wisconsin's 1st Railroad

Prairie Du Chien → Madison → Milwaukee

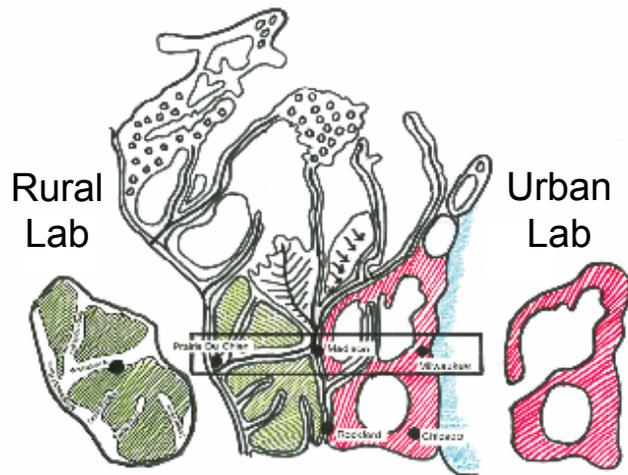


This creative segment, mostly under State ownership, offers the opportunity to link three of the Midwest's Greatest Water Bodies:
Lake Michigan – Wisconsin River – Mississippi River

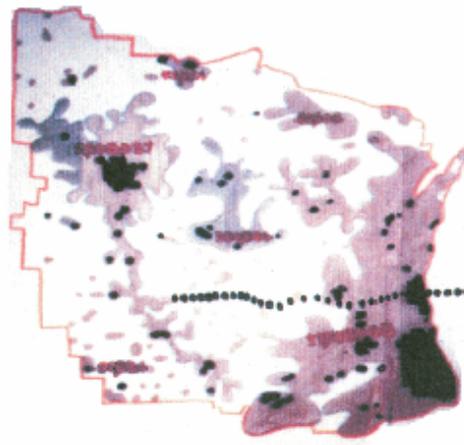
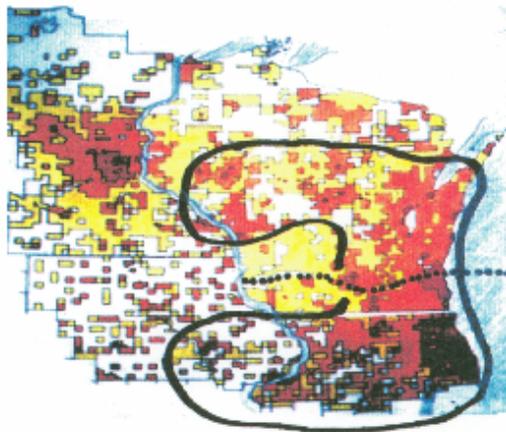
It would also Link the Urbanizing Southeastern half of the State to the Diversity of the Unique 'Driftless Area'

Milwaukee Railroad

State Park Proposal



Transect connects Lake Michigan with the Mississippi River & the 'Driftless' scenery via the State Capitol & Frank Lloyd Wright Taliesin East School



Milwaukee Railroad

Photo Essay



Milwaukee – Lake Michigan



The Milwaukee Zoo



Madison
Lakes Mendota & Monona



Wisconsin River



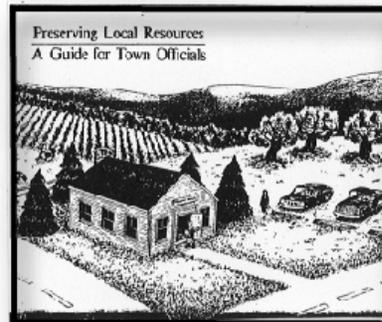
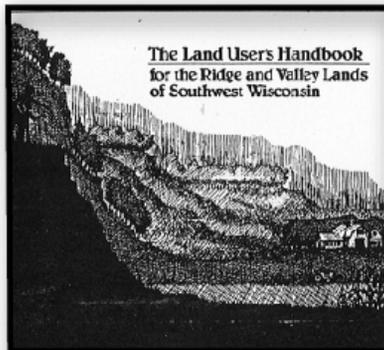
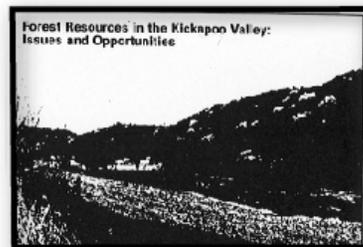
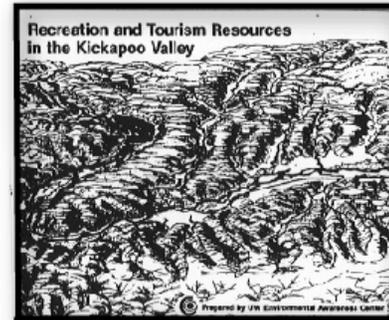
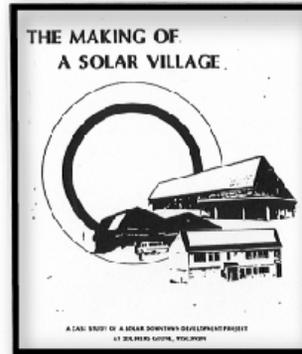
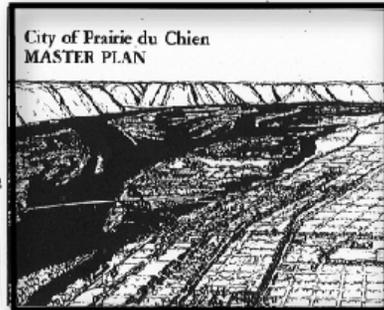
Prairie Du Chien – Mississippi River



Sustainable & Regenerative
Demonstrations Along the
Milwaukee Rail Park Suggest
Further Options for Education &
Tourism

Small Community Visioning Projects

Smart Growth Projects Along the Historical Milwaukee Railroad



Milwaukee Railroad

Model of the Rail Park Guideway



Madison

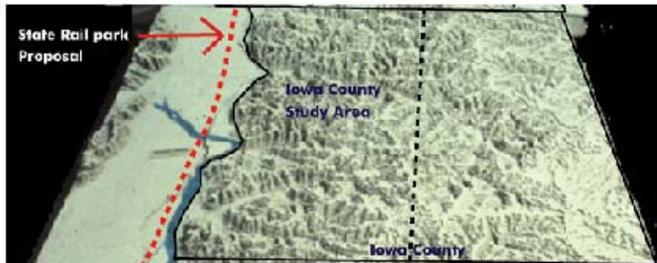
Prairie du Chien

Milwaukee

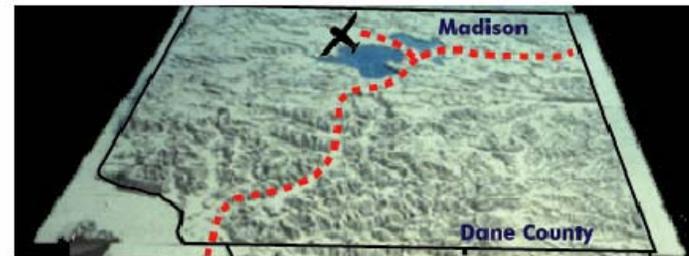
Rural & Urban County Prototypes

Rail Park Transect

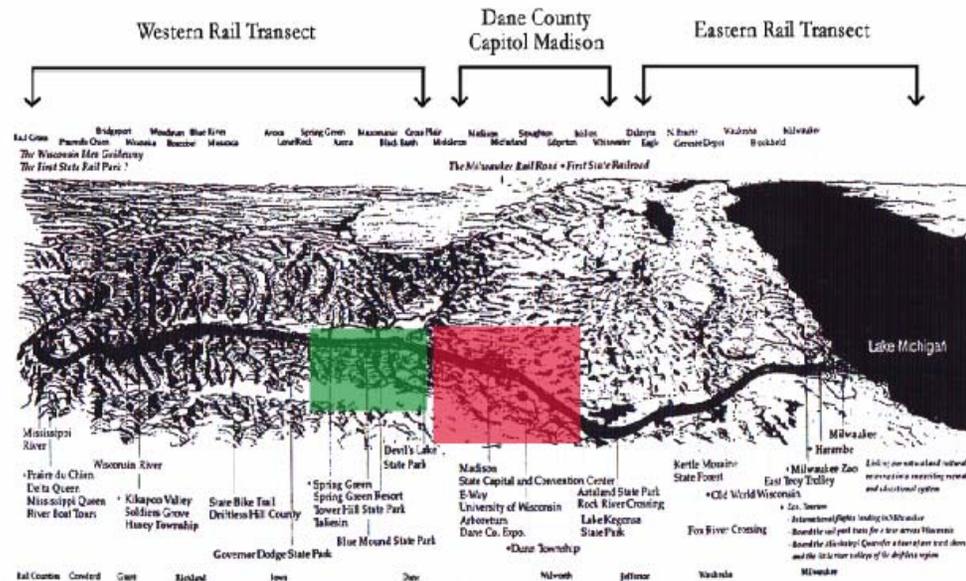
Rural
Iowa County



Urban
Dane County



Milwaukee Road State Park



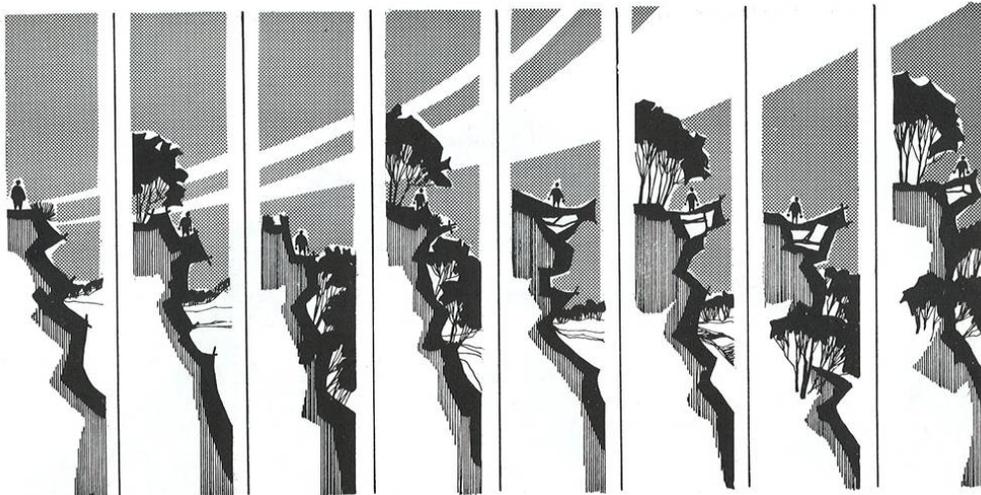
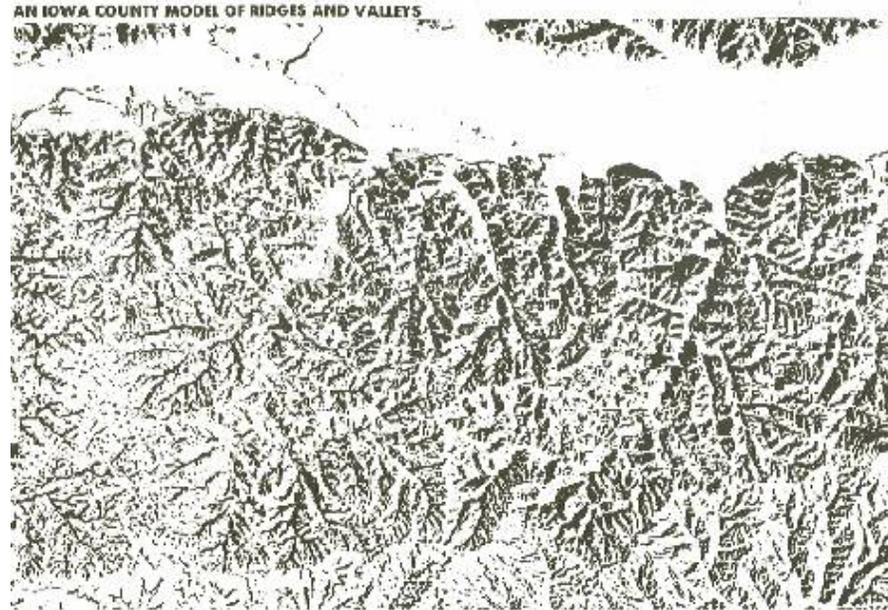


Informing the Public's Discretion:
Rural Iowa County Land Use
Demonstration
International Opportunities

Iowa County Inventory

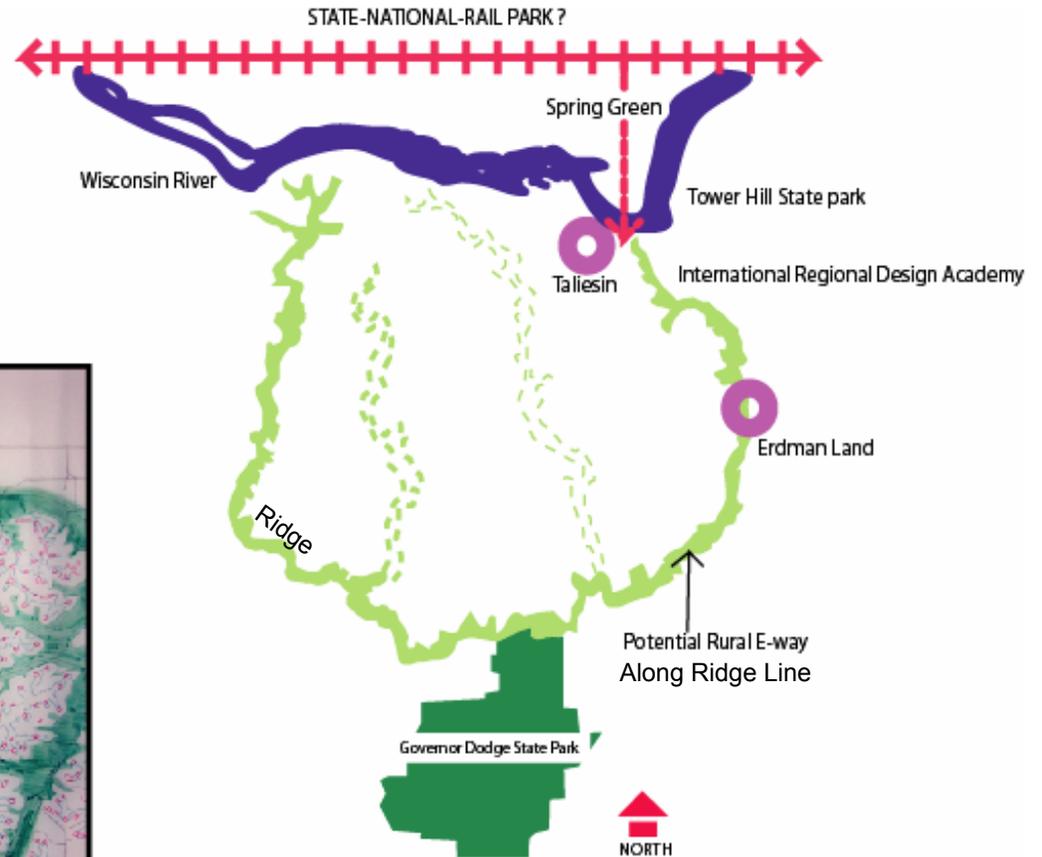
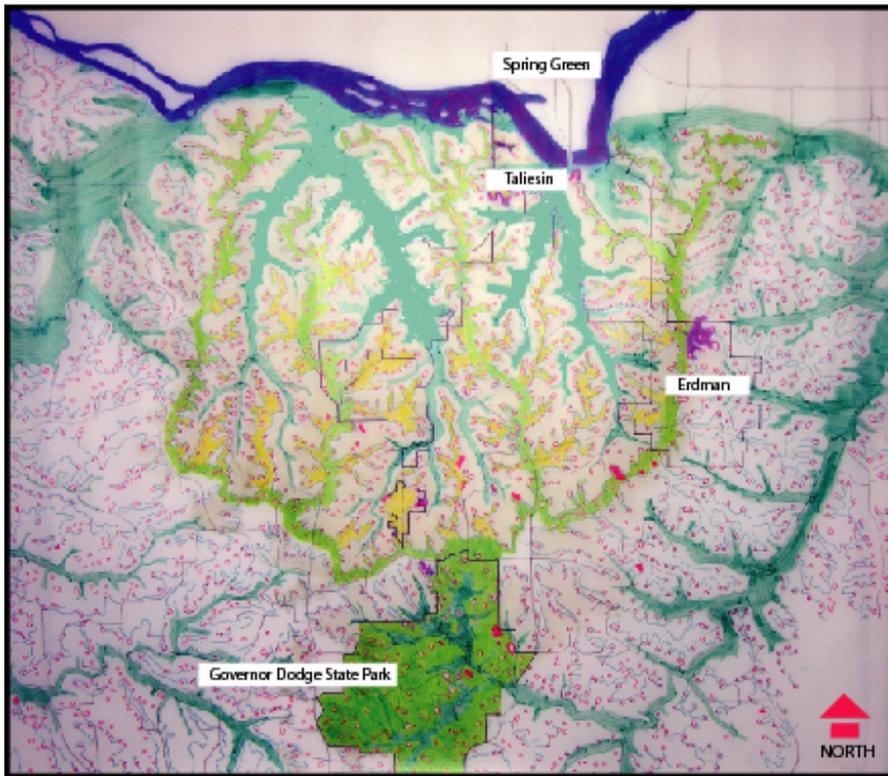


Rural



Iowa County E-Way

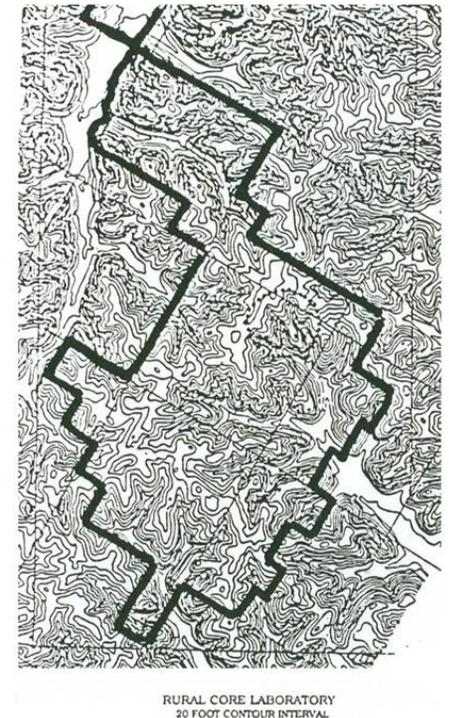
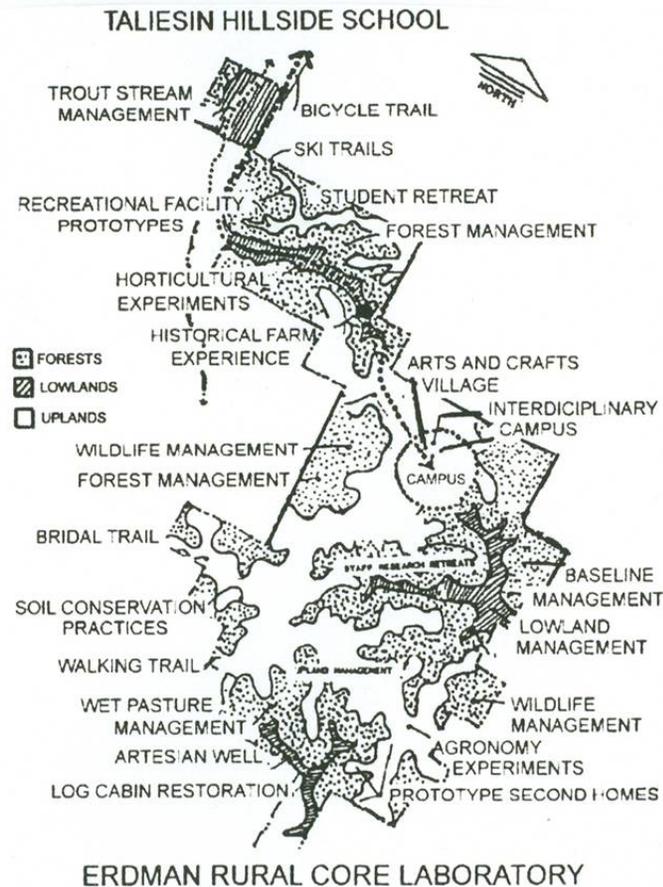
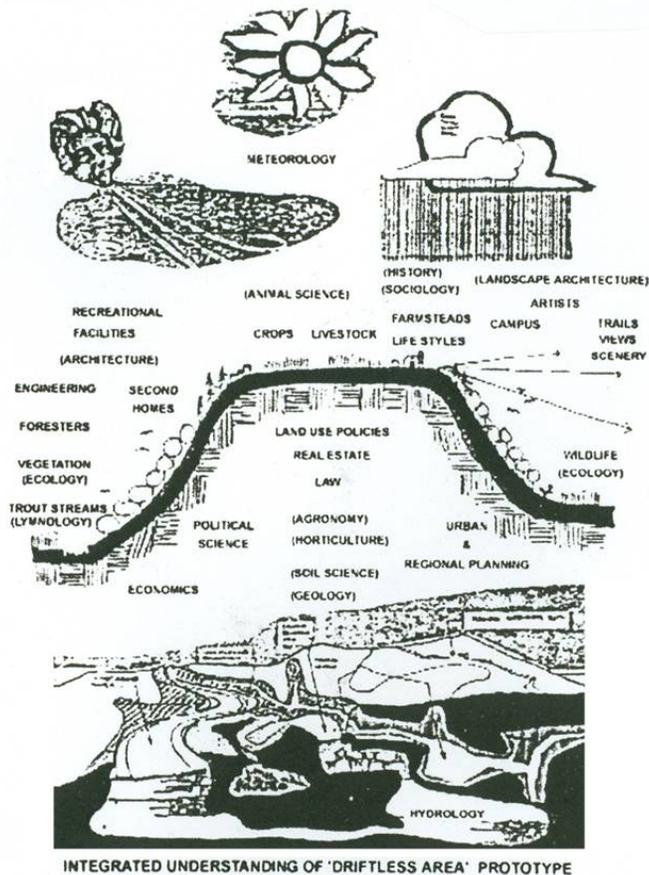
Rural E-Way



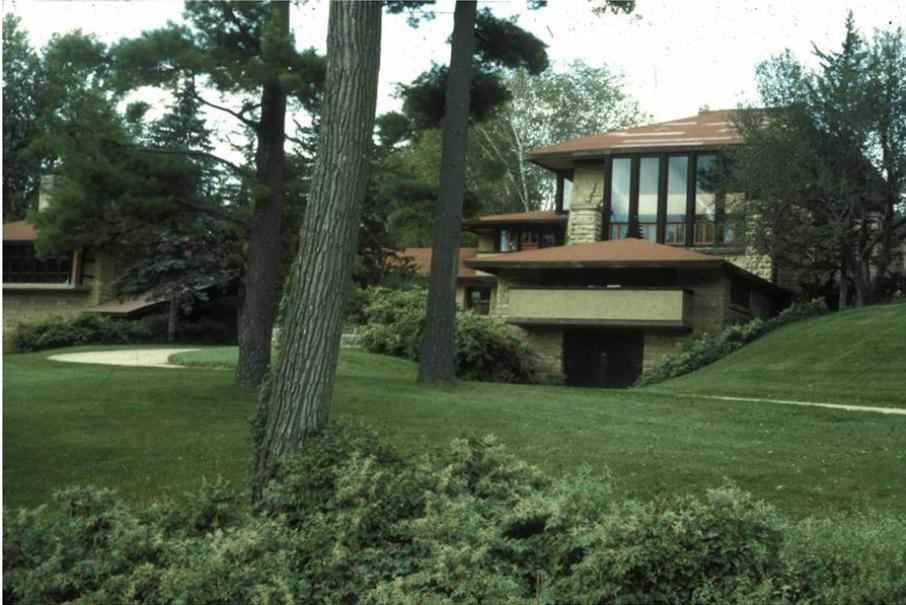
Proposed Rural E-Way Trail
Linking Key County Features

Regional Design Laboratory

Taliesin / Erdman International Academy of Sustainable Design



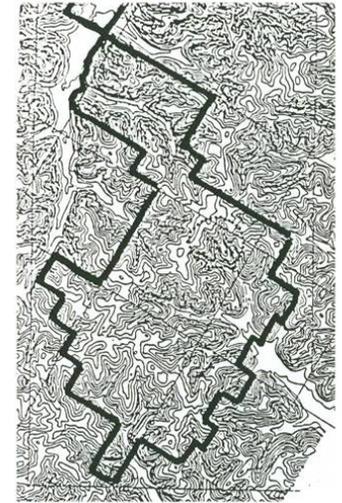
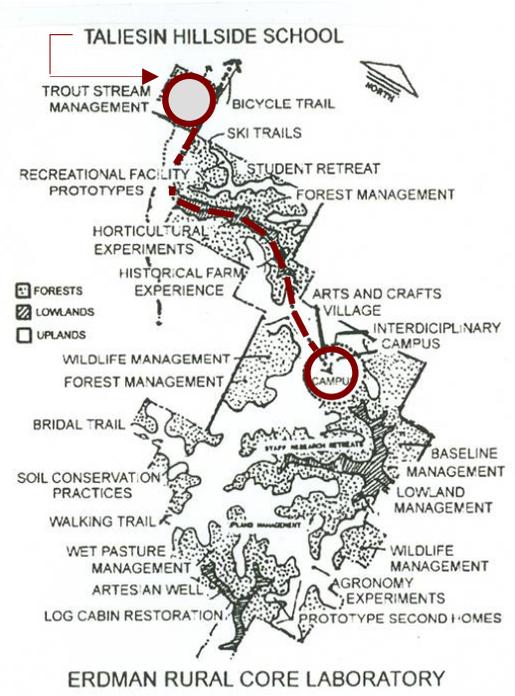
International Academy of Regional Design



Taliesin East



View of Taliesin from prairie



RURAL CORE LABORATORY
20 FOOT CONTOUR INTERVAL



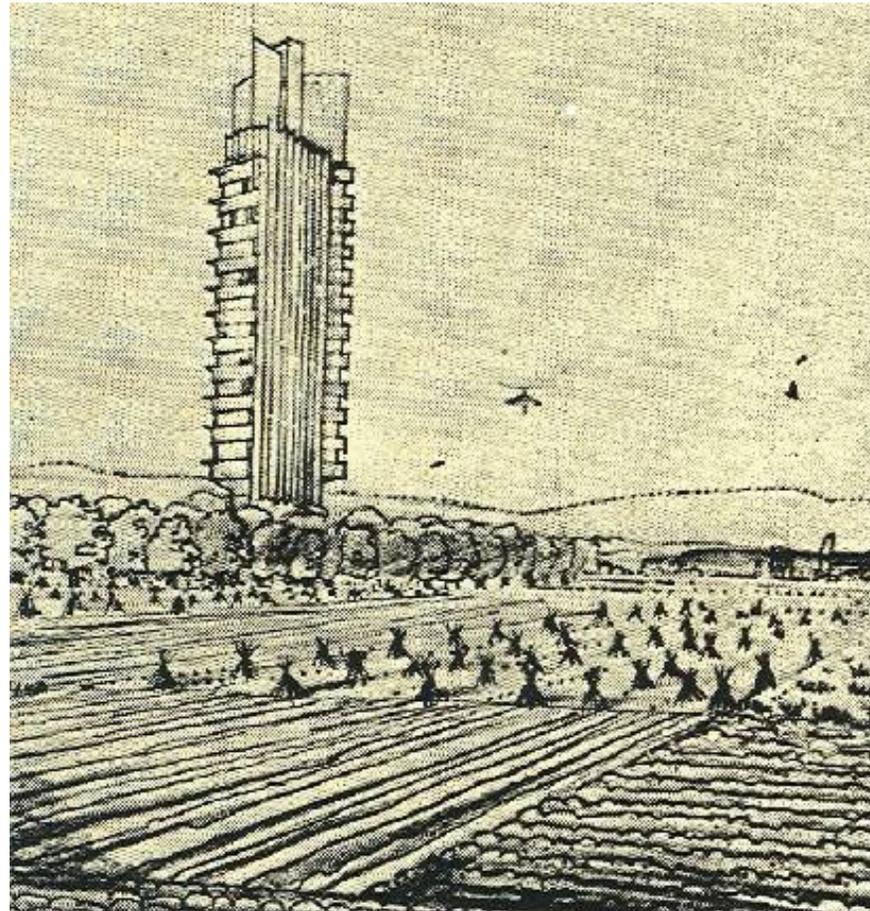
View of Taliesin Estate across man-made lake

Academy Related to Big Ten Universities

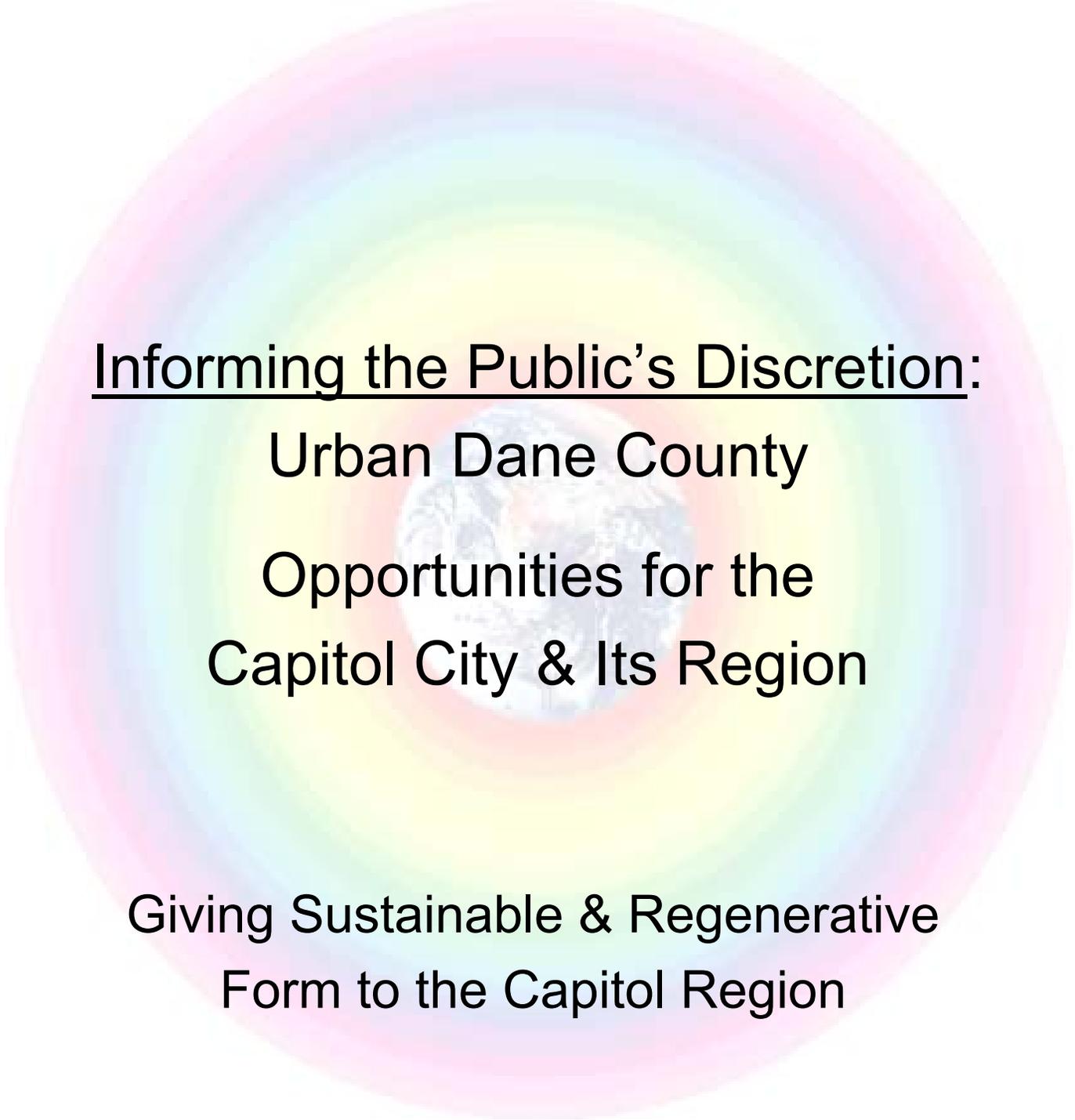


Opportunities for Regional Resort Demonstration

Higher Livable Densities in the Rural Landscape



Frank Lloyd Wright's Price Tower



Informing the Public's Discretion:

Urban Dane County

Opportunities for the
Capitol City & Its Region

Giving Sustainable & Regenerative
Form to the Capitol Region

Natural & Cultural Icons

Urban Regional Icons



Natural & Cultural Icons

Urban Regional Icons

| | | | | | | | | | |
|---|-----------------|---|------------------|---|-----------------|---|-----------------------|---|--------------------|
|  | Hospital |  | Football Field |  | Swimming |  | Amphitheatre |  | Antique Store |
|  | Eye Clinic |  | Baseball Field |  | Horseshoe Pitch |  | Human Services Office |  | Hobby Shop |
|  | Pharmacy |  | Tennis Court |  | Bridle Path |  | Horseshoe |  | Furniture Store |
|  | Psychotherapy |  | Golf Course |  | Stable |  | Senior Citizen Center |  | Kitchen Appliances |
|  | Dentist |  | Miniature Golf |  | Beach |  | Polling Place |  | Mom & Pop Grocery |
|  | Information |  | Basketball Court |  | Bicycle Path |  | Youth Center |  | Kennel |
|  | Offices |  | Shooting Range |  | Bicycle Shop |  | Men's Washroom |  | Paint |
|  | Community Room |  | Archery Range |  | Motor Boating |  | Women's Washroom |  | Lighting |
|  | Day Care Center |  | X-Country Skiing |  | Sail Boating |  | Stadium |  | Tailor |
|  | Television |  | Ice Skating Rink |  | Canoes |  | Theatre |  | Car Dealership |

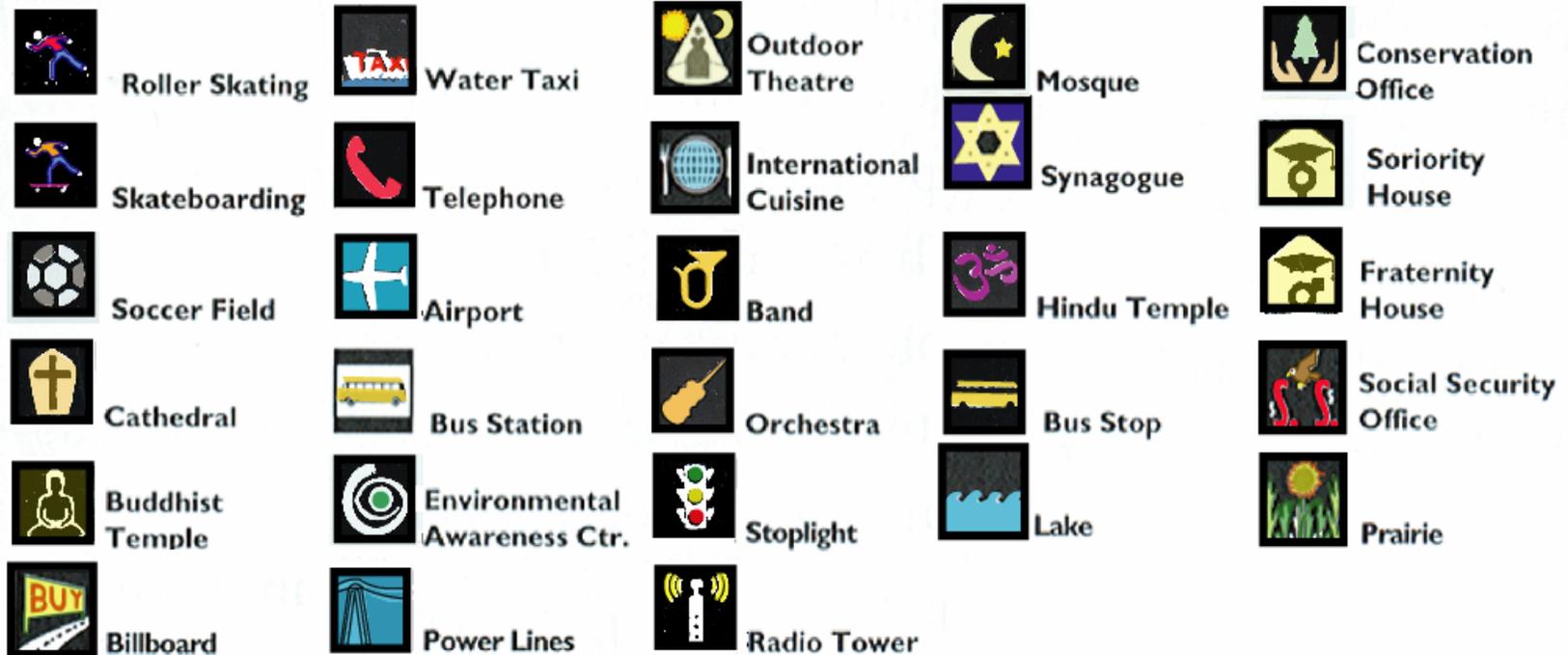
Natural & Cultural Icons

Urban Regional Icons



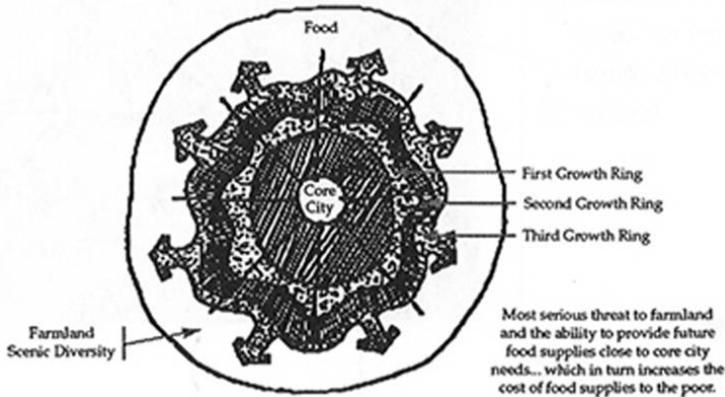
Natural & Cultural Icons

Urban Regional Icons

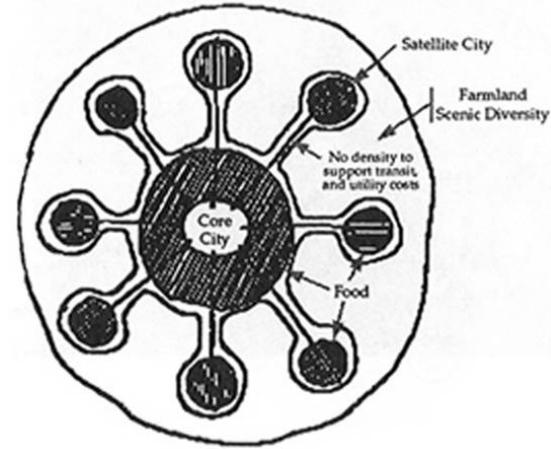


History of Development

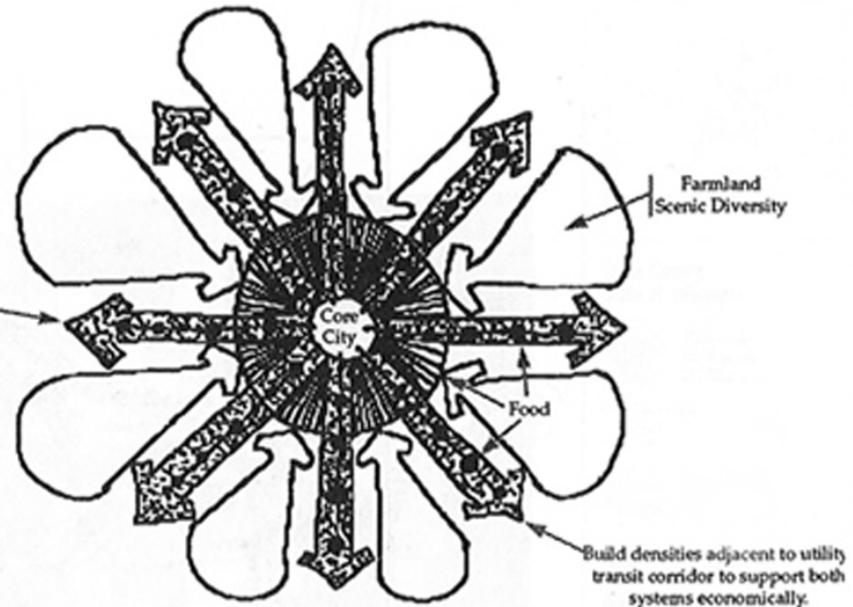
1. SPRAWL CITY



2. SATELLITE CITY



3. CORRIDOR CITY



GROWTH STRATEGIES

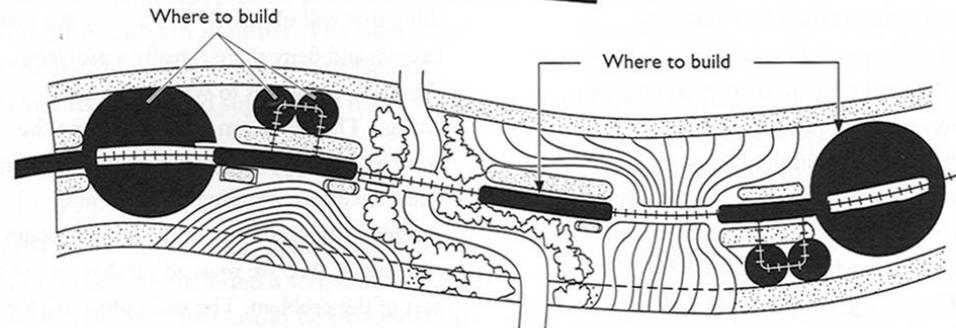
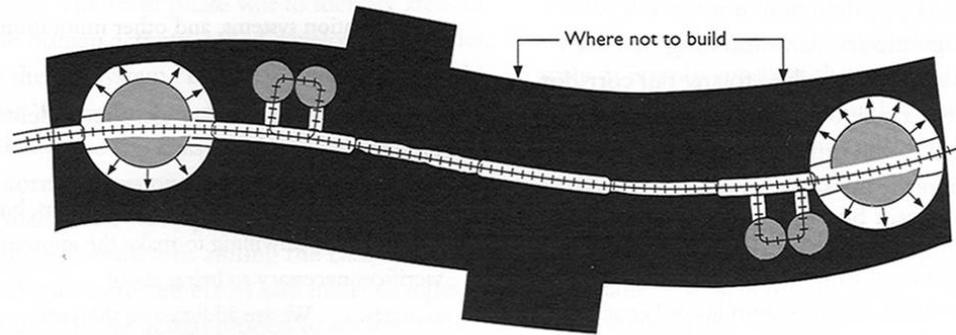
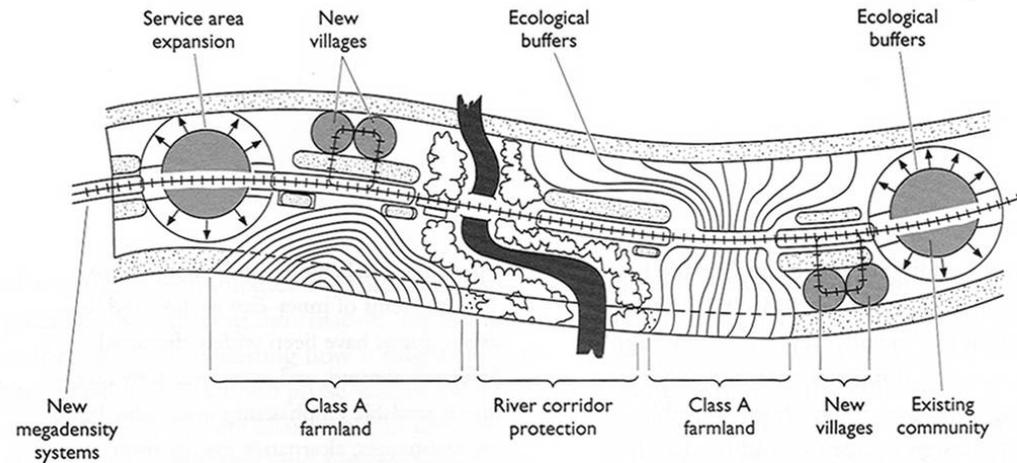
Guiding urban growth to save farmland for food production near range of human needs

Higher livable density "infill"

Linking historical towns and cities along rail corridors.

Providing integrated utilities, transit, and fiberoptic communication opportunities to attract new growth.

Options for Growth in Corridor



Dane County Demonstration

Urban Rail Corridors



Midwestern studies have demonstrated that the outstanding Natural & Cultural features of a Region are found within basically Water Corridors and that Urbanization at the Regional Scale is also found within Transportation, Utility & Communication Corridors...

Arteries of Growth

