



# CONNECTING WISCONSIN



# US 41 Project

**County G (Main Avenue)  
Business Group Meeting  
September 29, 2010**

# Presentation outline

- Introductions
- Meeting purpose
- US 41 project overview
- Design overview
- Community sensitive design (CSD)
- Construction timelines
- Transportation management plan
- Construction staging
- Public outreach
- Business resources

# Introductions

- US 41 project team
  - Brett Wallace, Corridor Program Manager
  - Natasha Gwidt, Corridor Design Supervisor
  - Chad DeGrave, Brown County Project Manager
  - Kris Schuller, Project Communication Manager
  - Randy Asman, Traffic Engineer
  - Jerry Shadewald, Traffic Management Plan Coordinator
  - Richard Coakley, Traffic Management Plan Coordinator

# Meeting purpose

- Interchange business group meetings
  - Establish communication between WisDOT and business community
  - Provide businesses with first hand information at project milestones
  - Identify needs and concerns before and during construction



# Meeting purpose

- First business group meeting for the County G (Main Avenue) interchange
  - Provide design overview
  - Review construction timelines
  - Introduce transportation management plan (TMP)
    - Goals
    - Planning process
    - Issues and strategies

# Meeting purpose

- First business group meeting for the County G interchange (Cont.)
  - Review construction staging
  - Request feedback from business community
  - Finalize County G (Main Avenue) TMP strategies

# US 41 project overview

- Largest construction project in the history of Northeast Wisconsin
  - Federal major “mega” project
  - Add new lanes to 31 miles of freeway
  - Improve 16 interchanges (13 will be completely rebuilt)
  - Construct up to 44 roundabouts
  - Add traffic cameras and dynamic message signs
  - Improve lighting
  - Provide pedestrian and bicycle amenities

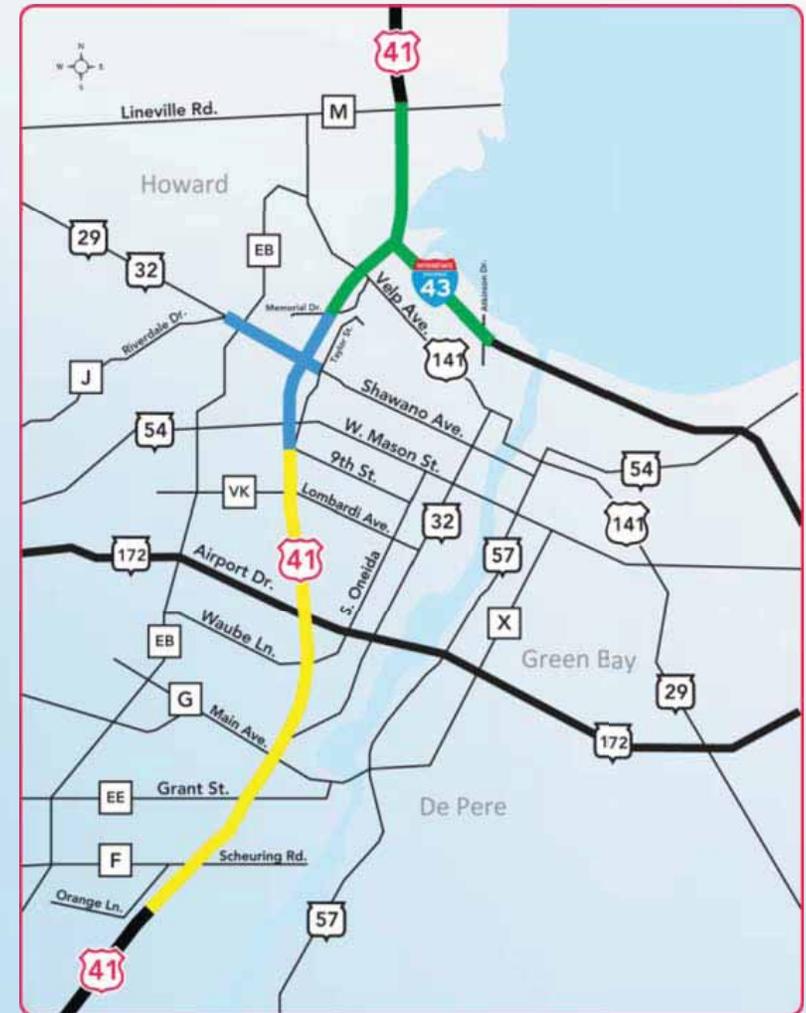
# US 41 project overview

- Winnebago County
  - Limits: WIS 26 to Breezewood Lane
  - Length: 17 miles
  - Construction: 2009 – 2015
  - Budget: \$510 million



# US 41 project overview

- Brown County
  - Limits: Orange Lane to Lineville Road
  - Length: 14 miles
  - Construction: 2010 - 2017
  - Budget: \$1.005 billion



# US 41 project overview

- Brown County highlights
  - Increase mainline capacity
  - Add collector-distributor lanes
    - Between the Mason Street interchange and WIS 29
    - Oneida Street and WIS 172
  - Construct up to 28 roundabouts
  - Reconstruct 9 interchanges
  - Construct system interchanges at WIS 29 and I-43

# Design overview

## County G (Main Avenue) Corridor

- US 41 Mainline
  - Three lanes in each direction
- County G (Main Avenue)
  - Roundabouts at US 41 interchange ramp terminals
  - Reconstruct signalized intersection at Lawrence Drive
  - Renovate park and ride
  - Add bike and pedestrian accommodations

# Design overview

## County G (Main Avenue) Corridor

- Glory Road
  - Reconstruct bridge and approaches
- Grant Street
  - Reconstruct pavement under US 41 and Mid Valley Drive intersection
  - Reconstruct pavement from Mid Valley Drive to Ashwaubenon Creek including bike accommodations

# Design overview

## County G (Main Avenue) Corridor

- Mid Valley
  - Reconstruct north of County F (Scheuring Road) and South of County G (Main Avenue)
  - North of County F (Scheuring Road) is realigned with Eisenhower Road
  - South of County G (Main Avenue) is realigned west of BP Station

# Design overview

## County F (Scheuring Road)





# Community sensitive design

- Formed US 41 CSD committee in Brown County
  - 34 person committee
  - Represents stakeholders along the corridor
- Conducted six workshops
  - March thru September 2009
- Presented plans to public
  - October 2009



# Community sensitive design



Arched Parapet, local street over US 41 at Scheuring and Lineville Rd



Sign Bridge (Vertical Support)



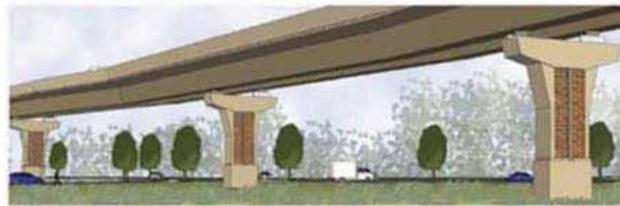
Local Street over US 41



Local Street under US 41



Color Palette



Highrise Structures

# Construction timelines

Description	Start	Finish
Scheuring Road interchange <ul style="list-style-type: none"> <li>• Construction</li> <li>• Closure</li> </ul>	July 2010 March 2011	November 2011 November 2011
Orange Lane to Glory Road shoulder widening	May 2011	November 2011
Mid Valley Drive (both County F (Scheuring Road) and County G (Main Avenue))	August 2011	November 2011
Glory Road bridge	June 2011	December 2011
Orange Lane to Glory Road inside construction	January 2012	August 2012
County G (Main Avenue) interchange <ul style="list-style-type: none"> <li>• Construction</li> <li>• Closure</li> </ul>	February 2012 August 2012	June 2013 November 2012
Orange Lane to Glory Road outside construction * One week closure of interchange required for mainline paving	August 2012	June 2013
Grant Street underpass	May 2013	November 2013

Note: Timelines do not include potential downtime for utility relocations and are subject to change

# Transportation management plan

- What is TMP?
  - A set of coordinated strategies for managing the work zone impacts of a project including:
    - Temporary traffic control measures and devices
    - Signal re-timing
    - Traffic incident management
  - Main goals are to:
    - Provide safety and mobility
    - Minimize delays
    - Provide information to the public

# Transportation management plan

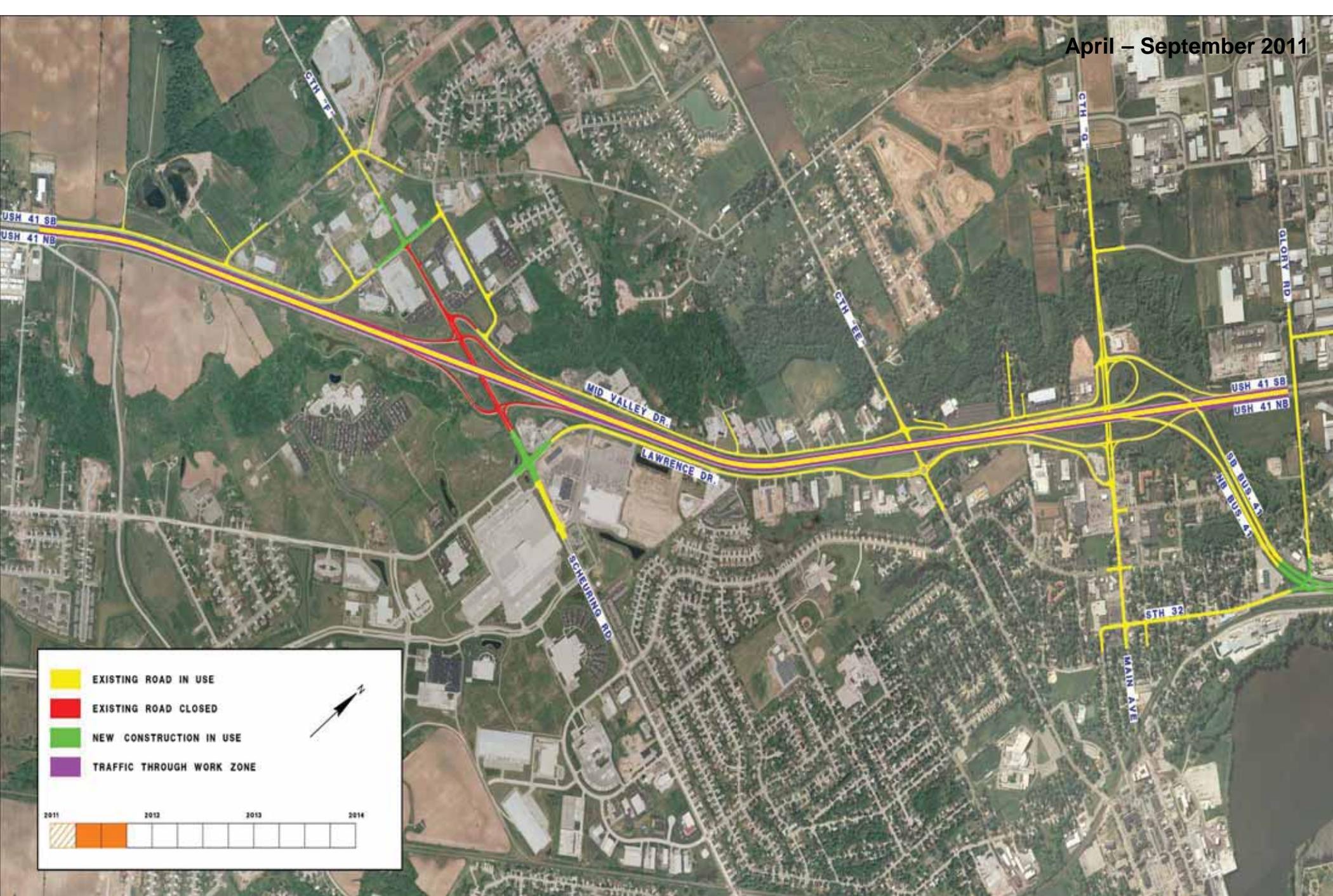
- Process
  - Coordinate construction staging based on traffic concerns
  - Develop TMP scenarios
  - Coordinate with local agencies (i.e. DPWs, emergency services, schools, transit agencies)
  - Obtain feedback from businesses
  - Select recommended scenario and mitigation strategies for implementation

# Transportation management plan

- US 41 South Segment TMP Corridors
  - County F Scheuring Road (2010 - 2011)
  - Mid Valley Drive (2011)
  - US 41 Mainline; Orange to Glory (2011 - 2013)
  - Glory Road (2011)
  - County G (Main Avenue) (2012)
  - Grant Street (2013)

*\*\* One week of interchange closure*

*Dates subject to change*



# Construction staging

## Scheuring Road Update

- Interchange closed March-November 2011
- Mitigation strategies
  - Temporary signals
    - NB US 41/County G (Main Avenue)
    - SB US 41/County S (Freedom Road)
  - Intersection modifications
    - SB US 41/County G (Main Avenue)
    - County G (Main Avenue)/Lawrence Drive

# Construction staging

## Scheuring Road Update

- Mitigation strategies (Con't)
  - Monitor additional locations
    - Grant Street/Mid Valley Drive
    - 9<sup>th</sup> Street/Westwood Drive
    - Grant Street/Suburban Drive
    - Lost Dauphin Road/Scheuring Road

# Construction staging

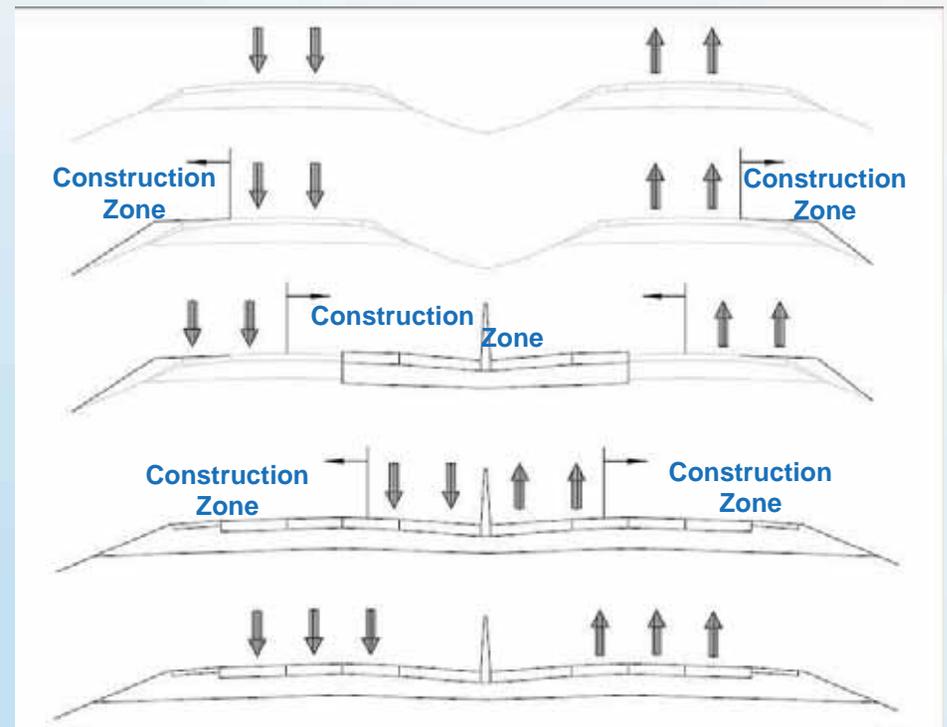
## US 41 mainline (Orange Lane to Glory Road)

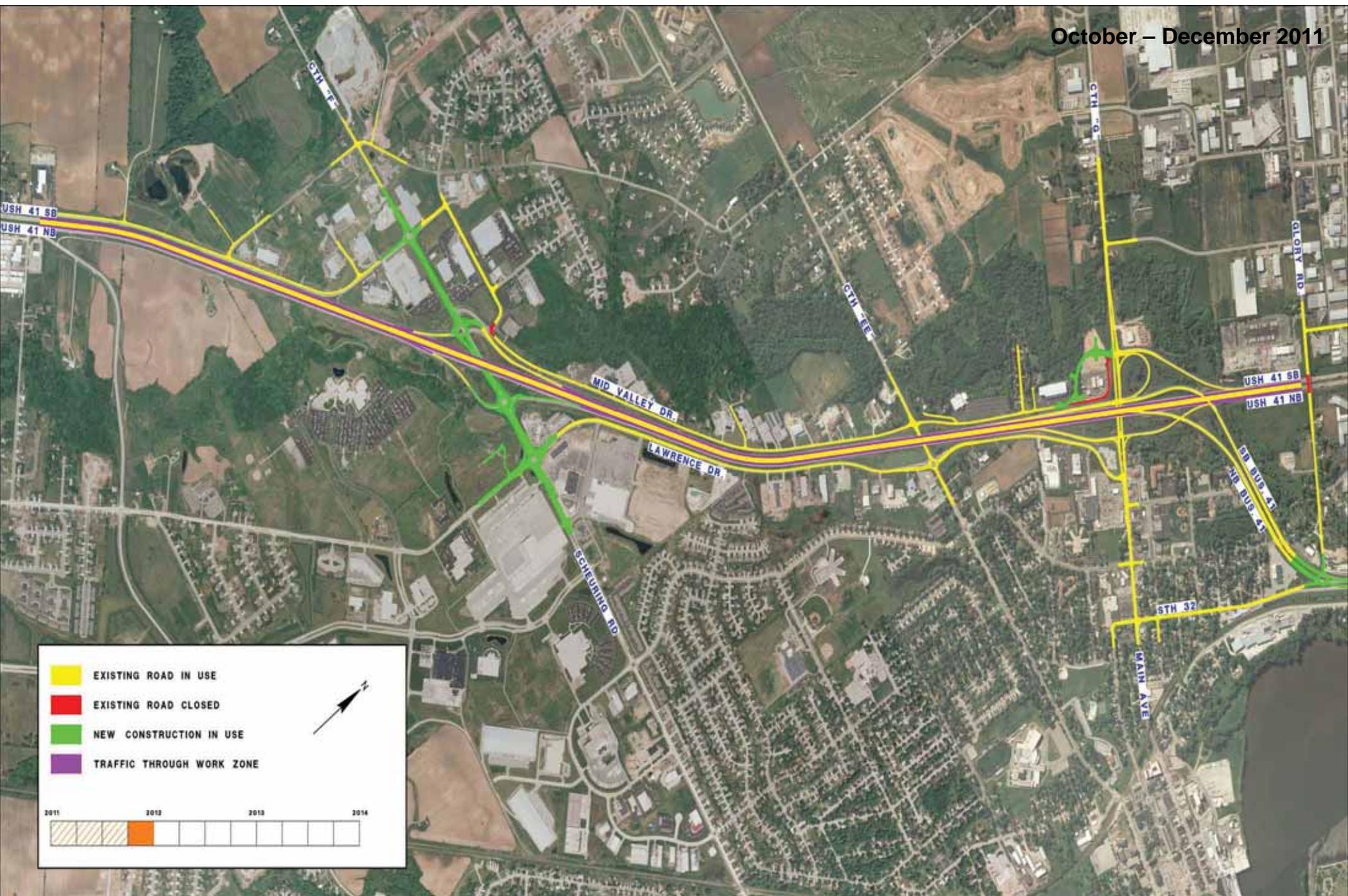
- Scheduled for 2011-2013
- Year 2011
  - Widen shoulders
  - Construct box culvert
- Year 2012
  - Reconstruct inside lanes
- Years 2012 to 2013
  - Reconstruct outside lanes

# Construction staging

## US 41 mainline (Orange Lane to Glory Road)

- Maintain two lanes each direction
- One lane during limited off-peak periods
- Speed restrictions during bridge deck pours





# Construction staging

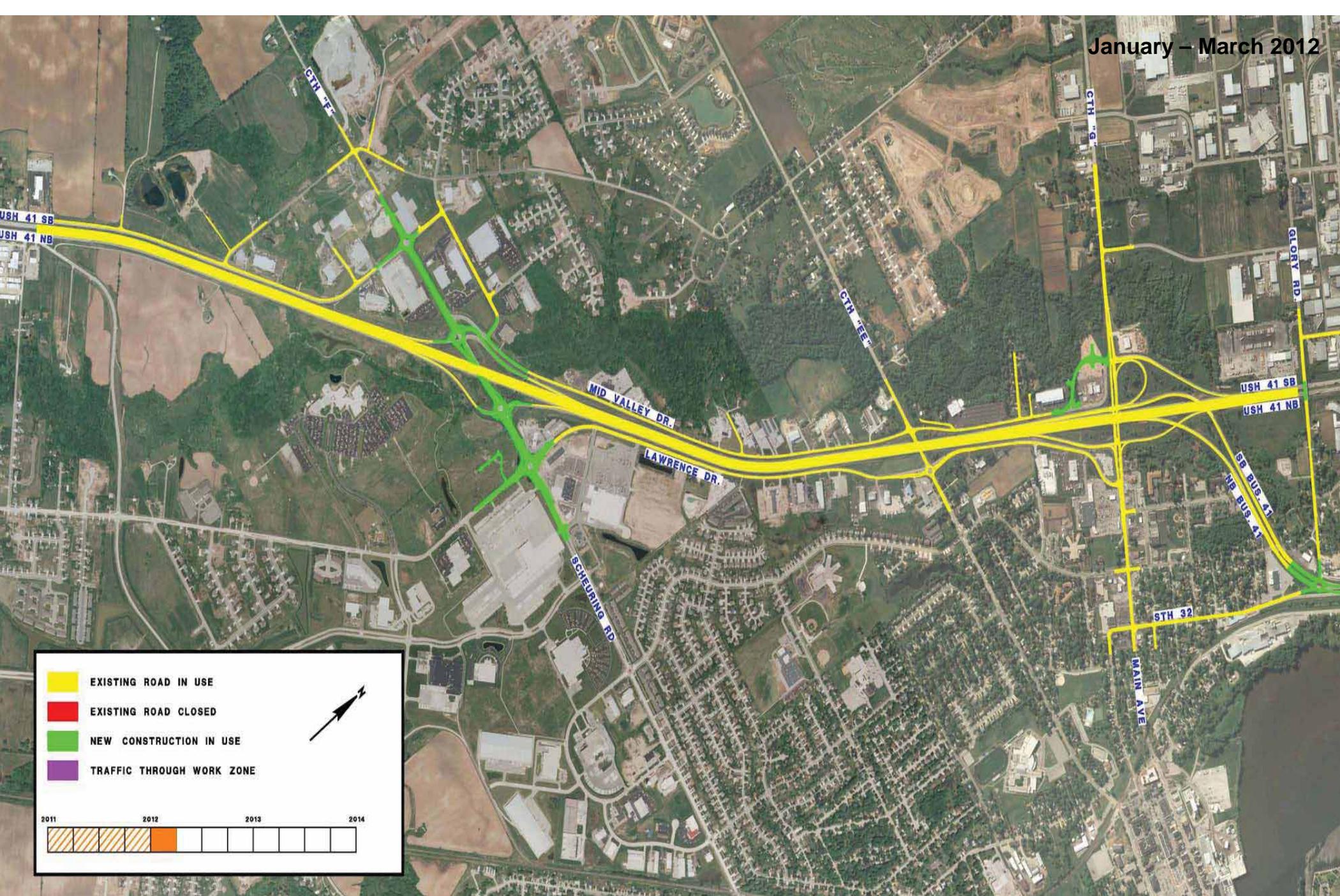
## Mid Valley Drive

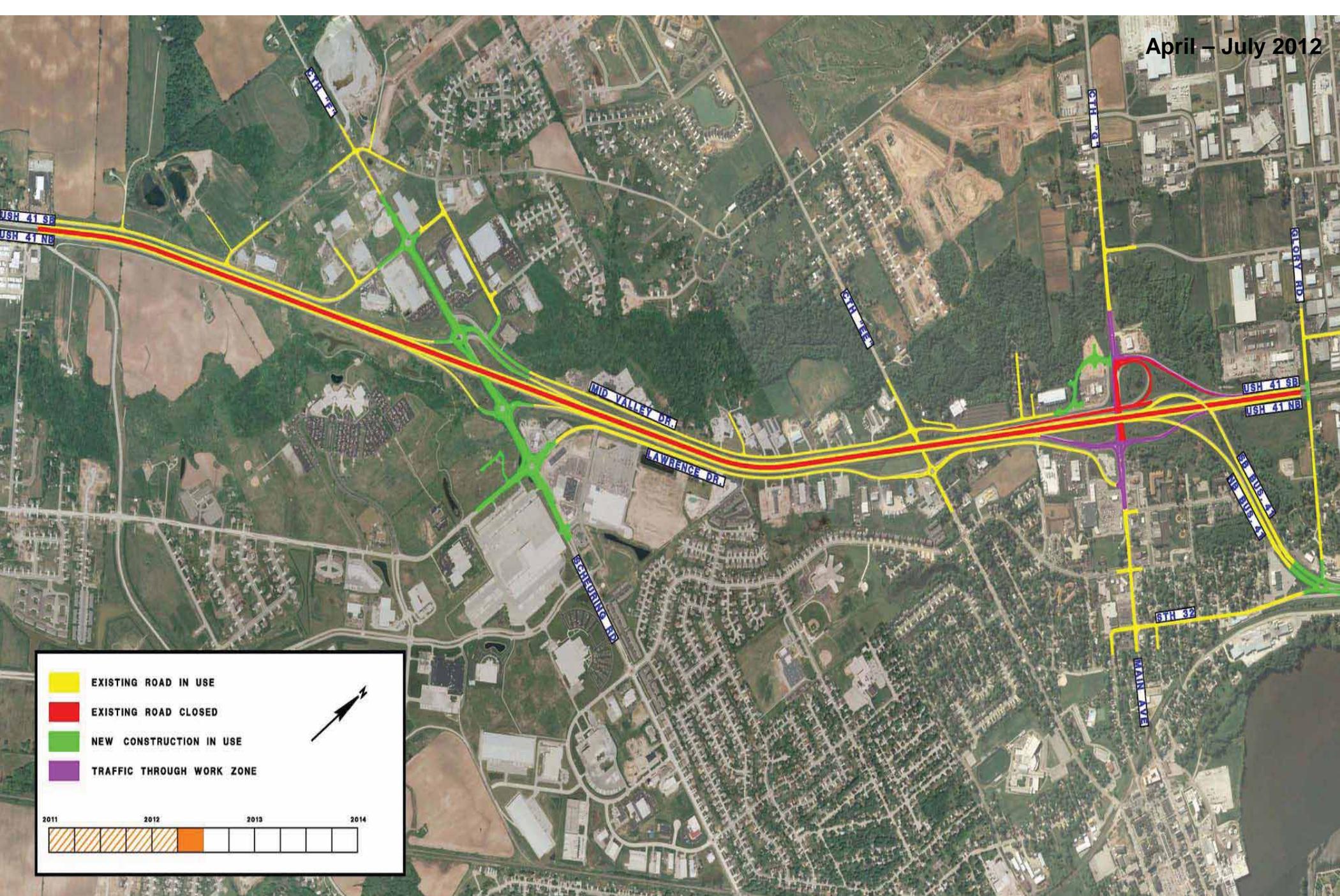
- Construction scheduled August - November 2011
- Realign roadway
  - North of County F (Scheuring Road)
  - South of County G (Main Avenue)
- Access to businesses via Grant Street

# Construction staging

## Glory Road Bridge

- Scheduled for fall 2011
- Full closure, traffic diversions
  - County G (Main Avenue)
  - County AAA (Oneida Street)





**EXISTING ROAD IN USE**

**EXISTING ROAD CLOSED**

**NEW CONSTRUCTION IN USE**

**TRAFFIC THROUGH WORK ZONE**

2011 2012 2013 2014

The legend includes a color key and a timeline. The color key identifies: yellow for 'EXISTING ROAD IN USE', red for 'EXISTING ROAD CLOSED', green for 'NEW CONSTRUCTION IN USE', and purple for 'TRAFFIC THROUGH WORK ZONE'. The timeline bar shows the years 2011, 2012, 2013, and 2014. The 2011 bar is divided into four segments with diagonal hatching. The 2012 bar is divided into two segments, one with diagonal hatching and one with solid orange. The 2013 and 2014 bars are empty.

# Construction staging

## County G (Main Avenue)

- April – July 2012
- Traffic
  - Travel lanes shifting between eastbound and westbound
  - Single lane each direction with dedicated left turn lanes
  - US 41 southbound entrance ramp closed
    - Access US 41 at Scheuring Road



# Construction staging

## County G (Main Avenue)

- August – November 2012
- Traffic
  - County G (Main Avenue) and all ramps closed to traffic
  - Mid Valley Drive closed to traffic except for local access
- Construction
  - Complete eastbound and westbound lanes
  - Complete roundabouts

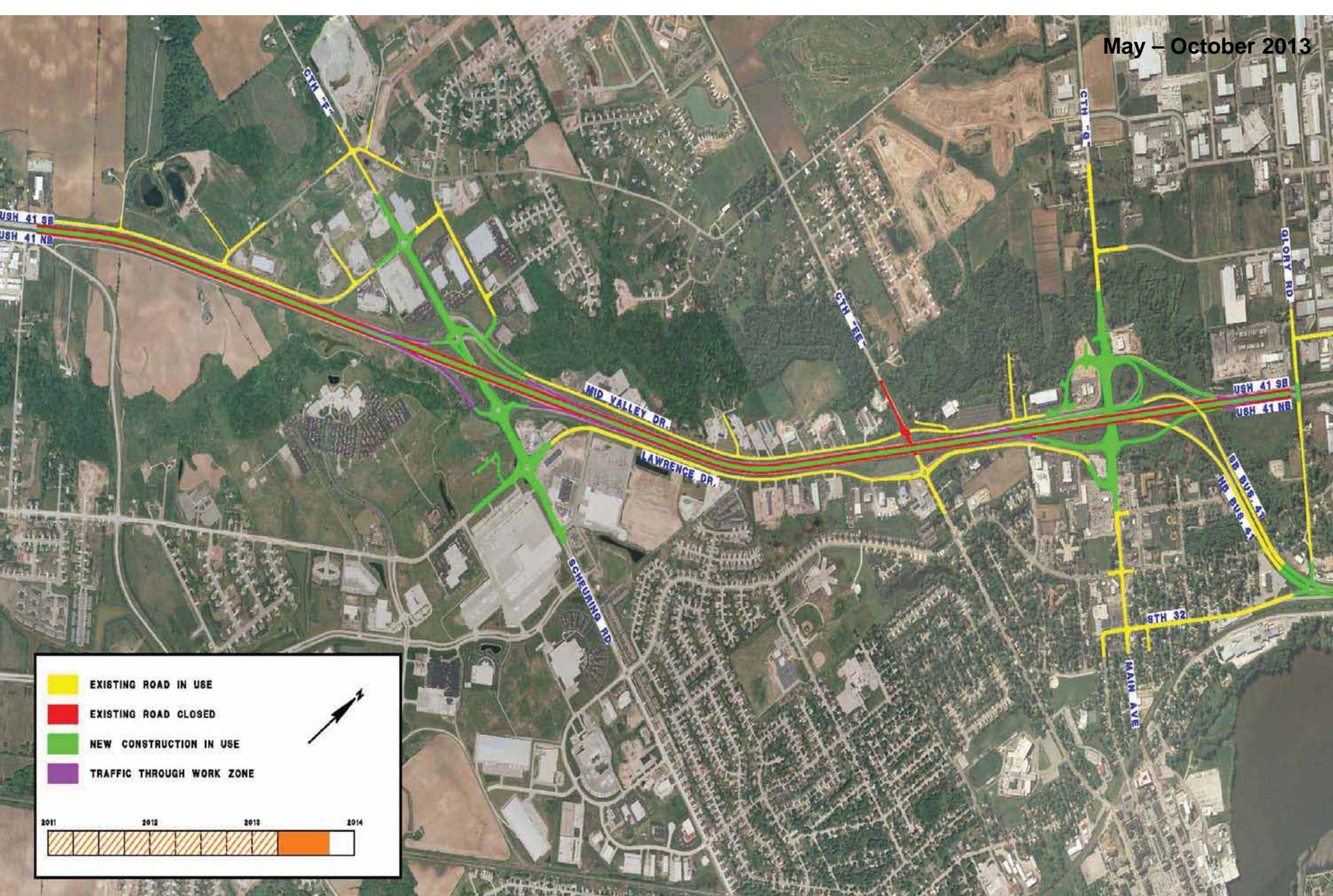
*\* Including one week of interchange closure*

# Construction staging

## Potential County G (Main Avenue) Issues

- Traffic diversions to Oneida Street, Grant Street, Ashland Avenue, Scheuring Road
- Access to parcels
- Traffic flow through one-lane segment





# Construction staging

## Grant Street

- May – November 2013
- Traffic diversion to County G (Main Avenue)
- Construction
  - Grant Street and Mid Valley Drive intersection
- Mainline construction complete in July 2013



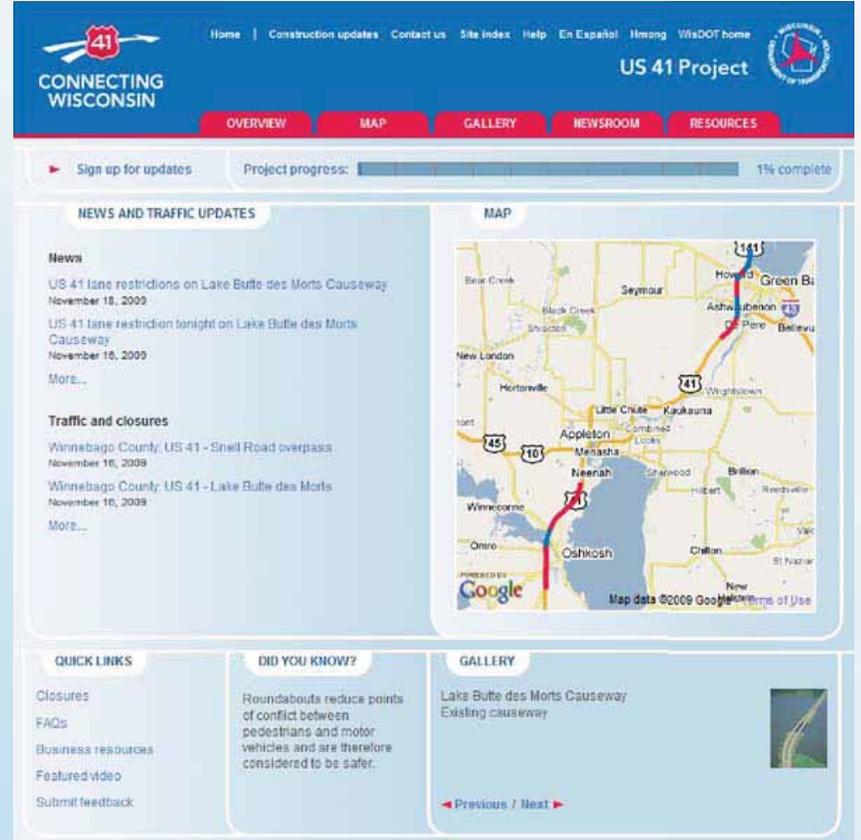
# Public outreach

- WisDOT will keep the public informed
  - Project website ([www.US41wisconsin.gov](http://www.US41wisconsin.gov))
  - Neighborhood liaisons
  - Roundabout education
  - New project field office
  - Newsletters, project briefs
  - TV, radio, print advertising
  - Public meetings

# Public outreach

- US 41 project website
  - Project information and maps
  - Construction information
  - Lane closures and traffic impacts
  - Interactive map feature
  - Social media

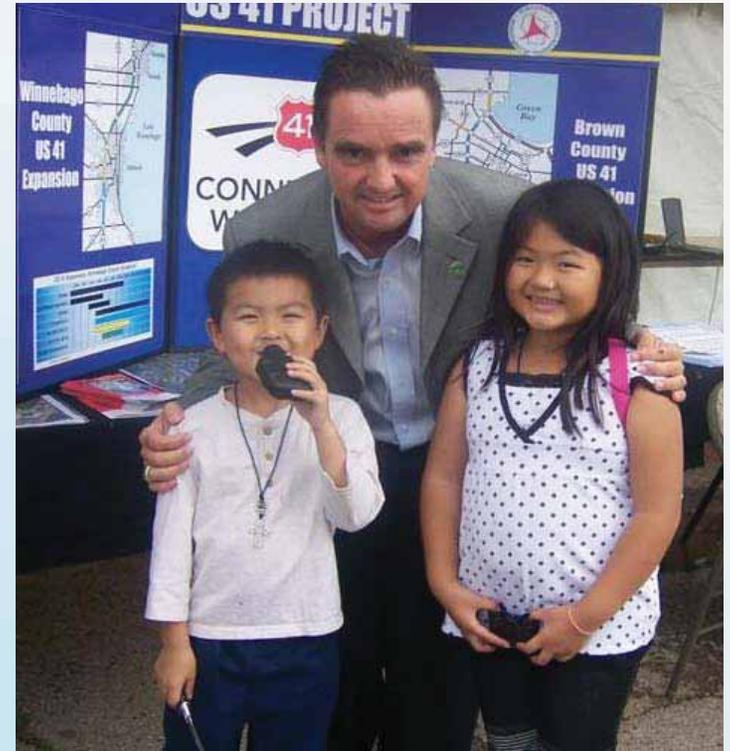
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The screenshot displays the 'CONNECTING WISCONSIN' website for the US 41 Project. The header includes navigation links (Home, Construction updates, Contact us, Site index, Help, En Español, Homeing, WisDOT home) and the project name 'US 41 Project'. Below the header is a red navigation bar with tabs for OVERVIEW, MAP, GALLERY, NEWSROOM, and RESOURCES. A progress bar indicates 'Project progress: 1% complete'. The main content area is divided into three columns: 'NEWS AND TRAFFIC UPDATES' with news and traffic closure items, 'MAP' showing a map of the project area, and 'QUICK LINKS' with links for Closures, FAQs, Business resources, Featured video, and Submit feedback. A 'DID YOU KNOW?' section provides information about roundabouts, and a 'GALLERY' section shows an image of the Lake Butte des Morts Causeway.

# Public outreach

- Neighborhood liaisons
  - Point of contact between project team, businesses and public
  - Provide timely project information
  - Attend community events
  - Conduct outreach to diverse groups and organizations



Hmong Festival 2009

# Public outreach

- Roundabout education
  - Education sessions with seniors, employers, agencies, trucking companies, the public and others
  - “How to drive” brochures
  - “All about roundabouts” DVD
  - Wisconsin driver’s handbook – brochure
  - Roundabout driving simulator
  - Statewide newspaper ad – fall 2009



# Public outreach

- Project field office
  - Provide design and construction information
  - Opens November 2010



Brown County field office  
1940 Mason Street  
Green Bay, WI

# Business resources

- US 41 Project: “In This Together” kit
  - Offers a helping hand to businesses
  - Contains tools to help businesses communicate during construction
  - Designed to keep customers connected!

# Business resources

## “In This Together” Kit: Print Ad Templates

We're a US 41 business.  
And we're wide open.



Find alternate routes, traffic updates and more at [www.US41wisconsin.gov](http://www.US41wisconsin.gov)

Open to detours? We're open for you.



CONNECTING  
WISCONSIN



Find alternate routes, traffic updates and more at [www.US41wisconsin.gov](http://www.US41wisconsin.gov)

Miss you.

Don't let construction stop you from stopping by.



CONNECTING  
WISCONSIN



Find alternate routes, traffic updates and more at [www.US41wisconsin.gov](http://www.US41wisconsin.gov)

# Business resources

## “In This Together” Kit: Web Site Button

<p>Quick Links</p> <ul style="list-style-type: none"><li><a href="#">Business Directory</a></li><li><a href="#">Chamber Calendar</a></li><li><a href="#">Join Today!</a></li><li><a href="#">Business Resources</a></li><li><a href="#">Community Calendar</a></li></ul>	 <h1>The Green Bay Area Chamber of Commerce</h1>	
<h3>What's New</h3> <ul style="list-style-type: none"><li><a href="#">Register for NAFTA Rules of Origin seminar</a></li><li><a href="#">Nominate for the BBJ's "People You Should Know" annual awards</a></li><li><a href="#">Exclusive residential AT&amp;T deals</a></li><li><a href="#">Join the Chamber on a trip to China</a></li><li><a href="#">Sign up for free e-newsletters</a></li><li><a href="#">Take advantage of exclusive membership discounts</a></li><li><a href="#">Why become a member</a></li><li><a href="#">More News...</a></li></ul>	<h3>Events &amp; Downloads</h3> <ul style="list-style-type: none"><li>Nov. 19 - <a href="#">Business &amp; Breakfast</a> - The Great Market Crash of '08</li><li>Dec. 1 - <a href="#">Power Networking Breakfast</a></li><li>Dec. 3 - 7 a.m. to 9 a.m. - <a href="#">Spinouts and spinoffs - the first in the Entrepreneurial Innovation Series</a>. Details/RSVP to 496-2110.</li><li>Dec. 7 - <a href="#">Current Read to Lead</a></li><li>Dec. 8 - <a href="#">New North Summit</a></li><li><a href="#">Golden Apple nomination form</a></li><li><a href="#">Leadership Green Bay class of 2011 application</a></li></ul>	<h3>Our Story</h3> <div data-bbox="1381 776 1864 1156" style="border: 1px solid black; padding: 10px;"><p>Avoid the construction. Click for directions</p><p><b>CONNECTING WISCONSIN</b></p></div> <p><b>WHO WE ARE</b></p> <p><i>"The <u>Chamber of Commerce</u> is the focal point of economic and community development."</i></p>

# Business resources

## “In This Together” Kit: Web Site Button

The screenshot displays the WisDOT website interface. At the top, there is a navigation bar with links for Home, Construction updates, Contact us, Site index, Help, En Español, Hmong, and WisDOT home. The main header features the "CONNECTING WISCONSIN" logo on the left and the "Wisconsin Department of Transportation" logo on the right. Below the header, there is a "Project" section and a "RESOURCES" button. The central part of the page is dominated by an interactive map of the Green Bay area. The map shows major roads like Highway 41, Highway 172, and Highway 32. A red location pin is placed on the map, and a callout box displays the following information: "WisDOT Northeast Region", "944 Vanderperren Way", and "Green Bay, WI 54304". To the left of the map, there is a sidebar with "INTERACTIVE MAP" controls, including a "Filter by" section with checkboxes for "Closed roads and construction", "Traffic incidents", "Crash investigations", and "Project phases". Below this is a "Project features" section with checkboxes for "Improved interchanges", "CSD locations", and "Lake Butte des Morts". At the bottom of the sidebar, there is a link that says "Click here for map of...". The map itself includes a scale bar for 1 mile and a "POWERED BY Google" logo.

# Business resources

- Highway business signs
  - Sign permit applications are available
  - Fill out and submit approximately one month prior to construction
  - Coordinate with other businesses
  - Must be approved by WisDOT and municipality
    - City of De Pere
    - Town of Lawrence

APPLICATION FOR PERMIT TO INSTALL TEMPORARY BUSINESS SIGN(S)  
ON HIGHWAY RIGHT-OF-WAY DURING IMPROVEMENT PROJECT

APPLICANT:	
ADDRESS OF BUSINESS / ACTIVITY:	
PHONE:	
TYPE OF BUSINESS / ACTIVITY:	
SIGN LOCATION(S): (number and placement to be coordinated with Project Engineer)	
On what highway?	At or approaching intersection with what highway?
1) On:	At:
2) On:	At:
3) On:	At:
4) On:	At:
5) On:	At:
6) On:	At:
Remarks:	
Two drawings MUST be attached. One drawing must show the proposed sign design(s) and dimensions and the other must show the proposed sign location(s).	

I apply for permission to install and maintain temporary directional signs at the locations listed and in conformance with the guidelines attached to this application. I agree to comply with these guidelines and will remove all signs upon completion of the project, or when directed by the project engineer. I understand that signs may be removed without notice if they do not comply with the attached guidelines, do not match the attached drawings or do not comply with any additional conditions stated on or attached to the permit.

Applicant signature: \_\_\_\_\_

Approved by: \_\_\_\_\_  
Project Manager

Maintaining authority (if sign location is not on STH): \_\_\_\_\_

Project I.D.: \_\_\_\_\_

Page 1 of 4  
Revised 12-06-07

For additional information, please contact:  
Chad DeGrave, US 41 Project Manager - Brown County  
(920) 492-4112  
[chad.degrave@dot.wi.gov](mailto:chad.degrave@dot.wi.gov)

# Business resources

- Highway business signs
  - Businesses are encouraged to coordinate signage
    - Reduce clutter
    - Maximize legibility and connection with customers
  - Multiple sign designs



# US 41 Project

Questions?