



# CONNECTING WISCONSIN



# US 41 Project

**WIS 29-Mason Street  
Business Group Meeting  
May 12, 2010**

# Presentation Outline

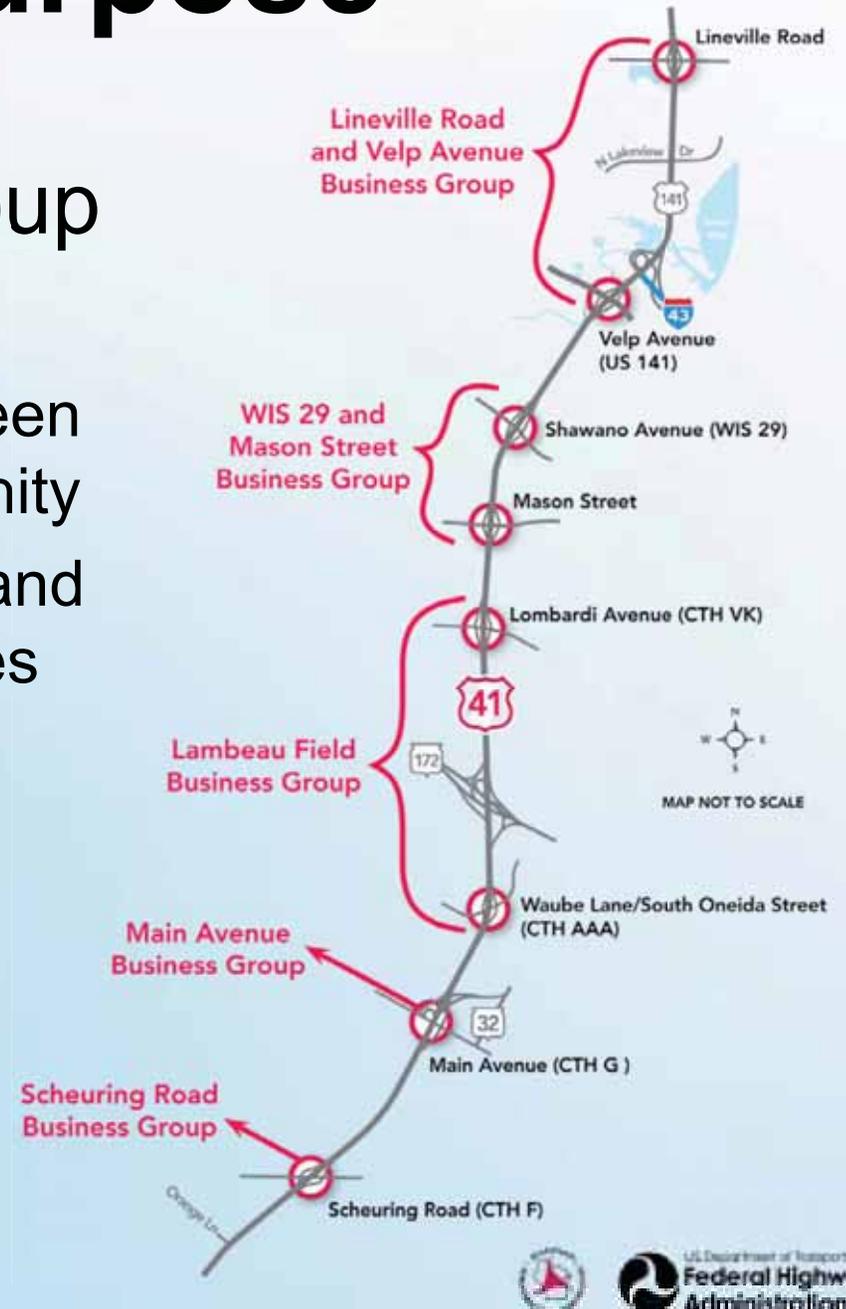
- Introductions
- Business group meeting purpose
- US 41 project overview
- Design overview
- Community sensitive design
- Construction timelines
- Transportation management planning
- Construction staging
- Public outreach and business resources
- Next steps

# Introduction

- US 41 project team
  - Brett Wallace, Corridor Program Manager
  - Paul Vraney, Brown County Project Manager
  - Kris Schuller, Communication Manager
  - Scott Ebel, Traffic Management Plan Coordination
  - Bob Schuurmans, Traffic Engineer

# Meeting Purpose

- Interchange business group meetings
  - Continue 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

- Provide overview of design
- Review transportation management plan (TMP) activities and construction staging
  - Present overall construction staging schedule
  - Review recommended TMP strategy for Shawano Avenue and Taylor Street intersection

# Meeting Purpose

- Review TMP activities and construction staging (cont.)
  - Review TMP concepts for Mason Street interchange reconstruction
  - Overview construction staging and upcoming TMP:
    - US 41 / WIS 29 Interchange
    - Packerland Drive and Shawano Avenue
    - US 41 mainline (Larsen Road to Memorial Drive)
- Receive comments and issues
  - Finalize Mason Street Interchange following meeting

# US 41 Project Overview

## Brown and Winnebago Counties

- 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

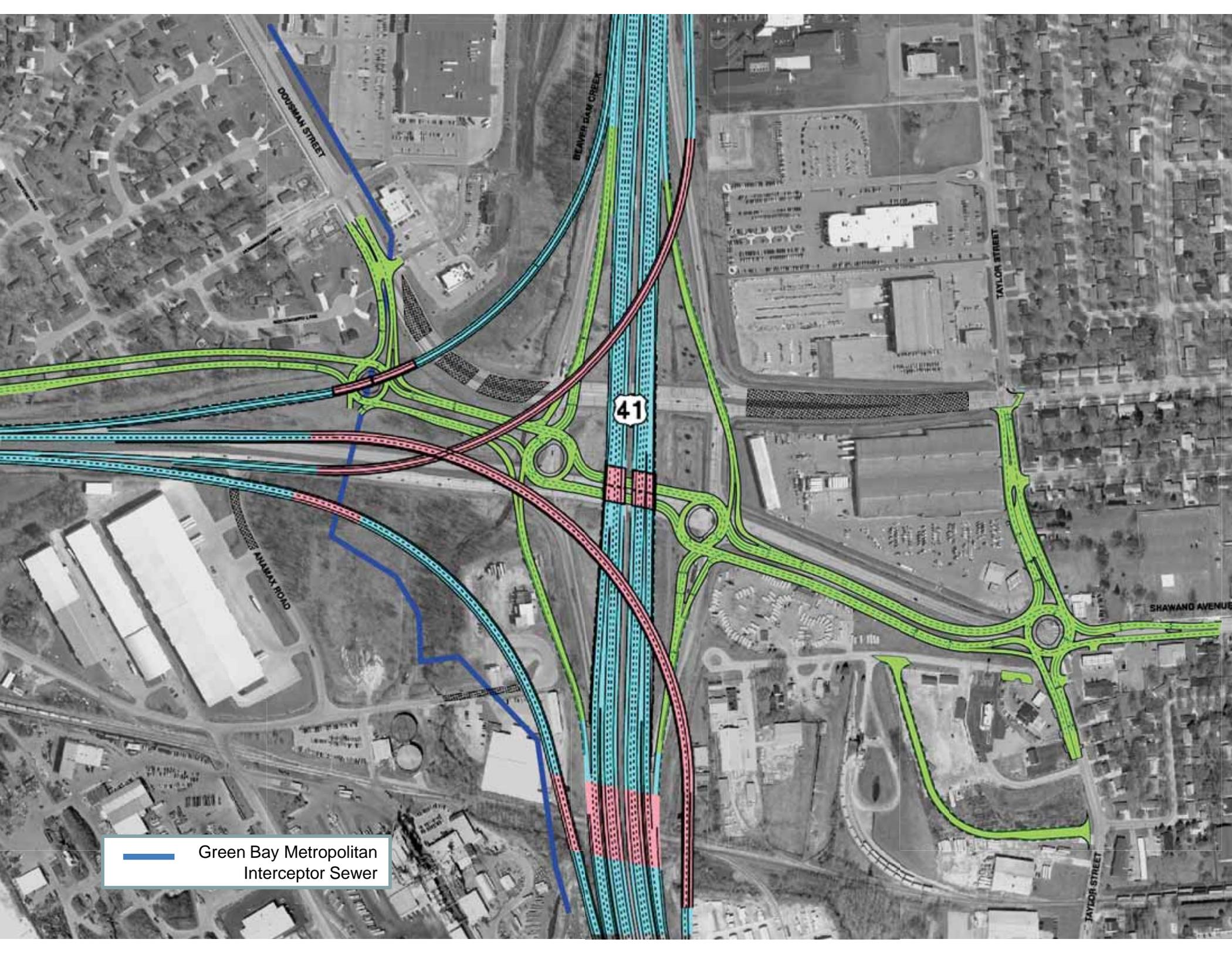
# US 41 Project Overview

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



# Project Overview

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



— Green Bay Metropolitan Interceptor Sewer

# Design Overview

## WIS 29 Interchange / Shawano Avenue



# Design Overview

## Mason Street Interchange



# Community Sensitive Design

- Formed US 41 CSD committee in Brown County
  - 34 person committee
  - Represents stakeholders along the corridor
- Conducted six workshops
  - March - 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
Taylor Street/Shawano Avenue Intersection	March 2011	December 2011
South Frontage Road	July 2011	April 2012
Early Fill and Structures	August 2011	December 2012
Mason Street Interchange	January 2012	December 2012
US 41 Mainline (Ninth Street to Larsen Road)	January 2012	December 2012
New Shawano Avenue, Packerland Ramps	January 2012	March 2013
WIS 29 Interchange	February 2013	March 2016
WIS 29 Mainline (County J to Packerland Drive)	February 2013	March 2016
US 41 Mainline (Larsen Road to Memorial Drive)	February 2013	March 2016

Note: Timelines do not include potential downtime for utility relocations

# 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

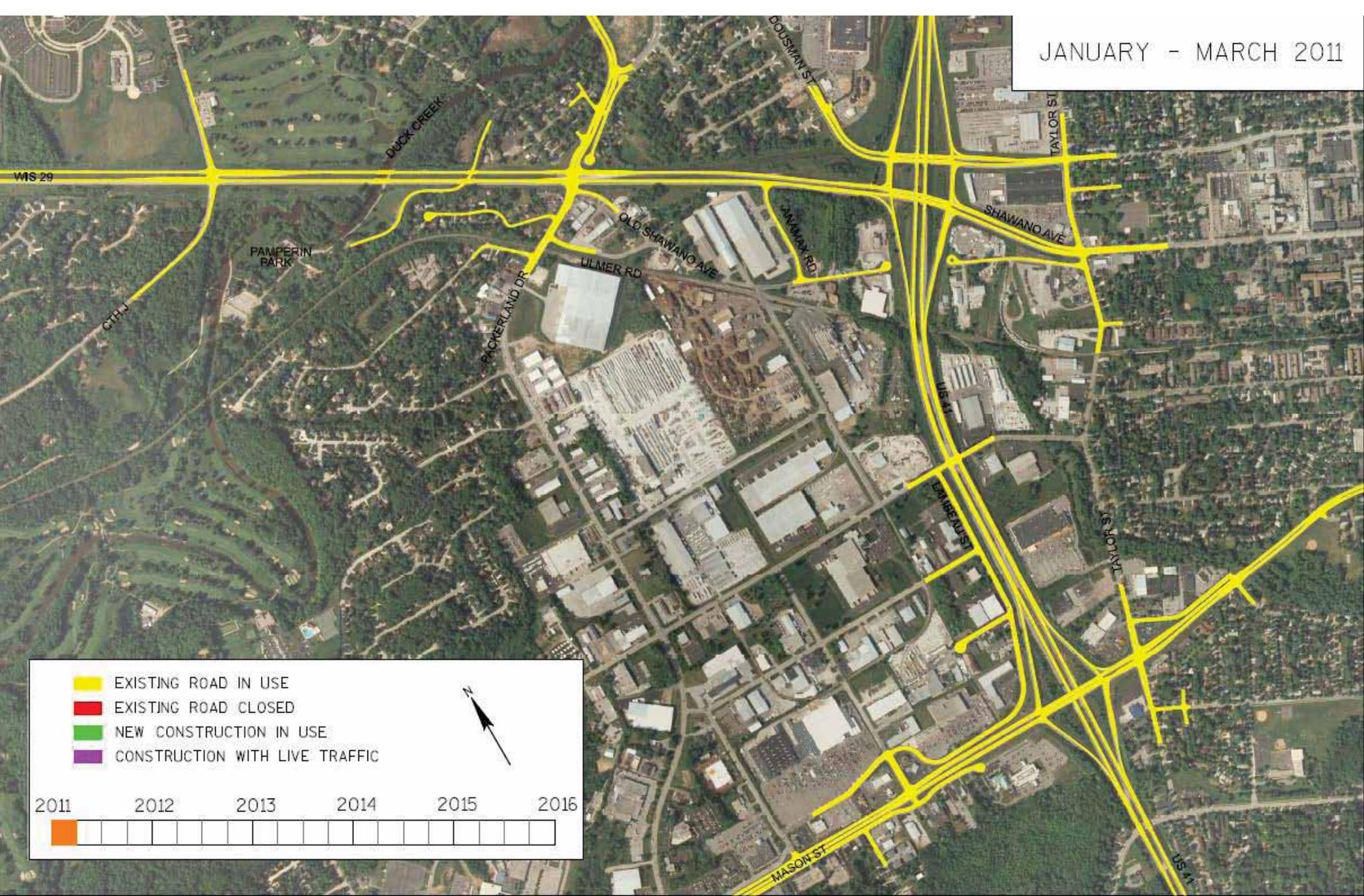
- Process

- 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

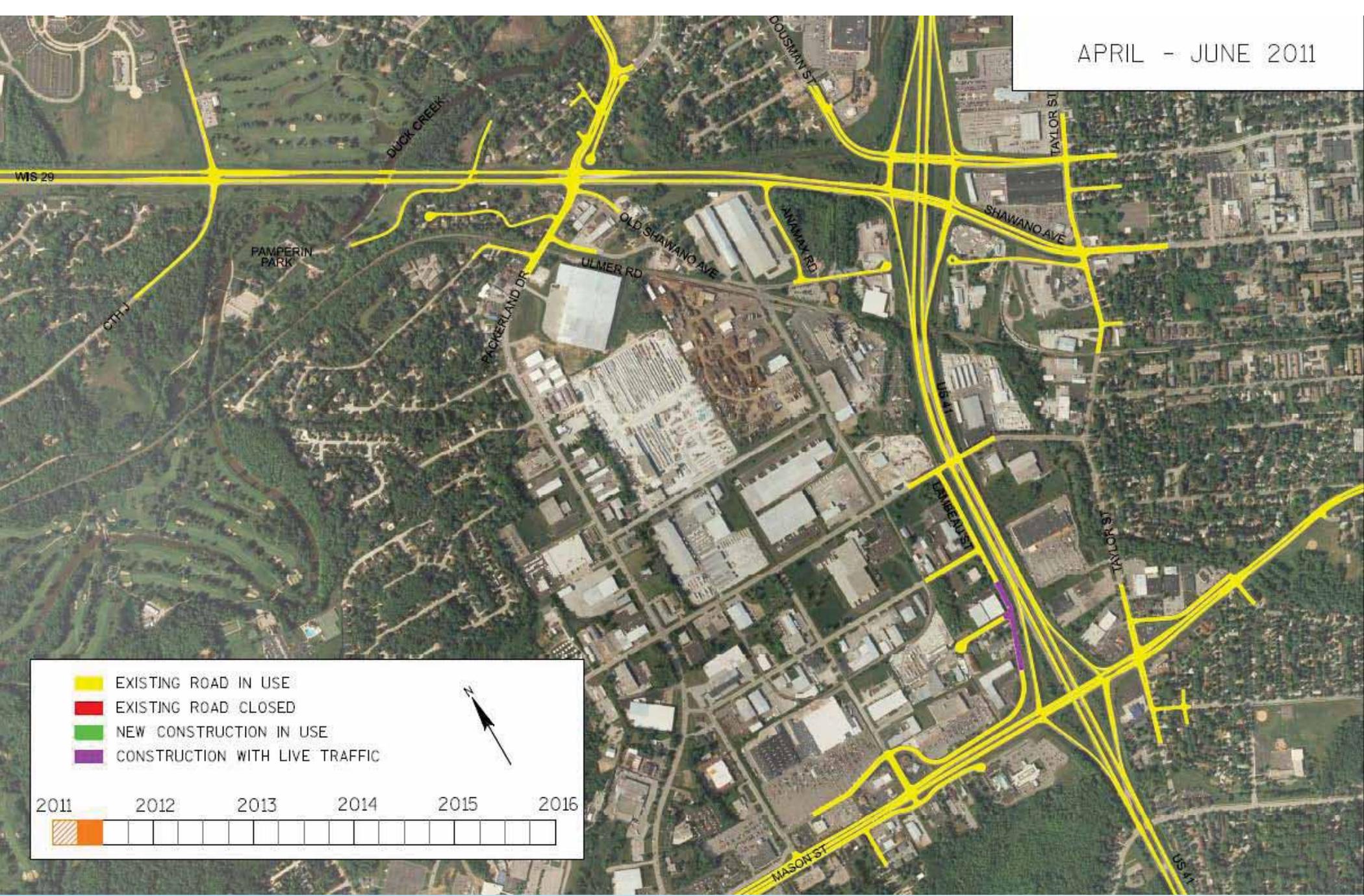
# Transportation Management Plan

- Shawano/Taylor Intersection
  - Intersection closed for reconstruction and addition of roundabout
    - Interrupts east-west movements
    - Affects access to businesses and St. Mary's Hospital

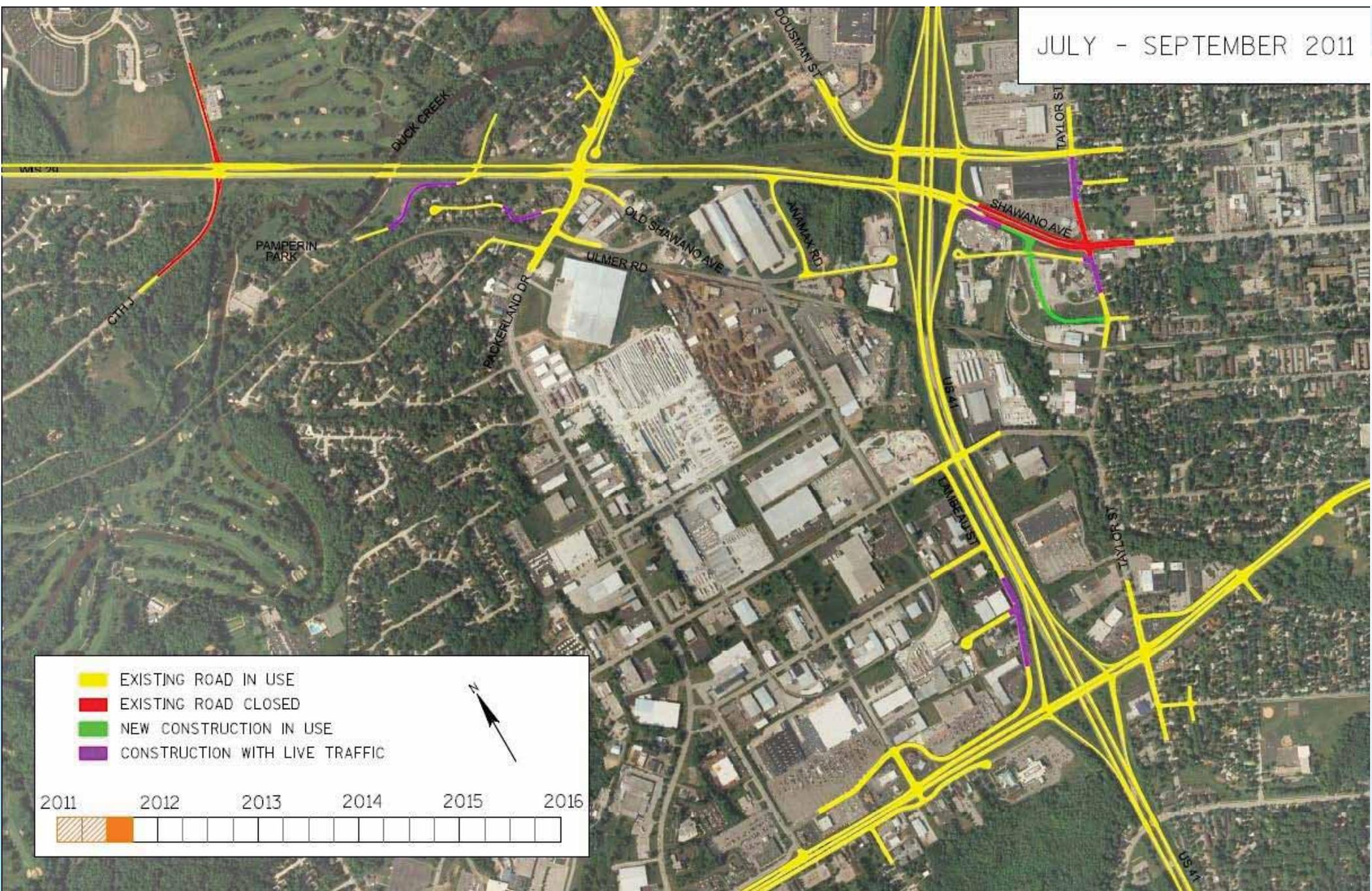
JANUARY - MARCH 2011



APRIL - JUNE 2011



JULY - SEPTEMBER 2011



JULY - SEPTEMBER 2011

# Shawano/Taylor TMP Strategies

- Southwest bypass
- Stop control, free NB for RR coordination
- Signal at Western/Taylor
- Restripe US 41/Shawano intersections
- NB Military at Dousman
- Video detection at Mason/Taylor
- Relocate bus stops
- Fleet Farm temporary access at Shawano Ave



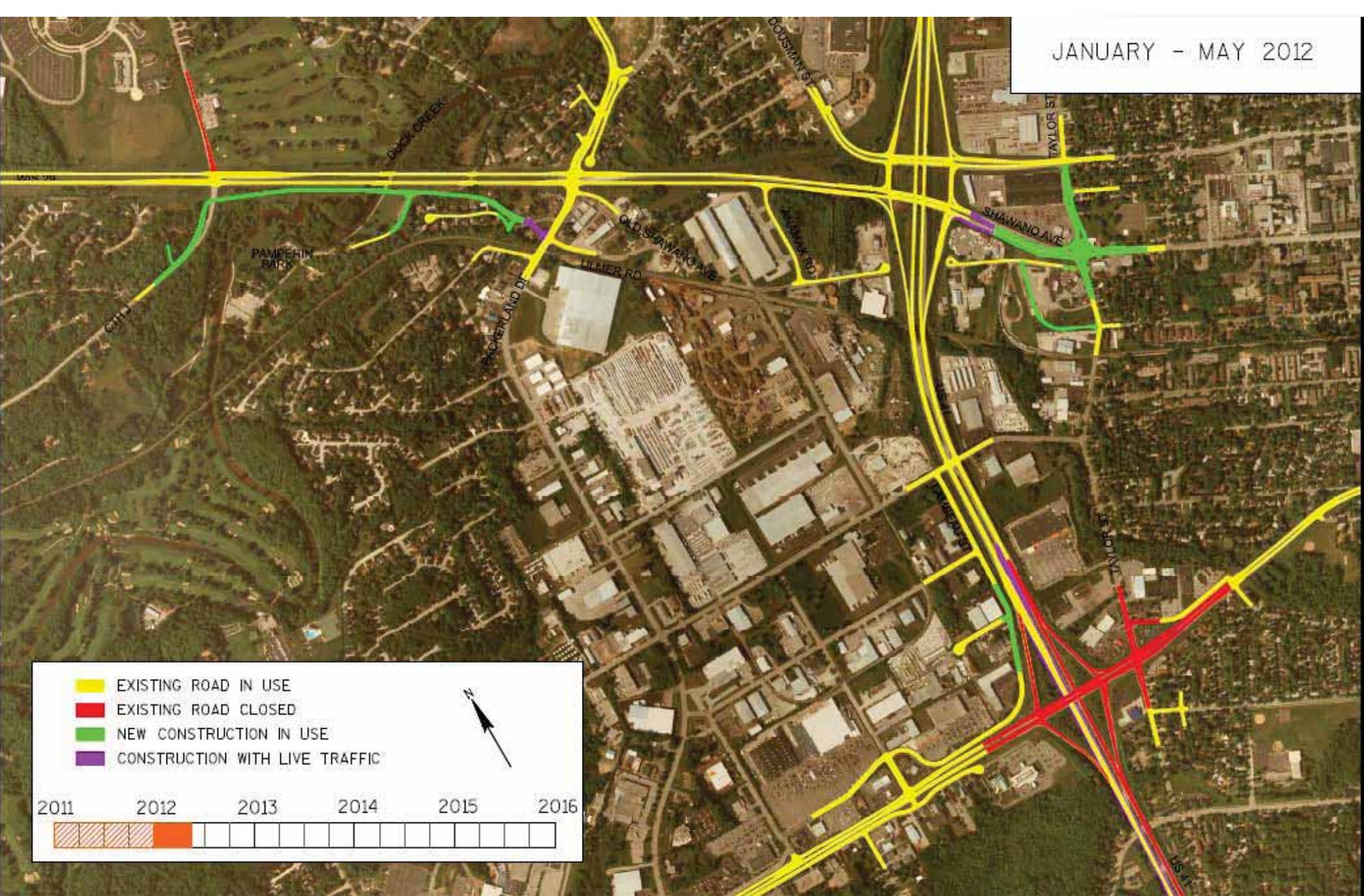
# Mason Corridor Staging

- Coordinate based on mainline staging
- Concept 1
  - Full closure of ramp terminals and Taylor/Mason intersection
- Concept 2
  - Staged closure
  - Builds east side of interchange first including Taylor/Mason intersection
  - Builds west side

# Mason Concept 1

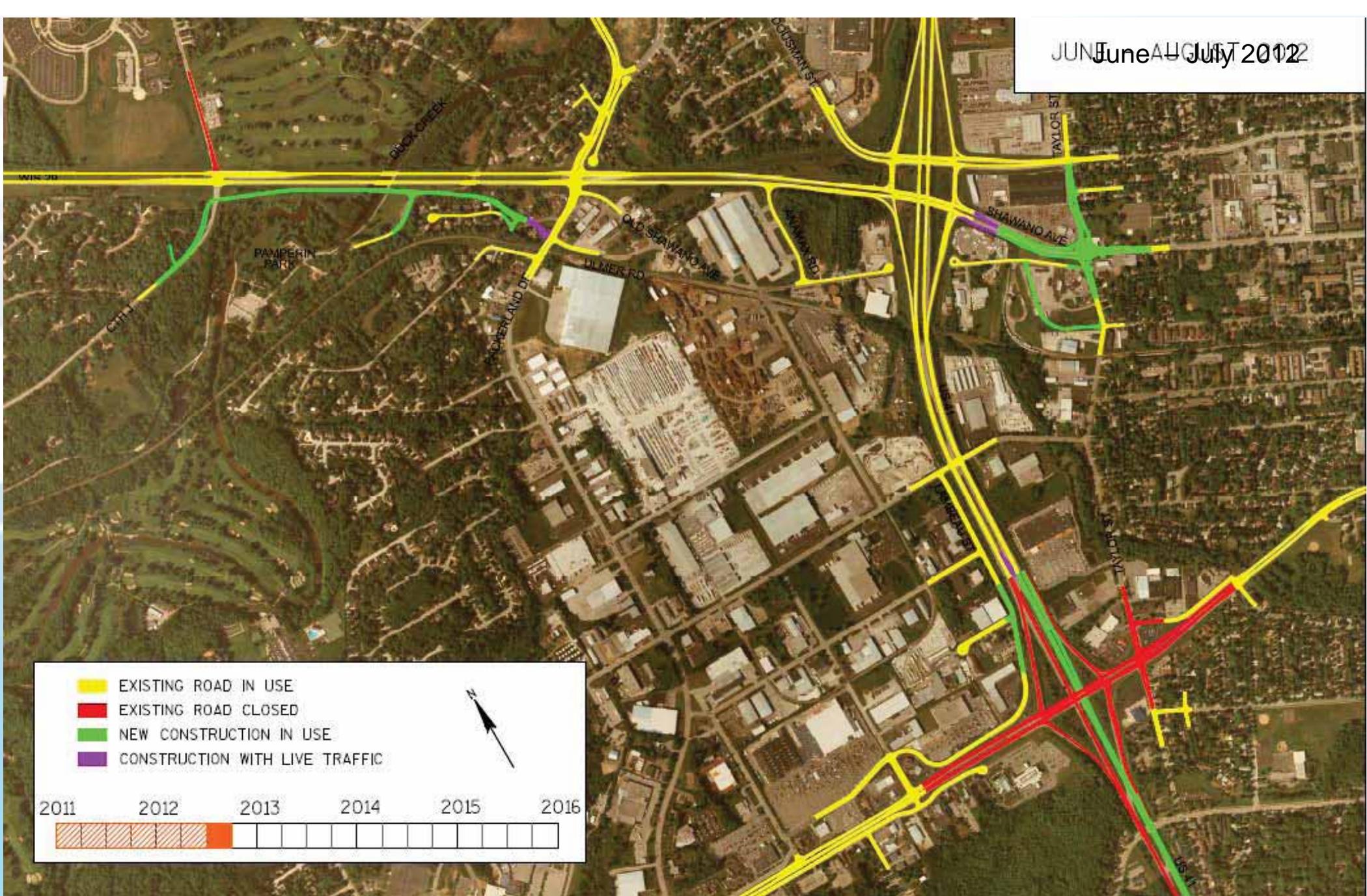
- Fall 2011 mainline shoulder widening on NB 41
- Full closure of interchange during 2012
- Staged construction of mainline
- Late January to July 2012

JANUARY - MAY 2012

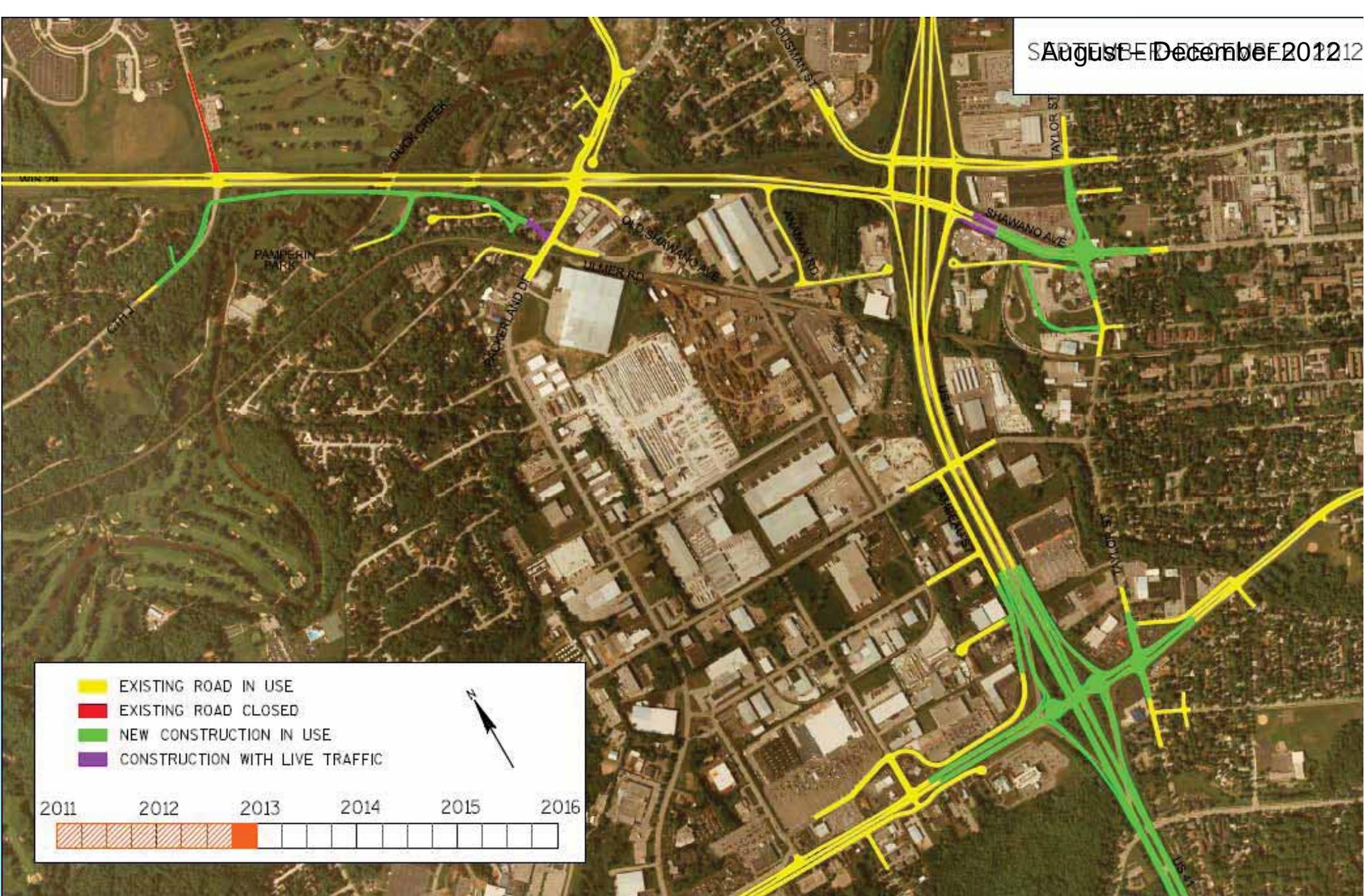


### Mason concept 1 – full closure

JUNE 2012  
June 4 July 2012



### Mason concept 1 – full closure



Mason concept 1 – full closure

# Traffic concerns Mason concept 1

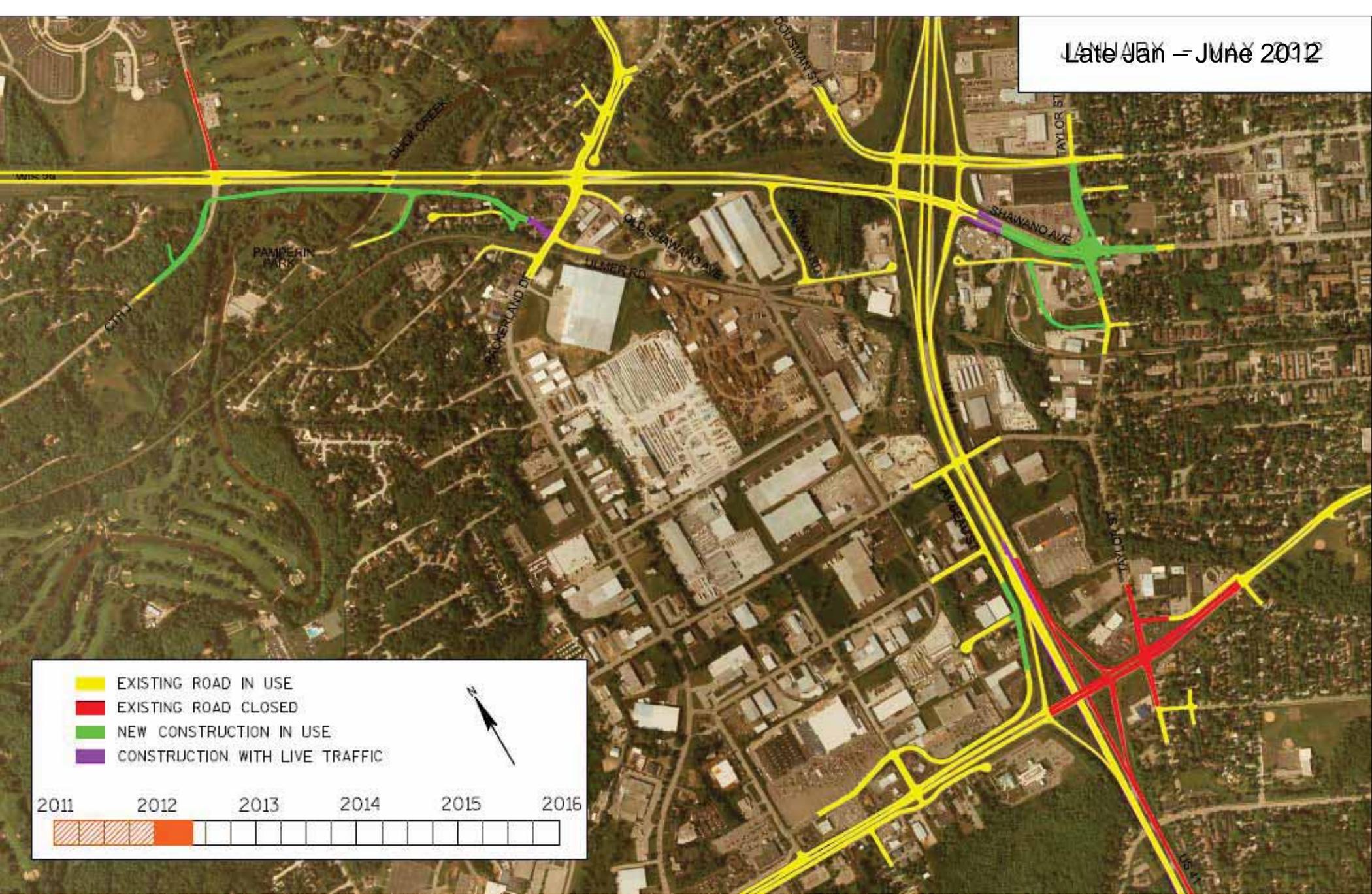
- Shawano corridor
- Larsen corridor
- 9th Street corridor
- Lombardi corridor
- Military corridor
- Local cut-through
- Packerland corridor

Mason concept 1 – full closure

# Mason Concept 2

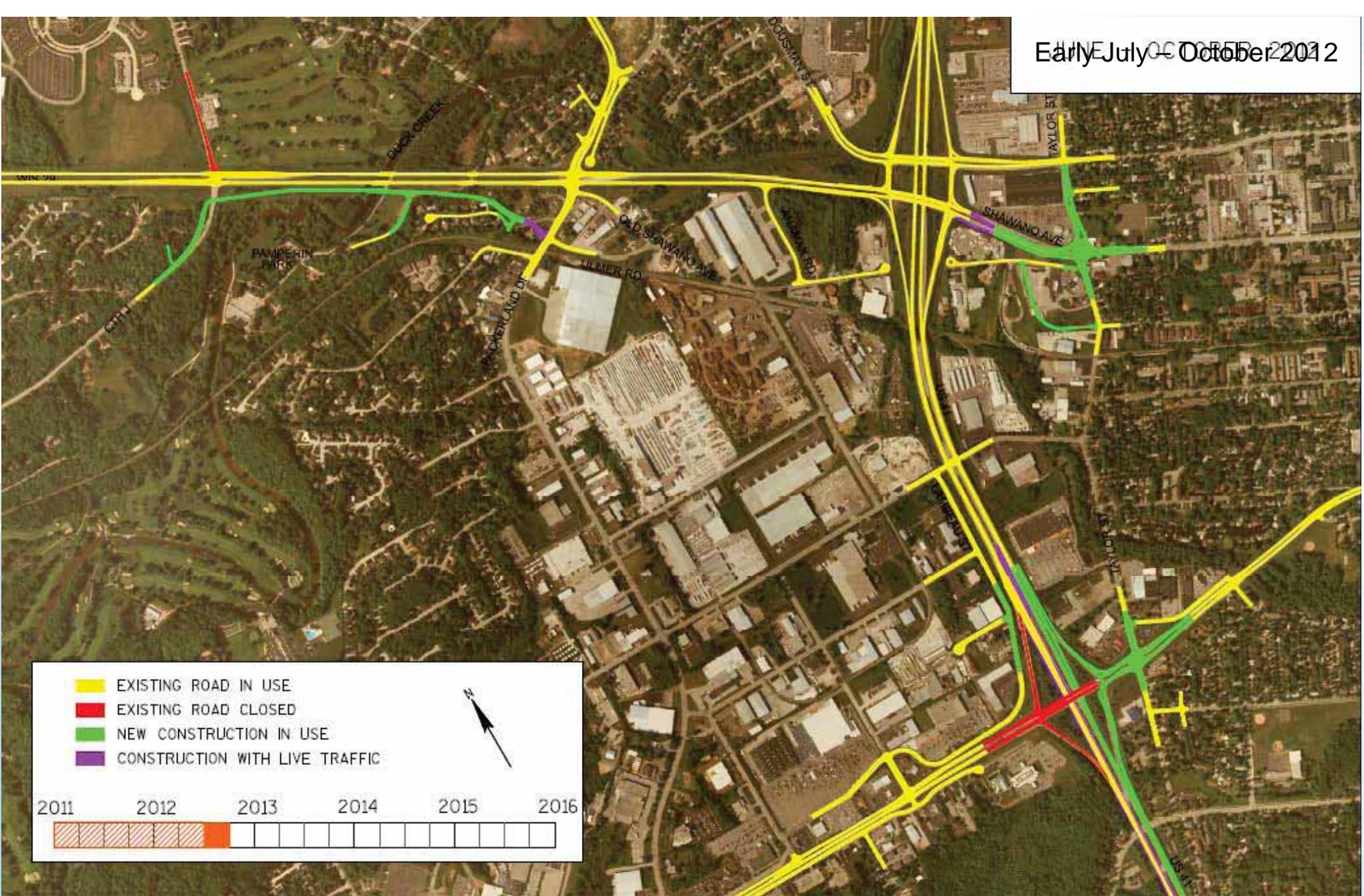
- Fall 2011 mainline shoulder widening on NB US 41
- Stage A: East side, including NB US 41 ramp terminal
- Stage B: West side, including SB US 41 ramp terminal and Taylor intersection
- Late January to October 2012

Late JAN - JUNE 2012



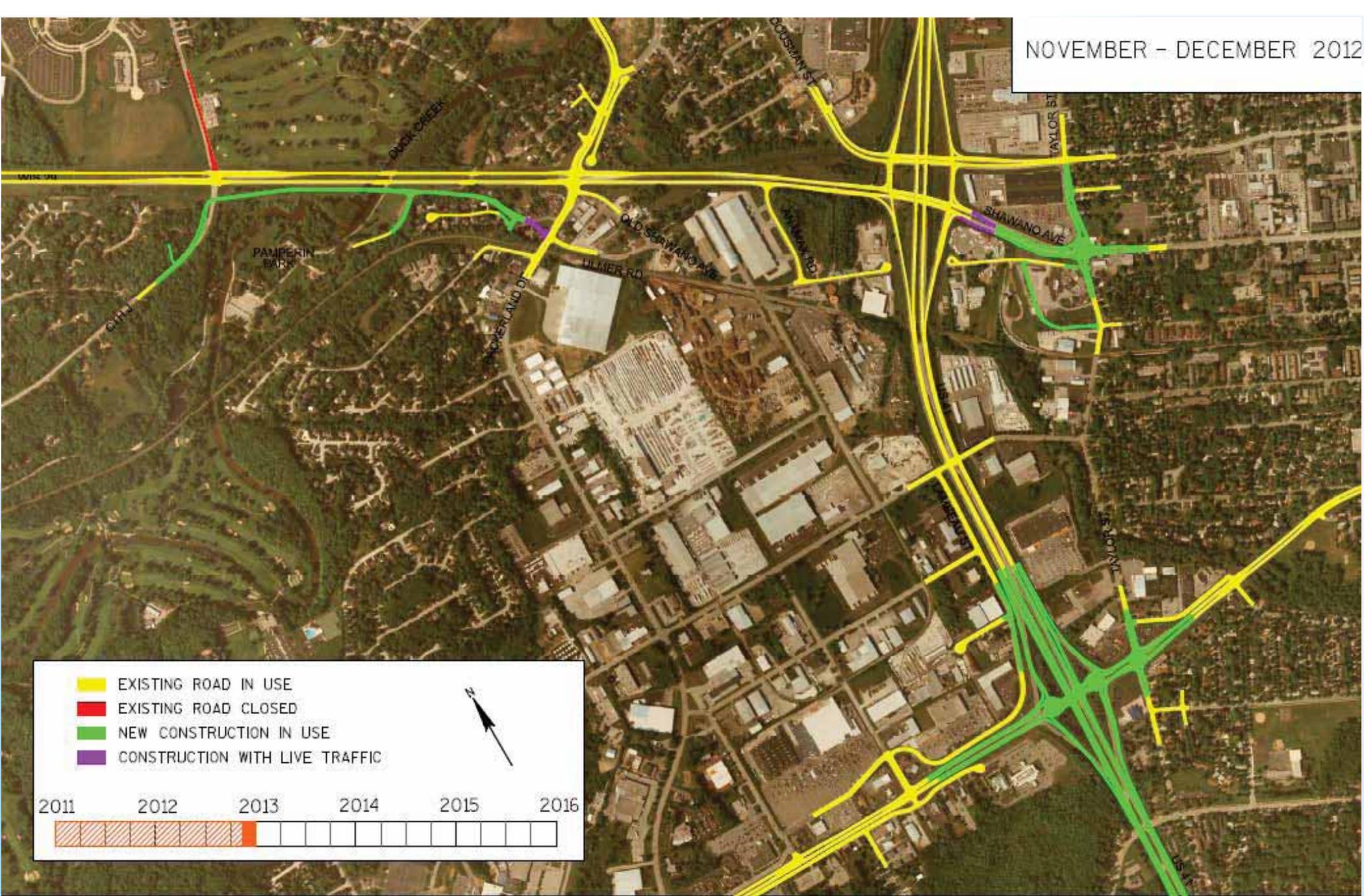
### Mason concept 2 – staged closure (stage A)

Early July – October 2012



Mason concept 2 – staged closure (stage B)

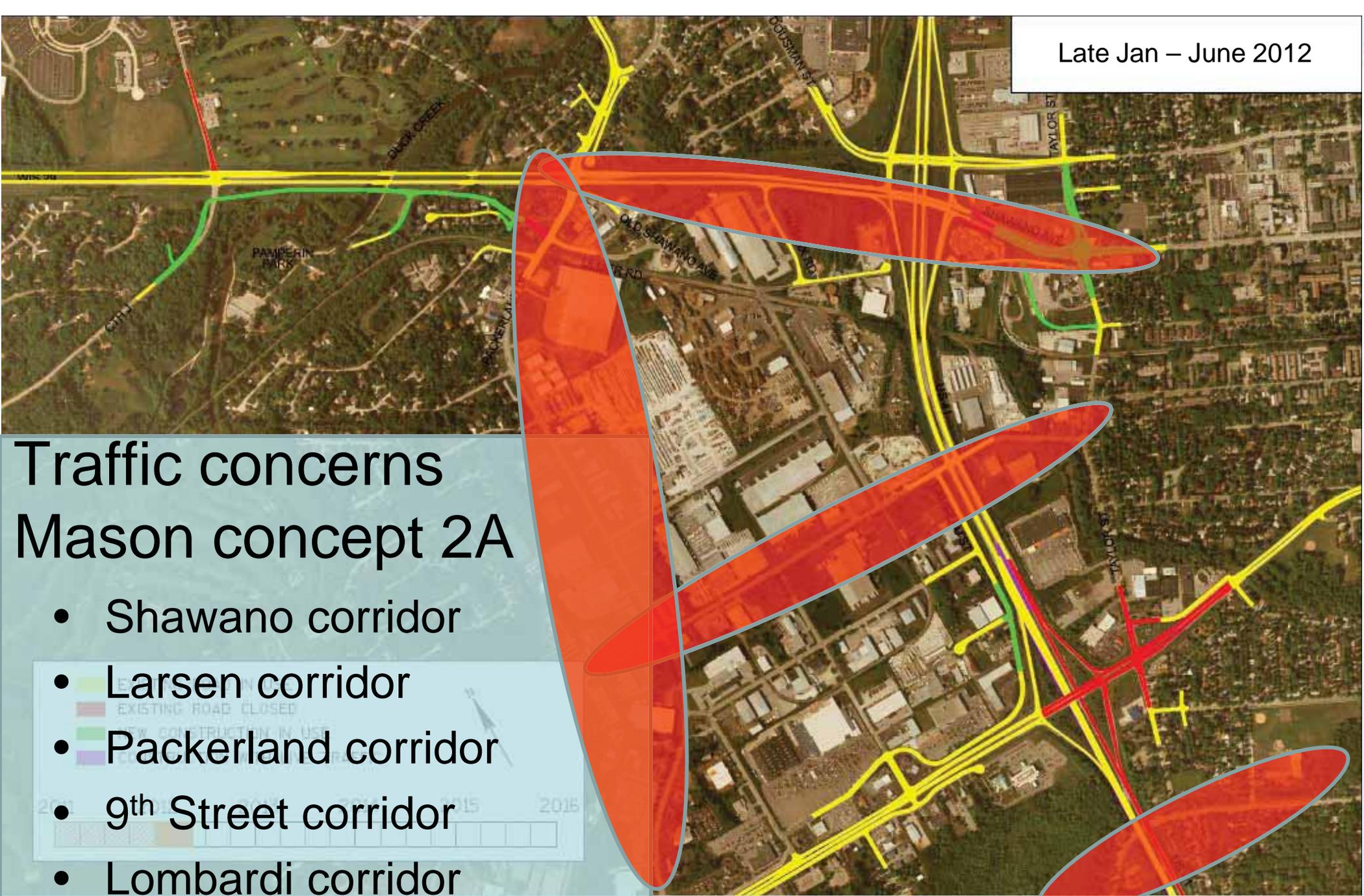
NOVEMBER - DECEMBER 2012



### Mason concept 2 – staged closure

# Mason Corridor Issues

- Emergency responders on both sides of US 41
- Potential cut-through on Burns and Chantel residential streets
- Green Bay Metro route 6
- Daycare in SE quad of Mason-Taylor requires temp access
- Diverts traffic to congested Shawano interchange and Shawano/ Packerland intersection
- Mason corridor businesses will be impacted



# Traffic concerns Mason concept 2A

- Shawano corridor
- Larsen corridor
- Packerland corridor
- 9<sup>th</sup> Street corridor
- Lombardi corridor

Mason concept 2 – staged closure (stage A)



# Mason Street Draft Strategies

- Western-Taylor signal
- Use Larsen and 9th corridors
- Use Larsen for Metro Route 6
- Temp access for Kindercare
- Maintain access at Taylor/Frontage Rd
- Restricted access to Chantel
- Speed tables at Burns and Chantel
- Review frontage road access at Mason/EB
- Coordinate with major employers
- Review Packerland intersections



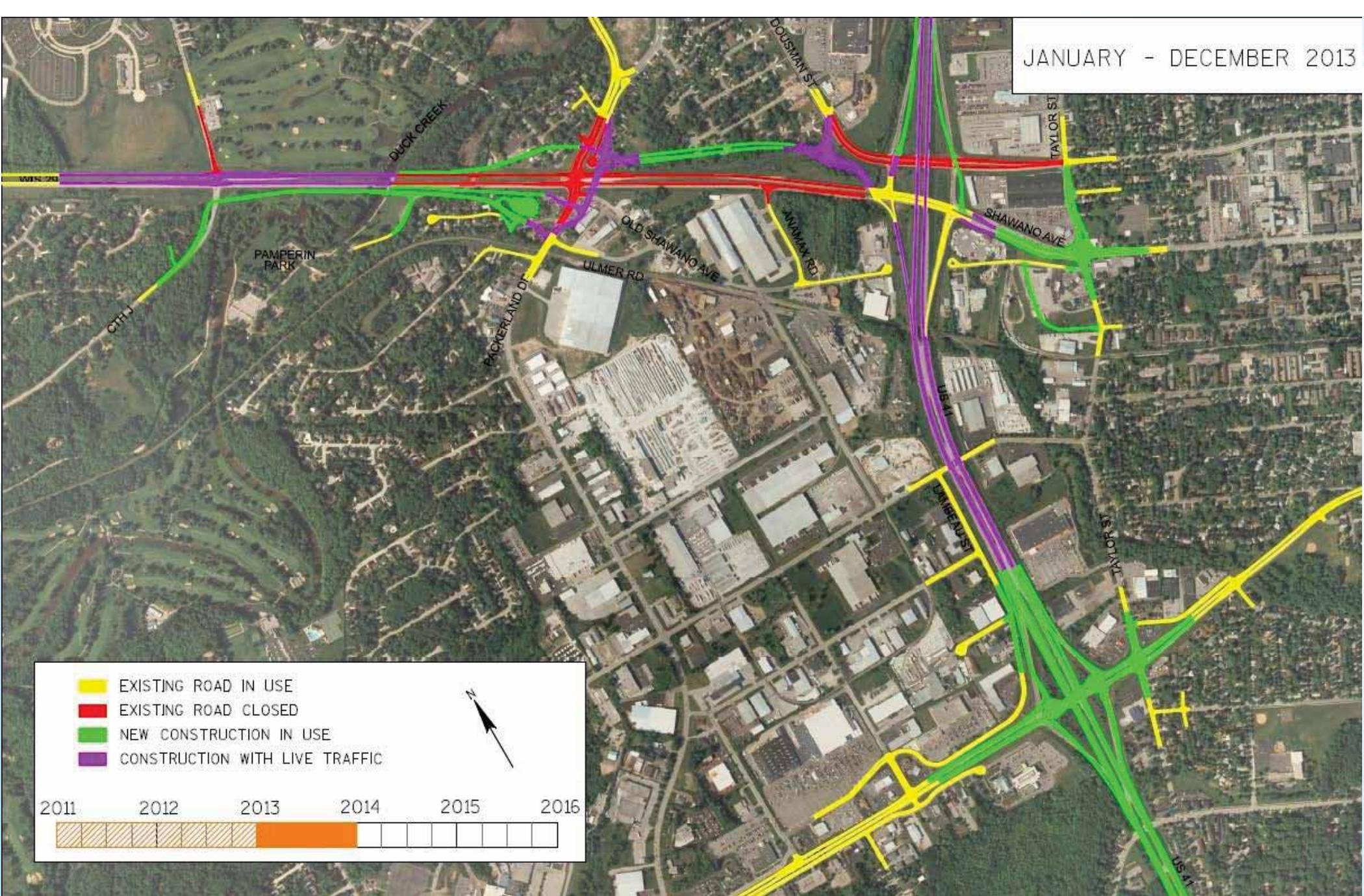
# Mason Street Concept Comparison

Issue	Concept 1 – Full Closure	Concept 2 – Staged Closure
Construction Schedule	6 months	8 months
Duration of bridge closure and US 41 mainline traffic impacts	6 months	8 months
Construction Cost	\$12.7 million	\$13.9 million
Traffic (User Cost)	\$4.6 million	\$4.3 million
Stakeholder impacts	<ul style="list-style-type: none"> <li>• No access to US 41</li> <li>• Greater traffic diversion</li> </ul>	<ul style="list-style-type: none"> <li>• Longer duration of traffic impacts and business interruption</li> <li>• Two school years</li> <li>• Packer games</li> <li>• Additional changes to routes and business signing</li> </ul>

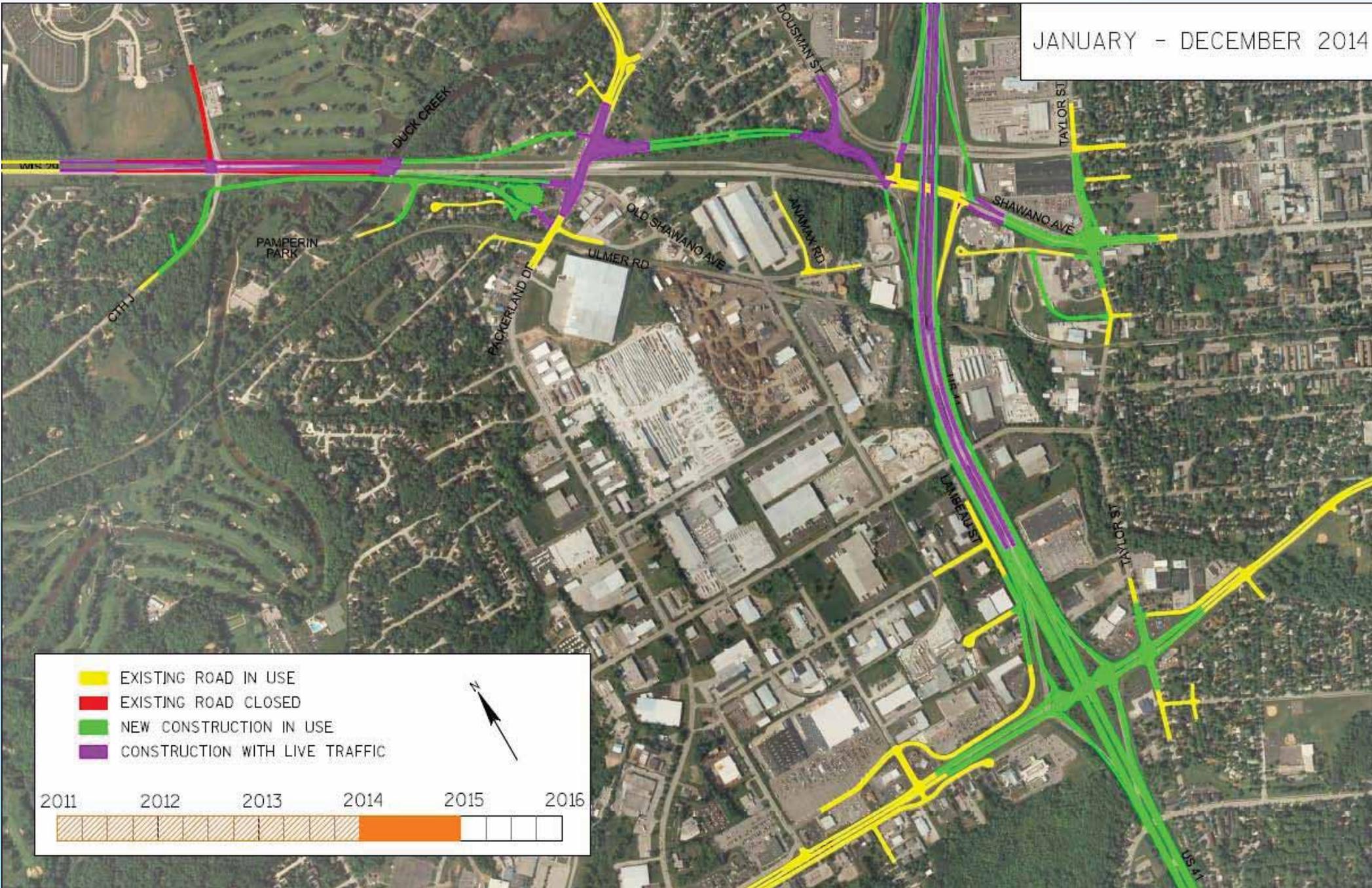
# Construction Staging

- Identifying issues for TMP development
  - US 41 / WIS 29 Interchange
  - Packerland Drive and Shawano Avenue
  - US 41 mainline (Larsen Road to Memorial Drive)
- Anticipated TMP challenges
  - Roundabouts
  - Major traffic shifts
    - Dousman and Packerland closures
    - Capacity on alternate routes

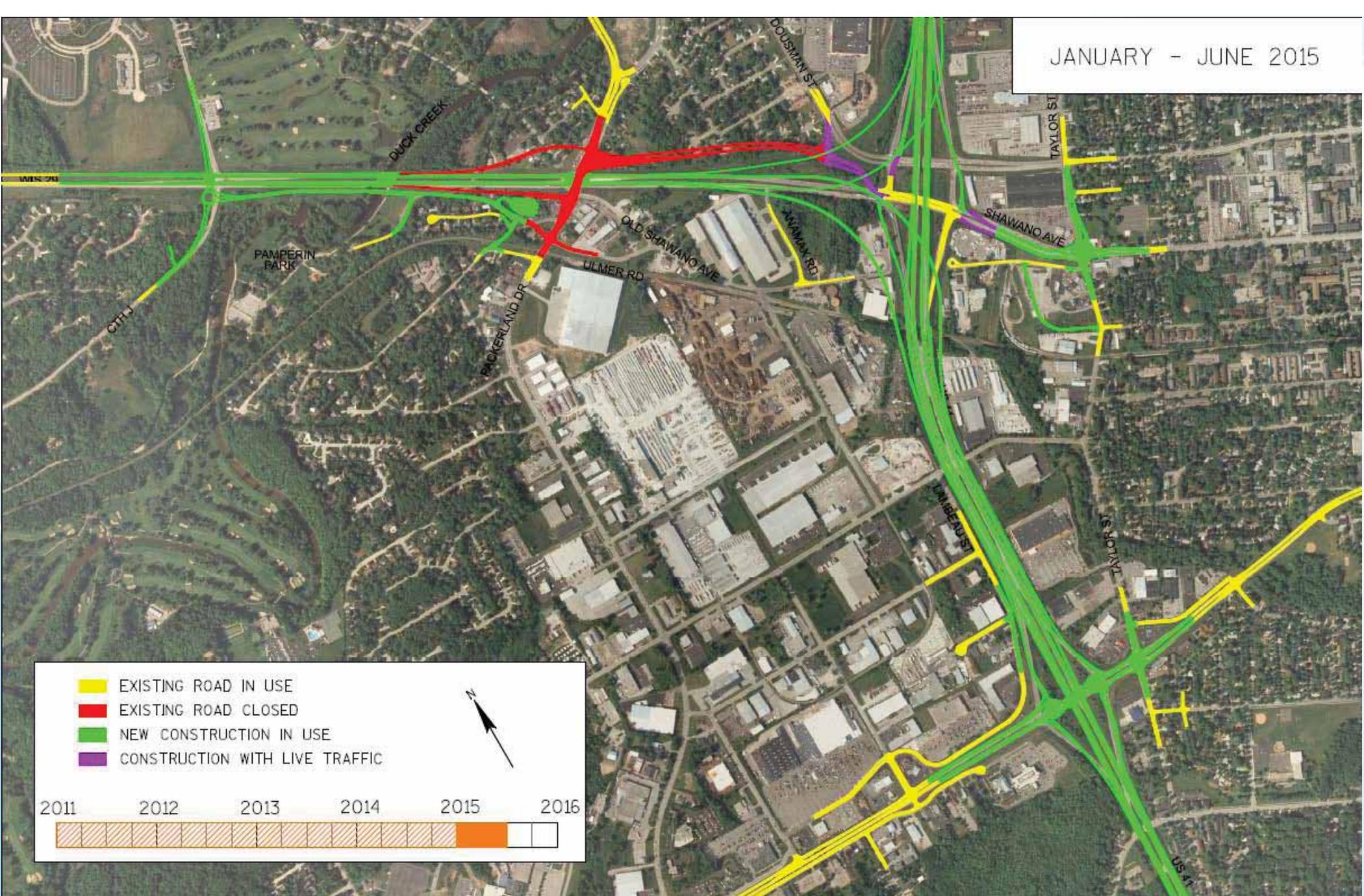
JANUARY - DECEMBER 2013



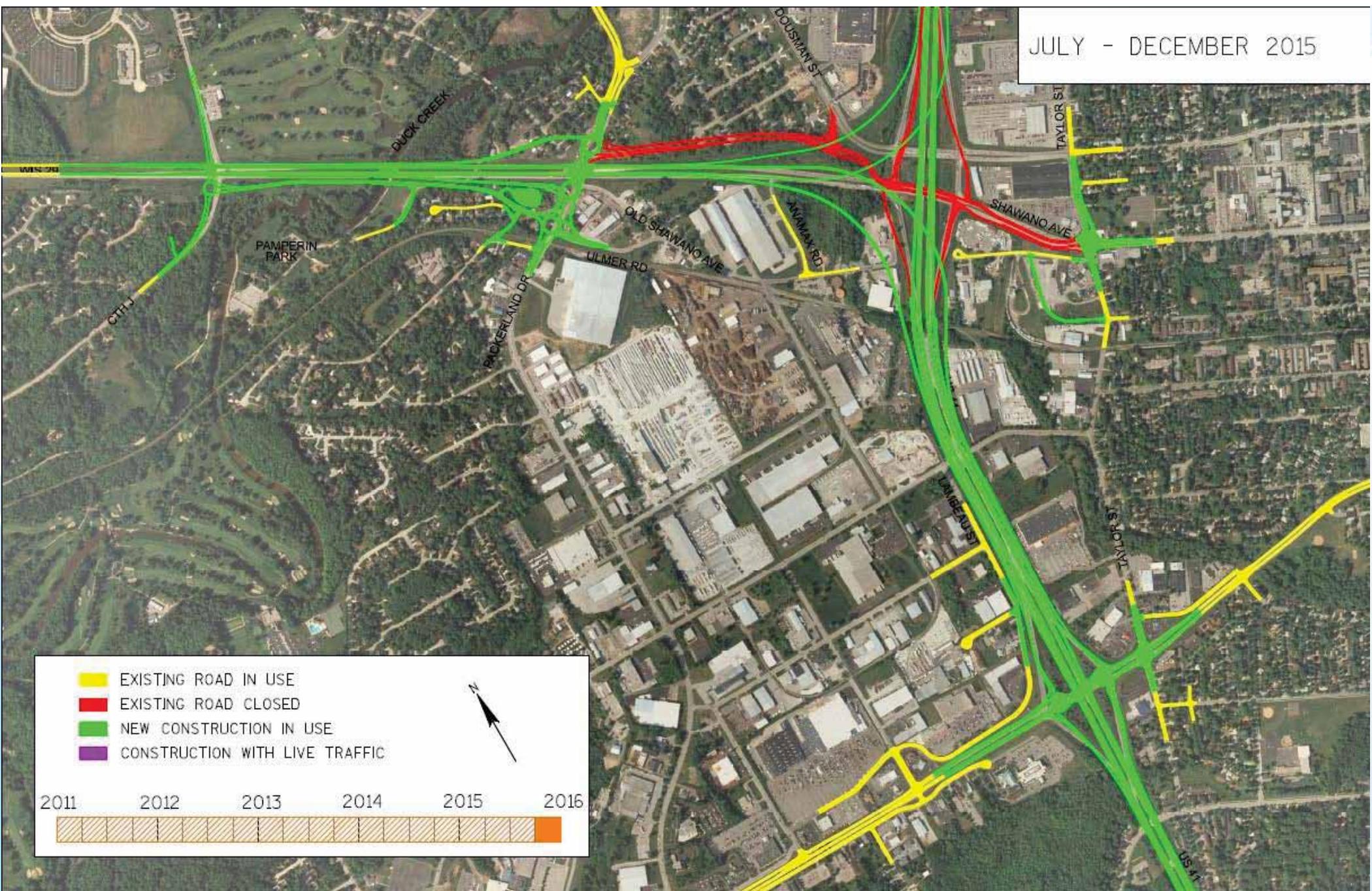
JANUARY - DECEMBER 2014



JANUARY - JUNE 2015



JULY - DECEMBER 2015



JANUARY 2016



# 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

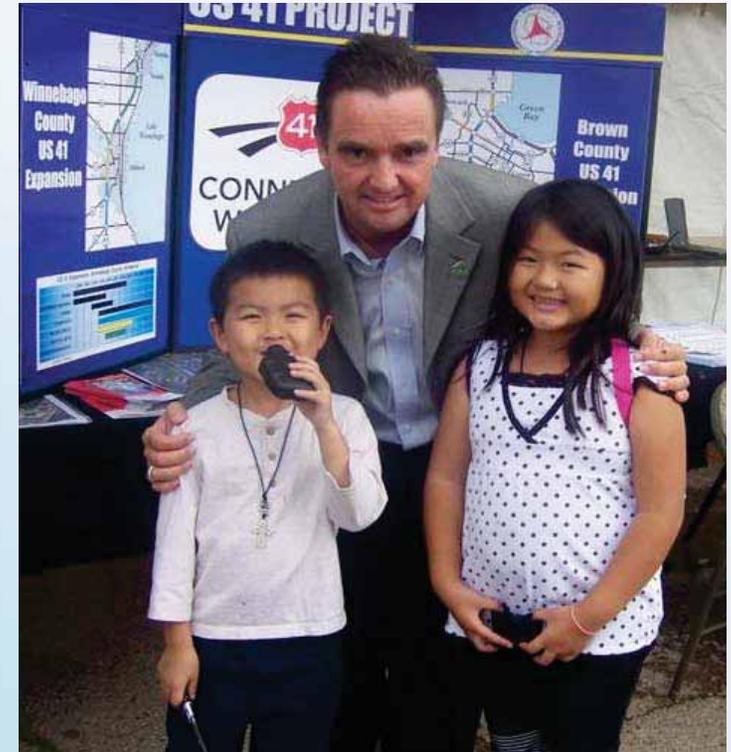
# Public Outreach

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

The screenshot displays the 'CONNECTING WISCONSIN' website for the US 41 Project. The header includes navigation links for Home, Construction updates, Contact us, Site Index, Help, En Español, Hearing, and WisDOT Home. A progress bar indicates 'Project progress: 1% complete'. The main content area is divided into three sections: 'NEWS AND TRAFFIC UPDATES' with news items about lane restrictions on Lake Butte des Morts Causeway, 'MAP' showing a regional map with the project route highlighted, and 'QUICK LINKS' including Closures, FAQs, Business resources, Featured video, and Submit feedback. A 'DID YOU KNOW?' section provides information about roundabouts, and a 'GALLERY' section shows a photo of the Lake Butte des Morts Causeway. The footer features the 'CONNECTING WISCONSIN' logo and the 'U.S. Department of Transportation Federal Highway Administration' logo.

# 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 September 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!

# US 41 Project: “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.



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.



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



# US 41 Project: "In This Together" Kit Web Banner Ads

practiced a vanishing form of artistry. More

Work space series part 17 -- Jeff Entwistle



Holiday travel to rebound from disastrous 2008, AAA says - 9:28 am

9:28 am

Sex offender won't move to De Pere complex, police say - 12:47 pm

12:47 pm (25)

DNR asks hunters to watch for drug operations - 10:54 am

10:54 am (19)

Family may get to keep Marinette County land - 12:20 pm

12:20 pm (13)

Nov. 18, 2009, reporter chat: Teaching evolution vs. creation - 8:47 am

8:47 am (56)

Green Bay votes down furloughs, OKs budget - 11:00 pm

11:00 pm (20)



## Breaking News Alerts

SPONSORED BY:

Enter your mobile phone number:

Continue



US 41 is good for business.  
So are you.



Support US 41 Project businesses.

Some detours  
are totally worth it.

Follow this detour to see what we mean.



Support US 41 Project businesses.

Charter  
**High 5**  
You could  
**WIN a 2011 CAMARO S**  
FREE \$150 gift c  
Charter

SA  
**Local Coupons**

# US 41 Project: "In This Together" Kit Web Site Button

Quick Links

- [Business Directory](#)
- [Chamber Calendar](#)
- [Join Today!](#)
- [Business Resources](#)
- [Community Calendar](#)

## The Green Bay Area Chamber of Commerce



### What's New

- [Register for NAFTA Rules of Origin seminar](#)
- [Nominate for the BBJ's "People You Should Know" annual awards](#)
- [Exclusive residential AT&T deals](#)
- [Join the Chamber on a trip to China](#)
- [Sign up for free e-newsletters](#)
- [Take advantage of exclusive membership discounts](#)
- [Why become a member](#)
- [More News...](#)

### Events & Downloads

- Nov. 19 - [Business & Breakfast](#) - The Great Market Crash of '08
- Dec. 1 - [Power Networking Breakfast](#)
- Dec. 3 - 7 a.m. to 9 a.m. - [Spinouts and spinoffs - the first in the Entrepreneurial Innovation Series](#). Details/RSVP to 496-2110.
- Dec. 7 - [Current Read to Lead](#)
- Dec. 8 - [New North Summit](#)
- [Golden Apple nomination form](#)
- [Leadership Green Bay class of 2011 application](#)

### Our Story

**Avoid the construction.  
Click for directions**



**CONNECTING  
WISCONSIN**

**WHO WE ARE**

*"The Chamber of Commerce is the focal point of economic and community development."*



# US 41 Project: “In This Together” Kit Web Site Button

The screenshot displays the website for the US 41 Project. At the top, there is a blue header with the "CONNECTING WISCONSIN" logo on the left, navigation links (Home, Construction updates, Contact us, Site index, Help, En Español, Hmong, WisDOT home) in the center, and the "US 41 Project" title with the Wisconsin Department of Transportation logo on the right. Below the header is a red navigation bar with buttons for OVERVIEW, MAP, GALLERY, NEWSROOM, and RESOURCES. The main content area features an "INTERACTIVE MAP" section on the left with filter and project feature options, and a map on the right showing the project route in yellow. A callout box is open over the map, displaying the address: "WisDOT Northeast Region, 944 Vanderperren Way, Green Bay, WI 54304".

**CONNECTING WISCONSIN**

Home | Construction updates | Contact us | Site index | Help | En Español | Hmong | WisDOT home

**US 41 Project**

OVERVIEW | MAP | GALLERY | NEWSROOM | RESOURCES

**INTERACTIVE MAP**

Filter by

- Closed roads and exits
- Traffic incidents
- Crash investigation sites
- Project phases

Project features

- Improved interchanges
- CSD locations
- Lake Butte des Morts Causeway

[Click here for map PDFs](#)

Map | Satellite | Hybrid | Terrain

WisDOT Northeast Region  
944 Vanderperren Way  
Green Bay, WI 54304

Ashwaubenon

1 mi

# Business Resources

- Highway business signs during construction
  - Sign permit applications are available
  - Must be approved by WisDOT and/or municipality
  - Businesses are encouraged to coordinate signage

# Next Steps

- Finalize Mason TMP
  - **Business comments and issues by May 26**
- TMP update (fall 2010)
- Design updates (summer 2011 – Mason, WIS 29, US 41 and Shawano corridors)
- Pre construction (winter 2011 – Shawano/Taylor, Mason)
- Annual construction updates
- Other issues as needed

# US 41 Project

Questions?