EMPLOYMENT, POPULATION, AND LARGE TRUCK VOLUME ANALYSIS FOR THE CLAUDE ALLOUEZ AND SOUTHERN BRIDGE AREAS

BROWN COUNTY PLANNING COMMISSION
JANUARY 9, 2002

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Introduction

The recommendation for a bridge south of De Pere first appeared in the 1968 Brown County Comprehensive Plan. This bridge was envisioned to cross the Fox River in the vicinity of Rockland Road well after the plan's horizon year of 1985.

The southern bridge issue was not extensively addressed again until a 1991 study by the Brown County Planning Commission compared the Rockland Road crossing location to a possible crossing at Heritage and Scheuring Roads. The results of this study were used by the planning commission and HNTB during the development of the *Brown County Year 2020 Land Use and Transportation Plan* to determine the plan's river crossing recommendation. In June of 1996, the 2020 plan was adopted with the recommendation for a crossing within a half-mile corridor surrounding Rockland and Red Maple Roads.

Following the adoption of the 2020 plan, planning commission staff immediately began working to identify and reserve right-of-way for the southern bridge and connecting arterial streets. Between 1996 and 2000, staff worked with several communities, state and federal agencies, landowners, and a planning commission subcommittee to identify and reserve right-of-way so it would be available when the efficient growth pattern recommended in the 2020 plan reached the Rockland/Red Maple area. A chronological summary of staff's major work efforts during this four-year period can be found in Appendix 1.

Development north of the southern bridge corridor has occurred relatively efficiently since 1996. This efficiency was demonstrated in staff's Southern Bridge Population Analysis (May 2001), which found that most of the population growth in this area between 1990 and 2000 occurred within and next to the already developed portions of De Pere, Ledgeview, and Lawrence. These findings led staff to recommend not accelerating the southern bridge's construction schedule in order to avoid disrupting the area's efficient development pattern and spending millions of Brown County dollars for a facility that is not yet needed.

This report updates the findings of staff's May 2001 population analysis and examines the impact of employment in the southern bridge area. The report also addresses large trucks in downtown De Pere and discusses several planning factors that must be considered when determining if the southern bridge's construction schedule should be accelerated.

May 2001 Population Analysis

In May of 2001, Brown County Planning Commission staff compared data from the 1990 and 2000 United States censuses to determine how much population growth occurred in the Traffic Analysis Zones (TAZs) that are expected to generate vehicle trips on the southern bridge when it is eventually built. These TAZs are the foundation of the Tranplan computer modeling system that is used by state and metropolitan planning agencies throughout the country to predict the streets people will use to drive from place to place in the future. Tranplan was also the system used to determine the need and construction date for the southern bridge during the development of the *Brown County Year 2020 Land Use and Transportation Plan*.

The May 2001 data comparison found that the number of people living in the area in 2000 was far below the number of people that are expected to be living there in 2020:

1990 Population	2000 Population	2020 Projected Population
3,520	4,382	9,154

Sources: 1990 & 2000 United States Census of the Population,
Brown County Planning Commission Tranplan Traffic Model Database.

The analysis found that the population growth between 1990 and 2000 in the urban portion of the southern bridge area was well below the growth projected for 2020. This shortfall occurred even though the population growth in the seven TAZs that the Tranplan model indicated would generate traffic on the Claude Allouez and southern bridges was entirely attributed to the southern bridge trip generation area. When the growth in the rural area south of the southern bridge was added, the total population growth was still far below the 2020 projection for the urban area alone.

Information Collected Since the June 6, 2001, Brown County Planning Commission Board of Directors Meeting

On June 6, 2001, the Brown County Planning Commission Board of Directors directed staff to update the Southern Bridge Population Analysis using current population, employment, and other information and to report the findings at the end of 2001. Since June, staff has collected the following information:

- The addresses of residential building permits that were issued by De Pere, Ashwaubenon, Ledgeview, and Lawrence between January 1, 2000, and October 23, 2001. This information was provided to staff by each community.

- Parcel-level land use data for De Pere, Ashwaubenon, Ledgeview, and Lawrence. The land use inventory was performed by Brown County Planning Commission staff and interns in the summer of 2001.

- The number of employees and location of employers in the analysis area. This information was collected from the City of De Pere, Green Bay Area Chamber of Commerce (Advance), and through interviews with individual businesses.

- The number of tractor-trailer trucks that enter the intersection of Broadway and George Street in De Pere during the peak 11 hours of an average weekday. This information was collected by planning commission staff.

- The total number of vehicles that enter the Broadway/George intersection on an average weekday. This information was obtained from the Wisconsin Department of Transportation (WisDOT).

This information has enabled staff to refine its population analysis, develop an employment estimate, and determine the impact of large trucks on De Pere's downtown.

Data Analysis

Updated Population Analysis

The May 2001 population analysis assigned all of the population (and associated traffic) in the seven split TAZs to the southern bridge because the 1990 and 2000 U.S. censuses do not identify the exact location of people within TAZs. However, the recently completed land use inventory allows staff to identify where people live within the TAZs. As Figure 1 at the end of the report illustrates, most of the existing residential development within the study area is north of the Tranplan traffic generation boundary used for the May 2001 analysis. This strongly suggests that most of the people within the seven TAZs split by the traffic generation boundary would actually use the Claude Allouez Bridge instead of the southern bridge to reach the east side destination used in the May 2001 study.

Population Estimate

The building permit data from the four communities enable staff to estimate population growth in the study area since the beginning of 2000 (see Figure 2 for the locations of the permits). Since many of the dwelling units are apartments that have yet to be built, there is no guarantee that all of these units will be occupied in the near future. But for this analysis, staff assumed that each permitted unit is built and occupied by an average of 2.6 people (see Appendix 2 for this U.S. census-based calculation). When this figure is multiplied by the 150 housing units that have been issued permits in the urban study area since January 1, 2000, the total estimated number of residents increases by approximately 390. These new residents increase the total urban study area's estimated population to 4,772 as of October 2001:

1990 Population	2000 Population	Estimated Population as of October 2001	2020 Projected Population
3,520	4,382	4,772	9,154

When the estimated additional population for the rural study area is added to the rural area growth between 1990 and 2000, the total growth within the rural study area since 1990 is approximately 2,270. Again, this analysis is assuming that all of the permitted units are occupied, which is currently not the case.

Population Analysis Conclusion

The estimated population within the urban and rural study areas is still well below the projected 2020 population for the urban study area alone. This is the case even though the analysis assigned 2.6 people to each of the hundreds of dwelling units that have yet to be built in the study areas.

Employment Analysis

Unlike the U.S. census population data, the employment data for the urban and rural study areas are available by address. The address data and the 2001 land use

inventory enabled staff to do a general 1990-2001 employment growth comparison and determine how many businesses are north and south of the traffic generation boundary identified by the Tranplan traffic model. Figure 3 at the end of the report shows the current commercial and industrial uses in the study areas and their proximity to the Tranplan traffic generation boundary.

The employment figures for the urban study area are summarized below. The table also identifies the number of employees that would likely use the southern bridge if they need to cross the river to travel to and from work.

Estimated 1990 Employment	Estimated 2001 Employment	2020 Projected Employment	2001 Employment in Southern Bridge Traffic Generation Area
3,646	7,325	7,529	4,681

Sources: Brown County Planning Commission Tranplan Traffic Model Database, City of De Pere, Green Bay Area Chamber of Commerce (Advance), and individual businesses.

This summary shows that employment within the urban study area is approaching the employment level projected for the study area in 2020. However, employment in the portion of the study area that is expected to generate trips on the southern bridge is well below the 2020 projection. These numbers and the area's commercial/industrial land use pattern shown in Figure 3 suggest that the strong employment growth experienced over the last decade largely occurred in and around the area that is expected to generate trips on the Claude Allouez Bridge.

Employment Analysis Conclusion

Employment within the urban study area is approaching the projected 2020 employment level, but a significant number of employees work within the Claude Allouez Bridge traffic generation area that was identified by the Tranplan traffic model. It is also very likely that the substantial rate of employment growth experienced in this area over the last decade will not continue in the near future because of the country's economic situation.

Impact of Tractor-Trailer Trucks on Downtown De Pere

The Claude Allouez Bridge, Broadway, and the Main Avenue/Reid Street one-way street pair are used by several tractor-trailer trucks each day because they connect to US 41 and STH 172. These streets are designated as state connecting highways (STH 32 and STH 57) because of their design and traffic carrying significance.

Over the last several months, many people have commented that the southern bridge needs to be built quickly to remove the tractor-trailer trucks from the Claude Allouez Bridge and, as a result, significantly reduce the traffic load in downtown De Pere. To determine the actual impact of tractor-trailer trucks in downtown De Pere, planning commission staff counted the number of trucks that entered the intersection of Broadway

and George between 7:00 a.m. and 6:00 p.m. on Monday, October 15, 2001. Staff then compared this information to the total number of vehicles entering the Broadway/George intersection during the same 11 hour period on an average weekday[1]. This comparison found that:

- 351 tractor-trailer trucks entered the intersection during the 11 hour period, and a total of 30,412 vehicles entered the intersection during the same period. This strongly suggests that tractor-trailer trucks comprise only about 1 percent of the average daily traffic volume at this intersection.

- 150 of the 351 trucks did not use the bridge, and many of the 201 trucks that crossed the river were carrying construction equipment, food products, and other items that could have been destined for downtown De Pere.

- Several school buses, city buses, delivery trucks, City of De Pere trucks, construction trucks, garbage trucks, and other large vehicles passed through the intersection during the count period. Most of these large vehicles will continue to use the downtown bridge when the southern bridge is built because they serve the downtown and surrounding areas.

The truck and overall traffic summaries can be found in Figures 4 and 5 at the end of the report.

Tractor-Trailer Truck Analysis Conclusion

Tractor-trailer trucks are a very minor component of the overall traffic load at the intersection of Broadway (STH 32/57) and the Claude Allouez Bridge (STH 32) in De Pere, and many of these trucks will continue to use these facilities when the southern bridge is built to reach construction sites, businesses in and around downtown, and other destinations. The southern bridge will also not remove the school and city buses, city trucks, private and public garbage trucks, delivery trucks, and other large vehicles that serve the downtown and surrounding areas.

Other Planning Considerations

Disruption of the Area's Efficient Growth Pattern

The communities in the southern bridge area have grown relatively efficiently over the last ten years. Most of the new development has occurred within and next to existing development in De Pere, Ledgeview, and Lawrence, and De Pere has made substantial progress with its downtown redevelopment efforts. However, planning commission staff is concerned that the premature construction of the southern bridge (and the connecting arterial streets) will disrupt this efficient development pattern by encouraging leapfrog development along and south of the southern bridge and arterial corridor. The resulting low density development pattern will likely lead to the underutilization of existing infrastructure and will be very difficult to serve efficiently with sewer, water, and other utilities.

[1] Counts performed by the Wisconsin Department of Transportation on October 23, 2001.

Negative Impacts on Downtown De Pere

Staff is also concerned that the efforts to create a strong downtown De Pere for the benefit of the city and region will be severely hindered by the premature construction of the southern bridge and connecting arterials. Many communities have lost large parts of their downtowns to peripheral, automobile-oriented developments and are desperately trying to revive their former commercial centers. But De Pere's efforts to create downtown destinations that serve pedestrians, bicyclists, bus riders, and drivers have enabled the city to resist this trend. The recent improvements to the area between Grant Street and Main Avenue on the west side of the river are shining examples of De Pere's commitment to its downtown. However, if the southern bridge and connecting arterial streets are built too soon without thoroughly examining the potential impacts on De Pere's downtown, the results might be disastrous for the city and region.

Significant Cost to Brown County for a Bridge and Streets that are Not Needed

Brown County recently built a jail and is planning to build a mental health center in the near future. These new facilities are expensive, but they are needed now because the old buildings are overcrowded, outdated, and very expensive for the county to maintain. But unlike the jail and mental health center, the southern bridge and connecting arterial streets are not currently needed and will not likely be needed for several years. Since the bridge and arterials could add more than $30 million to Brown County's existing financial burden if they are built in the near future,[2] staff believes the county should wait until the bridge and arterials are necessary before investing millions of dollars in the projects.

[2] According to the Brown County Highway Department's South Bridge Corridor Cost Estimate Summary (October 2001).

Summary of Conclusions

The following conclusions were reached during this analysis:

- The estimated population within the urban and rural study areas is still well below the projected 2020 population for the urban study area alone. This is the case even though the analysis assigned 2.6 people to each of the hundreds of dwelling units that have yet to be built in the study areas.

- Employment within the urban study area is approaching the projected 2020 employment level, but a significant number of employees work within the Claude Allouez Bridge traffic generation area that was identified by the Tranplan traffic model. It is also very likely that the substantial rate of employment growth experienced in this area over the last decade will not continue in the near future because of the country's economic situation.

- Tractor-trailer trucks are a very minor component of the overall traffic load at the intersection of Broadway (STH 32/57) and the Claude Allouez Bridge (STH 32) in De Pere, and many of these trucks will continue to use these facilities when the southern bridge is built to reach construction sites, businesses in and around downtown, and other destinations. The southern bridge will also not remove the school and city buses, city trucks, private and public garbage trucks, delivery trucks, and other large vehicles that serve the downtown and surrounding areas.

- The premature construction of the southern bridge and connecting arterial streets will likely disrupt the area's efficient growth pattern and hinder De Pere's efforts to create a strong downtown for the benefit of the city and region.

- Brown County recently built a jail and is planning to build a mental health center in the near future. These new facilities are expensive, but they are needed now because the old buildings are overcrowded, outdated, and very expensive for the county to maintain. However, the southern bridge and connecting arterial streets are not needed and will not likely be needed for several years, so the county should wait until the bridge and arterials are necessary before investing millions of dollars in the projects.

Recommendations

Based on the conclusions of this analysis, staff recommends that the southern bridge's construction schedule not be accelerated at this time. Instead, staff recommends that this issue be studied during the Brown County comprehensive plan development process that is scheduled to begin in March of 2002. This will enable staff to analyze the southern bridge as a component of the region's multi-modal transportation network and the county's long-term capital improvements program instead of as a stand-alone facility. Maintaining the current schedule will also allow staff to work closely with De Pere and Ledgeview to examine the potential impacts of the southern bridge on De Pere's downtown and to create coordinated comprehensive plans that recommend efficient development patterns in the southern bridge and arterial area.

APPENDIX 1: MAJOR PLANNING TASKS PERFORMED FOR THE SOUTHERN BRIDGE AND BYPASS SINCE THE ADOPTION OF THE 1968 BROWN COUNTY COMPREHENSIVE PLAN

April 1968

The Brown County Planning Commission adopts the 1968 Brown County Comprehensive Plan. This plan recommends the eventual construction of a bridge across the Fox River at Rockland Road.

1968 - 1991

No planning activity.

1991

The Brown County Planning Commission revisits the southern bridge location issue. The planning commission recommends examining this issue as a part of the upcoming *Brown County Year 2020 Land Use and Transportation Plan* development process.

June 12, 1996

The *Brown County Year 2020 Land Use and Transportation Plan* is adopted by the Brown County Planning Commission Board of Directors. The plan recommends that the Claude Allouez Bridge be rebuilt in 2006 and that the southern bridge and bypass be constructed in the Rockland Road/Red Maple Road corridor in 2020. The plan also recommends that the planning commission develop more detailed corridor plans for the southern bridge and bypass (e.g. identify the location of the right-of-way within the half-mile wide corridor).

August 16, 1996

Brown County Planning Commission staff develops a ten step process for identifying and preserving right-of-way for the southern bridge and bypass. This process is approved by the Brown County Planning Commission Board of Directors on October 2, 1996.

August & September 1996

Work is completed for the southern bridge and bypass to enable the facility to be placed on the metropolitan area's functional classification system (step one of the right-of-way process). This will enable the bridge and bypass to be eligible for federal transportation funds in the future.

September 4, 1996

A Major Investment Study (MIS) consensus meeting is conducted by Brown County Planning Commission staff to satisfy the ISTEA requirement for significant transportation projects that might be completed using federal funds.

February 19, 1997

Brown County Planning Commission staff presents the 2020 plan's recommendations for the Claude Allouez Bridge and southern bridge and bypass to De Pere's Claude Allouez Bridge Improvement - Ad Hoc Planning Committee.

March 5, 1997

The Brown County Planning Commission Board of Directors adopts the *Jurisdictional Transfer Study for Brown County* (step three of the right-of-way process). This study states that the southern bridge and bypass should be the jurisdictional responsibility of the county.

September 3, 1997

At staff's request, the Brown County Planning Commission Board of Directors authorizes a subcommittee to advise staff on the location of the southern bridge and bypass right-of-way within the Rockland Road/Red Maple Road corridor. The subcommittee's membership includes three representatives from each of the four communities in the corridor (De Pere, Ledgeview, Rockland, and Lawrence), the Brown County Planning Commission Board of Directors President, the Brown County Planning Commission Executive Director, and the Brown County Highway Commissioner.

November 6, 1997

The southern bridge and bypass subcommittee meets for the first time. The issues discussed at this meeting include the subcommittee's role in the right-of-way identification process, bridge and bypass design standards, and the identification of the bridge and bypass alignment within the Rockland Road/Red Maple Road corridor.

January 15, 1998

The southern bridge and bypass subcommittee meets for the second time. The issues discussed at this meeting include right-of-way acquisition, official mapping, bridge and bypass design alternatives, and bridge and bypass cost estimates.

March 12, 1998

The southern bridge and bypass subcommittee meets for the third time. The issues discussed at this meeting include road capacity, traffic projections for the southern bridge and bypass, and bridge and bypass alignment alternatives.

April 30, 1998

The southern bridge and bypass subcommittee meets for the fourth time. The primary issue discussed at this meeting is the first draft of the final report that was prepared by staff. This report contains the information discussed and agreed upon by the subcommittee at the previous meetings and presents eight recommendations for the bridge and bypass. The subcommittee recommends that the report be slightly revised and presented again at the next meeting.

August 19, 1998

Brown County Planning Commission staff presents the reasons for the Claude Allouez Bridge and southern bridge and bypass construction schedules at the final Claude Allouez Bridge Improvement - Ad Hoc Planning Committee meeting. The Claude Allouez Bridge committee then votes to recommend the four lane Claude Allouez Bridge alternative to the De Pere Board of Public Works.

August 25, 1998

Brown County Planning Commission staff organizes and conducts a meeting with the people that live along Rockland Road in the Town of Rockland to discuss plans for the bridge and bypass.

September 15, 1998

Brown County Planning Commission staff presents the reasons for the Claude Allouez Bridge and southern bridge and bypass construction schedules to the De Pere Common Council. The council votes to send the Claude Allouez Bridge issue back to the board of public works and to encourage the county to construct the southern bridge and bypass before the Claude Allouez Bridge.

September 24, 1998

The southern bridge and bypass subcommittee meets for the fifth time and approves the final report.

September 25, 1998

Representatives of the City of De Pere, Brown County, and Wisconsin Department of Transportation meet in De Pere to discuss the schedule for the southern bridge and bypass and Claude Allouez Bridge.

January 11, 1999

Brown County Planning Commission staff presents the reasons for the Claude Allouez Bridge and southern bridge and bypass construction schedules to the De Pere Board of Public Works. Planning commission staff also presents traffic calming methods that would minimize traffic impacts on the neighborhood east of the Claude Allouez Bridge. The board of public works recommends the two bridge alternative and traffic calming methods to the De Pere Common Council.

January 19, 1999

The De Pere Common Council votes to proceed with the two bridge alternative and the traffic calming methods identified by Brown County Planning Commission staff in approximately 2006.

February 3, 1999

The southern bridge and bypass subcommittee's final report is presented to and approved by the Brown County Planning Commission Board of Directors. This action enabled staff to complete steps four, five, and six of the right-of-way identification process.

December 7, 1999

Planning commission staff meets with the Lawrence comprehensive plan committee and landowners in the southern bypass corridor. The participants agree to consider two bypass right-of-way options in Lawrence, and staff studies both options.

December 8, 1999

Planning commission staff meets with WisDOT staff to discuss the two right-of-way options. WisDOT tells staff that it prefers to maintain the original option because the state has conducted an environmental study, held public information meetings, and platted the area.

December 9, 1999

Planning commission staff meets with De Pere staff to discuss the two right-of-way options.

December 17, 1999

Planning commission staff meets with representatives of the Lawrence Town Board and landowners at a landowner's farm to look at right-of-way options and discuss the alignment.

January 21, 2000

Planning commission staff conducts a meeting between landowners and representatives of De Pere, Lawrence, WisDOT, and the Brown County Highway Department to discuss bypass alignment alternatives. Lawrence's engineering consultant agrees to develop area development plans (ADPs) to demonstrate how the area could be developed under both alignment scenarios.

March 7, 2000

Planning commission staff meets with the Lawrence comprehensive plan committee and discusses the two area development plans prepared by the consultant. The ADPs are recommended to be slightly modified and presented at the next meeting.

March 22, 2000

The revised ADPs are presented to the committee by the engineering consultant. The town chairman says that he will present them to the landowners in the near future.

March 2000

Planning commission staff creates proposed bypass access guidelines and sends the proposal to Bellevue, Ledgeview, De Pere, Rockland, Lawrence, and Ashwaubenon. Planning commission staff then speaks with representatives of the communities about the proposal.

June 12, 2000

The Town of Lawrence officially maps its portion of the southern bypass. The bypass right-of-way is now officially mapped between CTH X/GV in Ledgeview and Packerland Drive (CTH EB) in Lawrence. This also completes the ten step southern bridge and bypass process developed by staff in August of 1996.

May 2001

Planning commission staff develops a southern bridge population analysis to determine the extent of population growth in the southern bridge area between 1990 and 2000. The analysis is presented to and accepted by the Brown County Planning Commission Board of Directors on June 6, 2001.

November & December 2001

Planning commission staff updates the May 2001 population analysis in a report that will be presented to the Brown County Planning Commission Board of Directors on January 9, 2002. This report also addresses employment growth in the southern bridge area between 1990 and 2001, the impact of large trucks on downtown De Pere, and other issues.

APPENDIX 2: AVERAGE COMBINED HOUSEHOLD SIZE IN ASHWAUBENON, DE PERE, LAWRENCE, AND LEDGEVIEW ACCORDING TO THE 2000 UNITED STATES CENSUS OF THE POPULATION

Community	**2000 Population**	**Occupied Housing Units in 2000**
Ashwaubenon De Pere Lawrence Ledgeview	17,634 20,559 1,548 3,363	7,137 7,724 531 1,180
TOTALS	43,104	16,572
	Four Community Average =	**2.6 occupants per household**

Information from Table DP-1, Profile of General Demographic Characteristics: 2000

Figure 1: Residential Development In and Around the Southern Bridge Corridor Summer, 2001

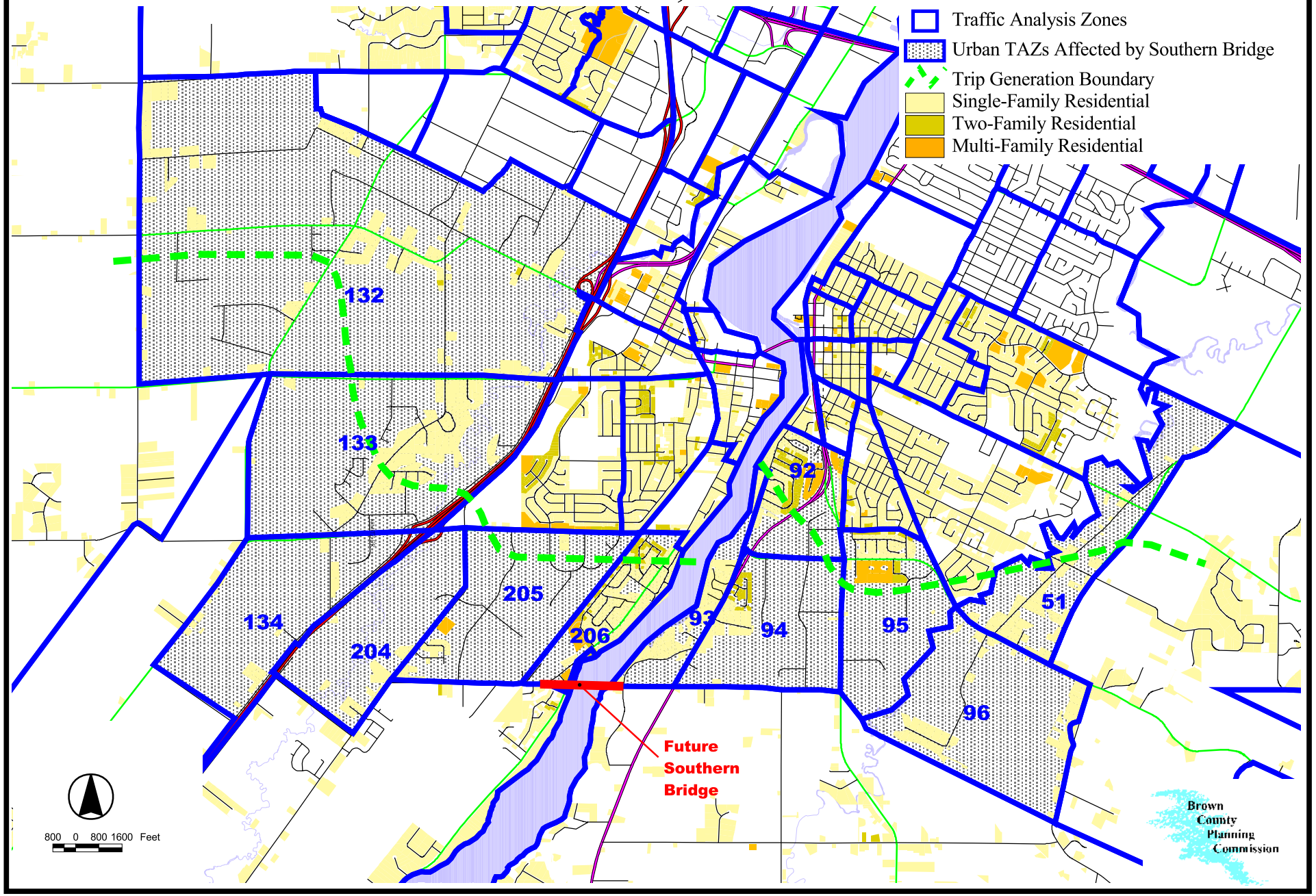


Figure 4: Tractor - Trailer Truck Counts at the Broadway/George Intersection in De Pere on Monday, October 15, 2001, vs. the total number of vehicles entering the intersection during the survey period on an average weekday.

	NB Left	NB Thru	NB Right	**EB Left**	**EB Thru**	**EB Right**	SB Left	SB Thru	**SB Right**	WB Left	**WB Thru**	WB Right	TOTAL TRUCKS	TOTAL NUMBER OF VEHICLES*
7 - 8 a.m.	**3**	5	0	**0**	**1**	**8**	0	5	**1**	1	**2**	0	26	3,140
8 - 9 a.m.	**6**	3	0	**0**	**2**	**6**	0	7	**1**	0	**0**	0	25	2,300
9 - 10 a.m.	**8**	5	0	**0**	**1**	**9**	0	9	**1**	0	**3**	0	36	2,033
10 - 11 a.m.	**10**	11	0	**1**	**1**	**9**	0	11	**0**	0	**2**	0	45	2,122
11 a.m. - 12 p.m.	**13**	6	0	**1**	**1**	**10**	0	10	**1**	0	**0**	0	42	2,369
12 - 1 p.m.	**16**	8	0	**0**	**1**	**11**	0	6	**3**	3	**2**	0	50	2,589
1 - 2 p.m.	**12**	3	0	**0**	**0**	**5**	0	16	**0**	1	**1**	2	40	2,538
2 - 3 p.m.	**8**	7	0	**1**	**0**	**6**	0	6	**1**	0	**0**	0	29	2,929
3 - 4 p.m.	**9**	3	0	**0**	**0**	**4**	0	6	**0**	0	**0**	0	22	3,428
4 - 5 p.m.	**6**	4	1	**0**	**0**	**3**	0	4	**1**	1	**1**	0	21	3,624
5 - 6 p.m.	**5**	1	0	**0**	**0**	**4**	0	5	**0**	0	**0**	0	15	3,340
TOTALS	**96**	56	1	**3**	**7**	**75**	0	85	**9**	6	**11**	2	**351**	**30,412**

201 = Tractor - trailer trucks that used the bridge during the survey period.

351 = Total number of tractor - trailer trucks that passed through the intersection during the survey period.

30,412 = Total number of vehicles that pass through the intersection during the survey period on an average day.

Note: Staff observed several school buses, city buses, delivery trucks, City of De Pere trucks, construction trucks, garbage trucks, and other large vehicles that serve downtown De Pere. Most of these vehicles will likely continue to use the downtown bridge when the southern bridge is constructed because they serve the downtown and nearby areas.

*Average daily traffic counts performed by the Wisconsin Department of Transportation on October 23, 2001

Total number of entering vehicles at the Broadway/George intersection (WisDOT counts - summer 2001)

	NB	EB	SB	WB
7 - 8 a.m.	702	1,131	508	799
8 - 9 a.m.	446	790	394	670
9 - 10 a.m.	345	639	347	702
10 - 11 a.m.	390	679	347	706
11 a.m. - 12 p.m.	501	649	363	856
12 - 1 p.m.	561	706	411	911
1 - 2 p.m.	565	661	387	925
2 - 3 p.m.	665	824	432	1,008
3 - 4 p.m.	798	871	468	1,291
4 - 5 p.m.	868	893	448	1,415
5 - 6 p.m.	873	717	482	1,268
TOTALS	6,714	8,560	4,587	10,551
OVERALL TOTAL	**30,412**			

Figure 3: Existing Commercial/Industrial Development In and Around the Southern Bridge Corridor
Summer, 2001

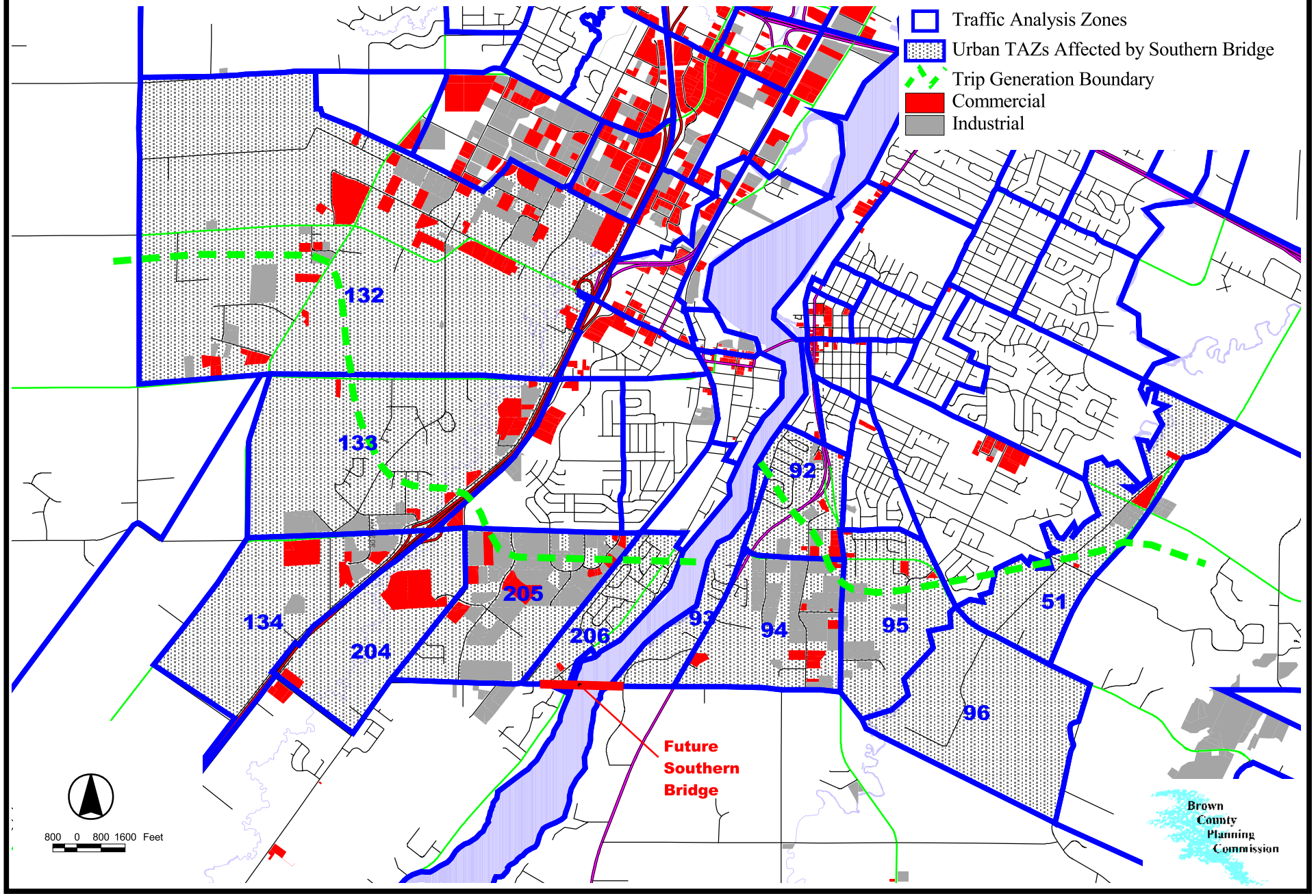
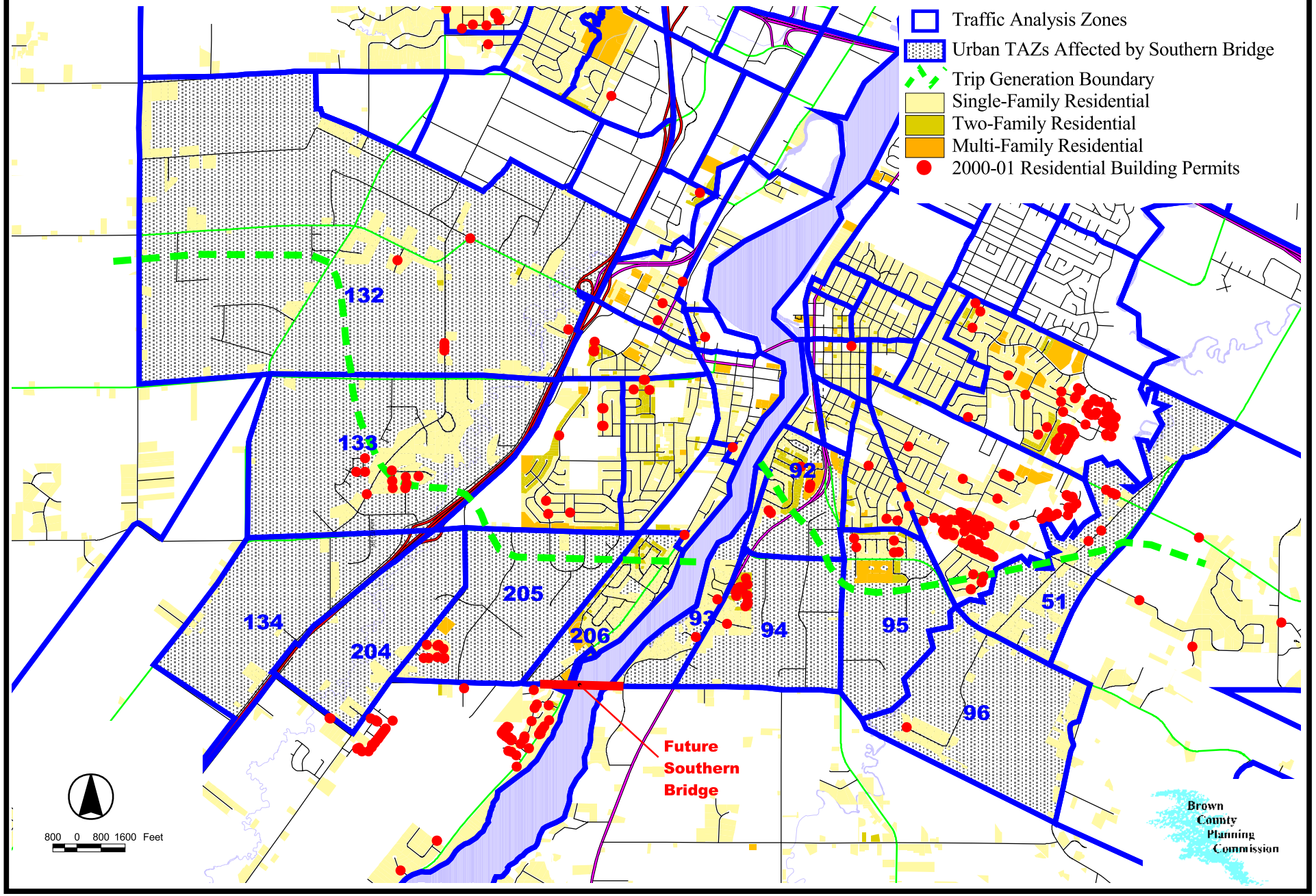


Figure 2: Residential Building Permits Issued Between January 2000 and October 23, 2001.



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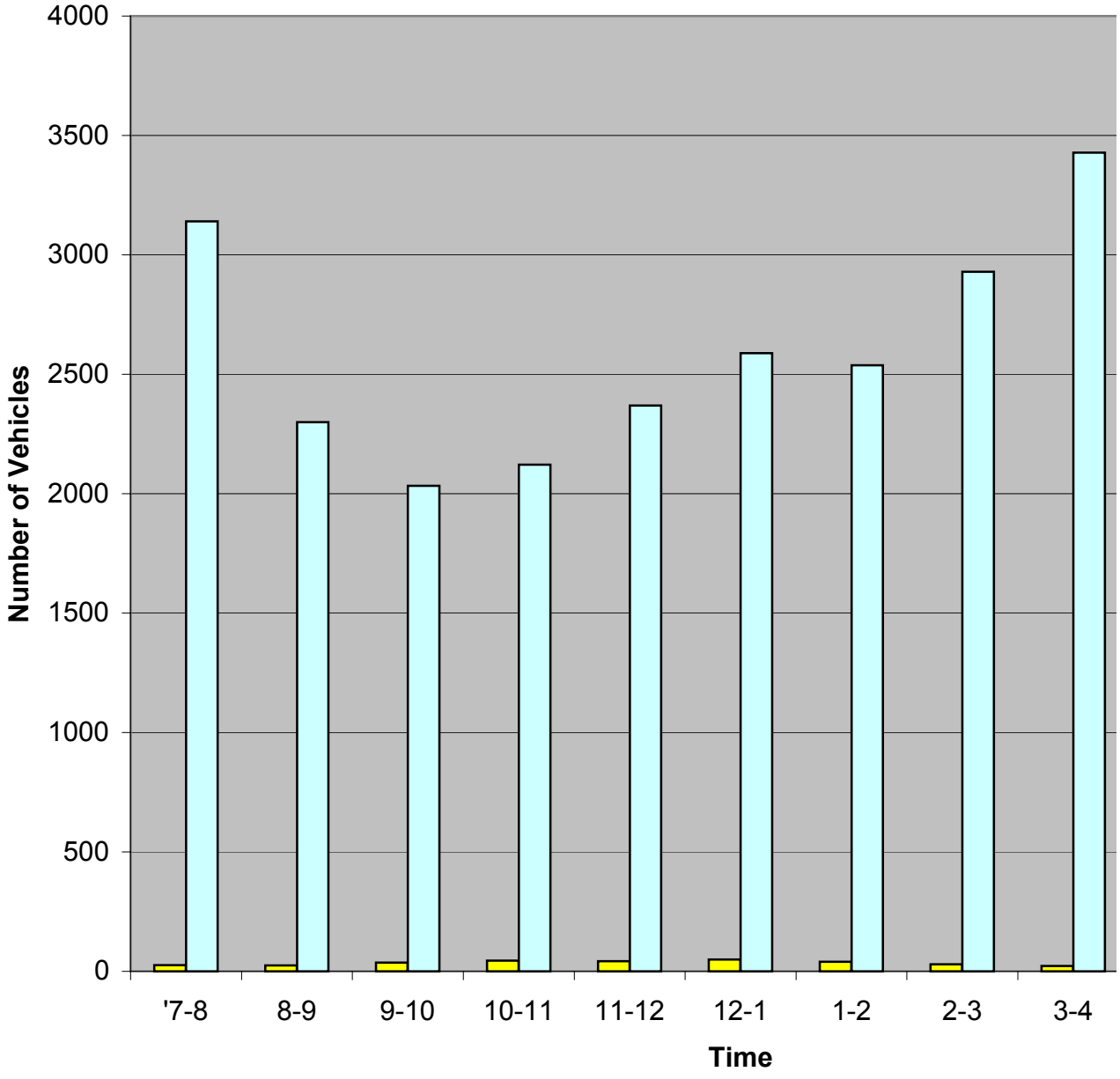

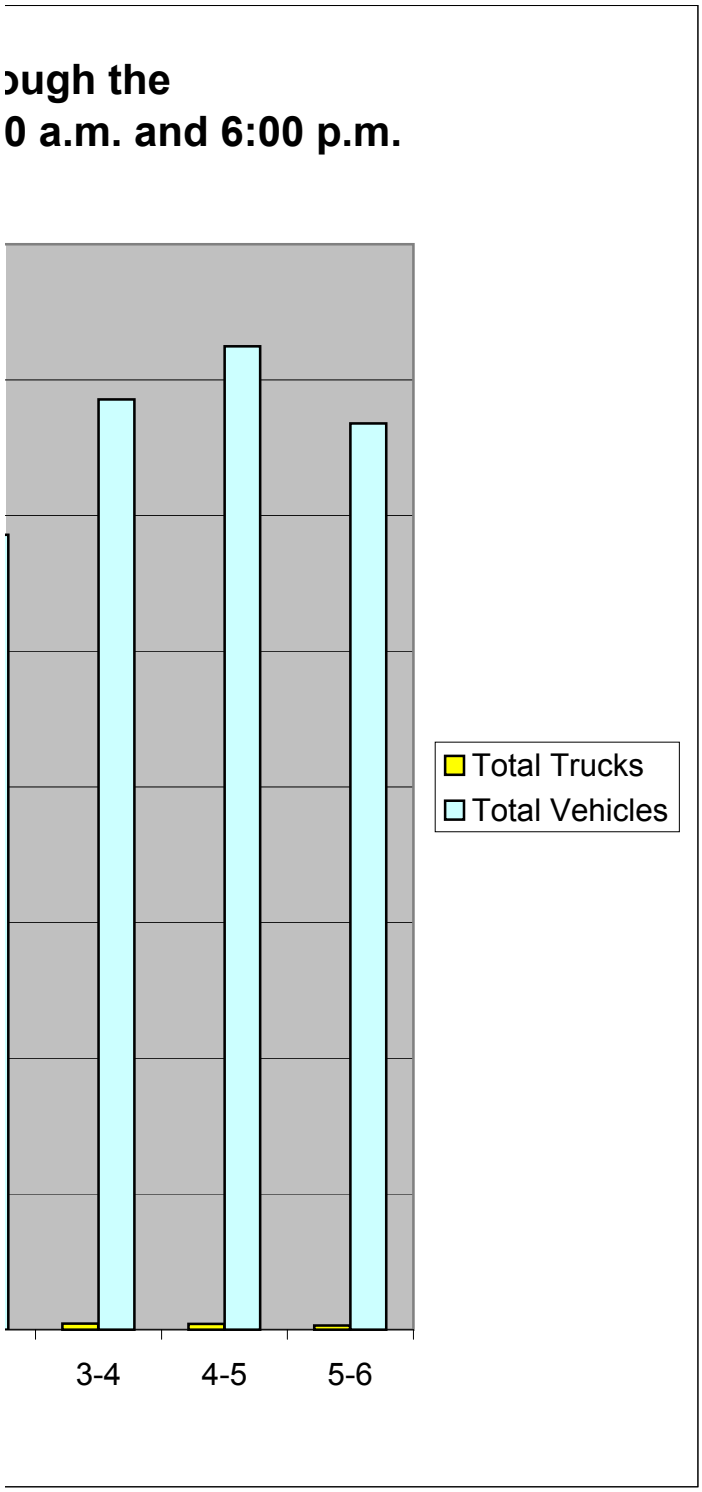
ɔugh the
0 a.m. and 6:00 p.m.
Total Trucks
Total Vehicles
3-4
4-5
5-6