



NATIONAL PARKS

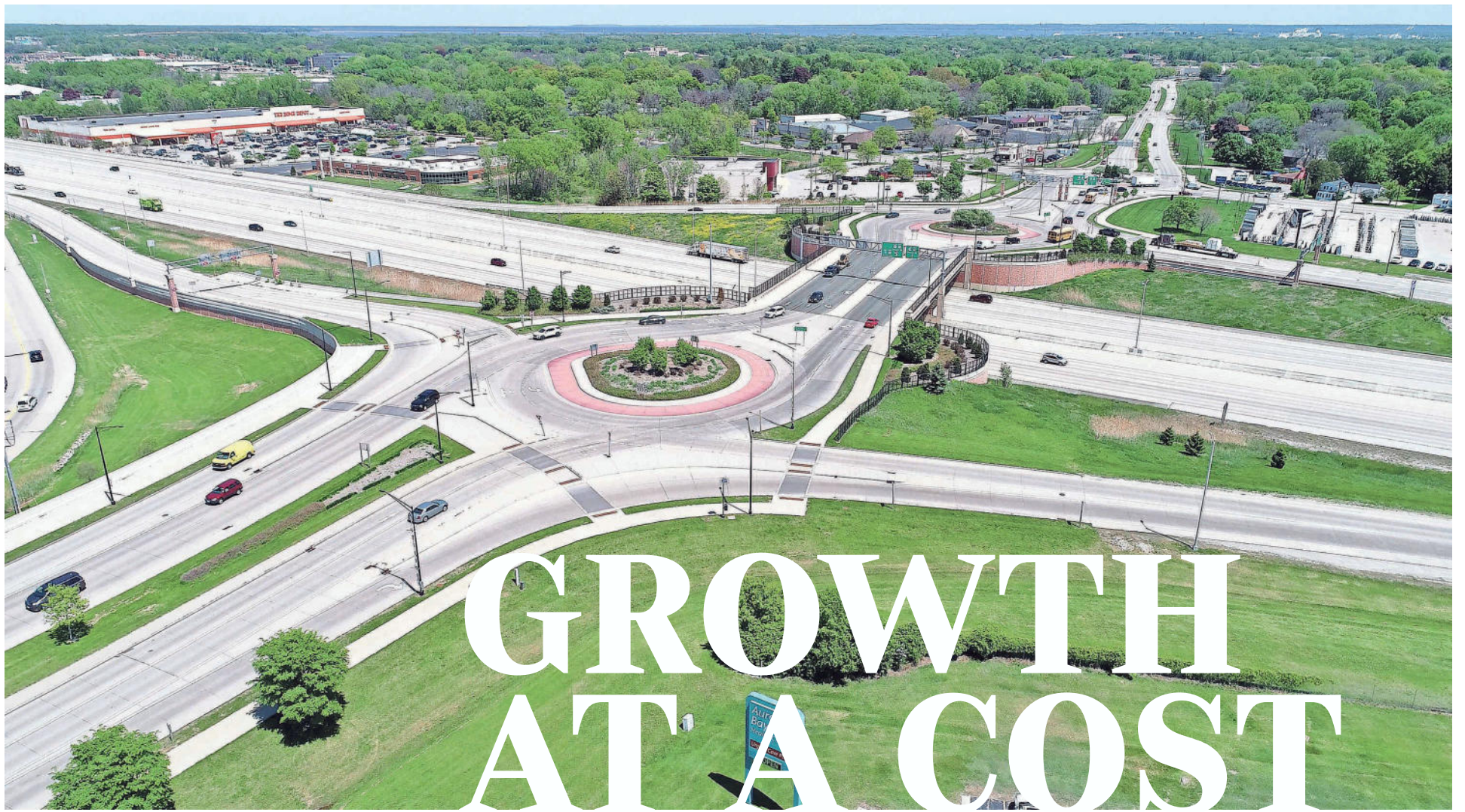
SUBSCRIBER-EXCLUSIVE SPECIAL SECTION INSIDE

GREEN BAY PRESS-GAZETTE



SUNDAY, JULY 10, 2022 | GREENBAYPRESSGAZETTE.COM

PART OF THE USA TODAY NETWORK



GROWTH AT A COST

Interstate 41, looking east across West Mason Street roundabouts in Green Bay on Tuesday. Highway access is a key consideration from business development by companies such as Home Depot, top left. MIKE DE SISTI AND CHELSEY LEWIS / MILWAUKEE JOURNAL SENTINEL

The next phase in the highway's evolution will take place south of De Pere, where the state Department of Transportation plans to expand the 23-mile segment between Scheuring Road in De Pere and State 96 in Appleton from four to six lanes, with three lanes moving in each direction.

Interstate 41 opened Green Bay to commercial development, but at the detriment to downtown

Alexandria Bursiek Kloehn Green Bay Press-Gazette | USA TODAY NETWORK - WISCONSIN

GREEN BAY - The Interstate 41 corridor is a lot of things to a lot of people. It's a connection between communities that allows travelers to easily get from Green Bay to Appleton, to Oshkosh, to Fond du Lac and all the way down to Milwaukee. It's easy access to local businesses and chain restaurants, or its advertising drawing people to motorcycle dealerships, casinos and diners.

In Green Bay, the interstate also means access to Lambeau Field, encouraging tourists to visit the city and support the green and gold.

However, not everything the interstate represents is positive. Some see Interstate 41 as a combination of steel and concrete that pulls vital traffic away from the downtowns along its route.

Whatever Interstate 41 is to you, it's clear that Green Bay wouldn't be what it is today without the connection the roadway provides.

The road named '41' shifted its path twice before settling in current arrangement

Interstate 41 began as U.S. 41 when the federal highway system was created in 1926. The original highway joined existing roadways to create a route with a unified sign system linking downtowns and community centers from Chicago, Illinois to Marinette.

See INTERSTATE 41, Page 8A



Interstate 41 from Green Bay to Fond du Lac
CREATED WITH DATAWRAPPER

Where is Up North? If you are in Wisconsin, you're already there

Keith Uhlig
Wausau Daily Herald
USA TODAY NETWORK - WISCONSIN

"Would you be interested in writing a column-ish story that explores the question: Where does Up North start?"

The message from one of my editors popped up on my computer screen, and I immediately typed in "Sure!"

But my first real thought was, oh man, here we go again.

I've been a newspaper reporter based in Wausau for nearly 22 years now, and every couple of years this subject of Up North comes up in newsroom meetings. Usually these are idea-churning sessions about Wisconsin culture and peo-

ple, and the Up North debate starts after talking about the Packers, beer and cheese. The Up North subject lasts much longer because, although there is no debate about the Packers, beer and cheese, Up North offers plenty to argue about.

Nobody disagrees about the popularity of Up North, but there is a teeming multitude of opinions about exactly what Up North is, and where its southern boundary lies. Are you Up North when you cross Highway 8? Or 64? Or 29? Are cities such as Wausau, Minocqua or Chippewa Falls gateways to the North?

See NORTH, Page 7A



A couple of Tour de Chequamegon riders enjoy the sunset at Moose Lake Campground east of Hayward after a day riding. PROVIDED BY DAVE SCHLABOWSKIE

USA TODAY

COVID-19 cases: Transmission is up, but severity seems lower. 4A

Fact check

Johnson overestimates the economic benefit of hosting the RNC. 3A

Weather

High 83° | Low 70°
Partly cloudy. Forecast, 10C

Volume 107 | No. 25
Home delivery pricing inside
Subscribe 877-424-5042
©2022 \$4.00



Interstate 41

Continued from Page 1A

In Brown County that route followed the Fox River through Lawrence, De Pere, Allouez and into the heart of Green Bay before crossing the Fox River and heading north through Howard and Suamico.

By 1937, the highway had produced a noticeable increase in traffic. A clipping from a July 7, 1937 issue of the Press-Gazette stated that road-based business,

like bus services, had doubled from the year before. "People riding buses were (50%) greater than in 1936 for the same period," the article stated.

The increased traffic was the catalyst for downtown bypasses that first moved sections of U.S. 41 to Ashland and Military avenues, and eventually to its current location.

That route connected Ashland and Military via Highland Avenue, the street that was later named Lombardi Avenue. It was completed just four years before the opening of Lambeau Field, at the time named Green Bay City Stadium, in 1957.

Cliff Christl, the Green Bay Packers team historian and the author of "The Greatest Story in Sports," said the decision to build the stadium close to the highway came after much debate about whether the stadium should be built on the city's east or west side.

Christl said factors that went into the decision to build on Highland Avenue included land cost, traffic analysis and the desire to build the stadium on higher ground. However, a large reason behind the decision was the likelihood of the area seeing more

See INTERSTATE 41, Page 9A

FOUR COMMUNITIES, ONE CONNECTION

How Interstate 41 changed the cities it tried to bypass

Taima Kern

Appleton Post-Crescent
USA TODAY NETWORK - WISCONSIN

APPLETON - "Until the highway went through..." is one of those phrases you hear a lot in America.

Often, it accompanies the idea that at some point the local cheery, slow-paced city streets — where everyone drives with the windows down, knows your name and tips their cap — shifted toward great cement behemoths full of faceless, speeding commuters and lined with homogenous chain restaurants and gas stations.

But has interstate development doomed Wisconsin communities to become carbon copies of each other, or worse, ghost towns?

One of the state's major arteries is Interstate 41, which runs from Illinois to Michigan's Upper Peninsula, through many of Wisconsin's largest cities and around one of the country's largest freshwater lakes. It's a vital thoroughfare for residents and visitors of cities along it — average traffic ranges from 12,000 cars a day just north of Oconto to 150,000 each day in the heart of Milwaukee.

For some, interstate access is why the company

they work for chose to open there, and not elsewhere. For others, it allows easy travel to visit friends and loved ones in neighboring cities. Where some see a stretch of pavement lined with annoying billboards as a necessary evil, others beam with pride when a sign directing drivers to the business they've always dreamed of opening is displayed for the first time.

First, an overview of the road's history

The route now known as Interstate 41 has changed a lot in the last century. For one thing, the highway's creation was more akin to a potter molding clay than a mapmaker drawing a line, with near-annual changes trying to improve upon what came before.

Interstate 41 can trace its roots to 1926, when the U.S. Highway system was created to rename and simplify roads across the country, including between Milwaukee and Green Bay, according to a history compiled by Chris Bessert, a Michigan cartographer who runs wisconsinhighways.org.

The route, designated U.S. 41, cut through Fond du Lac, Oshkosh, Appleton and all the other cities it passed, in many places overlapping the community's main drag. Its development and maintenance is overseen by partnerships between the cities, counties, state and federal government, depending on which portion of the road is in question.

In the late 1930s, as traffic increased in those communities, bypasses began to take shape.

Construction on the two-lane "Appleton bypass" started in 1937 and was completed in 1948. It was also realigned in the early 1950s in De Pere to bypass Green Bay, and between State 23 west of Fond du Lac and State 21 west of Oshkosh, to bypass both cities' downtowns.

Four-lane divided highway upgrades started in 1958 and by the late 1960s, segments of the highway began to be upgraded to "freeway" status — which means intersections were replaced by exits — and that process continued through the 1990s and into the early 2000s. It wasn't until 2015 that U.S. 41 finally became In-

terstate 41.

The highway tried to dodge cities, but communities refused to be ignored

In the decades since, what happened to the communities that 41 connected?

Bessert, a cartographer and GIS coordinator for Kalamazoo County in Michigan, spent years studying highways in the Midwest, including Interstate 41.

He says installing bypasses was a necessary evil. While businesses certainly loved having drivers pass their stores and restaurants, the increase in traffic made it unsafe to shop.

"It became dangerous," Bessert said. "It became hard for people to find parking and it became hard for people to cross the streets. ... That traffic moved off those main shopping streets so you could let the people conduct their business."

In many big cities, highway cut directly through communities. In the Lake Winnebago and Green Bay regions, however, the impact was different.

"In the case of Oshkosh and the Fox Valley, what it did was kind of let people skip all the cities," Oshkosh historian Michael McArthur said.

So, when your nearest major roadway tries to skip you, how do you keep your community top of mind? You build where the traffic is.

To find out how the evolving development of Interstate 41 changed and continues to shape life in the region, a team of business reporters from the Appleton Post-Crescent, Green Bay Press-Gazette, Oshkosh Northwestern and Fond du Lac Reporter interviewed civic leaders, business owners and planners, researched the local highway history and reviewed public documents. What they found is that each city along the highway has a unique story to tell about the way 41 is shaping its future.

Katy Macek and Alexandria Bursiek-Kloehn contributed to this report.

Reach Taima Kern at tkern@gannett.com and 920-907-7819, or follow her on Twitter @TaimaKern.

GARAGES

PROTECT YOUR VALUABLES YEAR-ROUND!

See our **ACTION Video** at AmericanGarageBuilders.com

★ Free Estimates ★

- Employee-owned local company.
- We bring PRICE, PLANS & SAMPLES to your home.
- Construction exceeds the Wisconsin Building Code.
- We do the entire job

- Excellent workmanship
- Complete insurance coverage
- A written guarantee
- Financing available

GREEN BAY
920.429.9580

WI-GC103897-01

THANK YOU FOR VOTING!

BEST OF THE BAY

★ 2022 ★

The Official Community Choice Awards

Green Bay Press Gazette.
greenbaypressgazette.com

FINALIST

Best Outdoor Dining

Join the Best!

Apply on our website!

PLANK ROAD

Pub & Grill

Amazing team

Fun environment

Awesome pay & benefits

Interstate 41

Continued from Page 8A

development and an increased population because of its proximity to the highway.

"I think the routing of 41 had a big factor in the selection of where it was built," Christl said.

Mary Jane Herber, a manager with the Brown County Library's History and Genealogy Department, worked at the Ferris Wheel Restaurant on Main Avenue in De Pere in the 1960s.

From the window of the restaurant, Herber said, employees could see the traffic coming down Ashland Avenue after Packers games — a sign that it was time to start cooking.

The highway was moved off city streets to its current location in 1974. The Ferris Wheel restaurant was sold eight years later.

Port Plaza Mall kept Green Bay's downtown relevant — for a while, at least

What wasn't known at the time of that relocation was the extent to which shopping districts and malls would first lose commuter business and eventually community business, taking traffic away from once-vibrant areas.

Port Plaza, Green Bay's downtown mall, opened in 1977 as a way to bring traffic back downtown.

A December 1974 issue of the Press-Gazette details the groundbreaking for the mall and explains how the current administration was looking to bring shoppers back to the area.

"It was under Olejnicak's administration that the citizens' idea for revitalization of the decaying downtown was initiated," the article stated.

Downtown Green Bay was able to regain some of its vibrancy for a time., explained Jeff Mirkes, the executive director for Downtown Green Bay Inc., because of Port Plaza Mall.

However, by the early 2000s, older downtown malls were in decline. Youngers and J.C. Penney left downtown for a new stores in Ashwaubenon in 2004 and 2005, leaving the mall without a major retail anchor.

As people began shopping at newer malls and visiting stores off of the highway, downtown lost its luster.

When Mirkes joined Downtown

Green Bay Inc. roughly 20 years ago "the condition of downtown was very poor." According to Mirkes, "there really wasn't much of a plan or a coordinated effort as to what do we do next."

Much of Port Plaza was demolished in 2012 as part of a new effort to revitalize downtown, though some remaining parts of the mall have been converted to housing and offices.

Despite the "fall of the mall," as Mirkes puts it, downtown Green Bay has seen tremendous growth with the introduction of business districts and main street organizations. Organizations like Downtown Green Bay Inc. specifically aimed to bring people back to the area. Mirkes said the answer to bringing people downtown wasn't one key item, but many.

"When I look back at two decades, there's not just one thing that had an impact on the resurgence of the downtown," Mirkes said, "it was many."

But, he adds, special events also played a big role.

Marathons, farmers markets and craft fairs encourage people to come to the area and shop at small local businesses. Mirkes says these events brought about Downtown Green Bay's best years in 2018 and 2019, prior to the onslaught of the COVID-19 pandemic which has hindered progress in recent years.

Future growth is focused on new development, including housing, in the area —people won't bypass downtown if they live in the heart of it.

Interstate 41 provides easy access for customers and workers alike

While Interstate 41 may have negatively impacted some businesses, for others it's the key to surviving and even thriving.

At the Plank Road Pub and Grill in De Pere, Interstate 41 not only attracts customers, but also employees — a necessary perk during the current Wisconsin worker shortage.

Scott Vann, owner of the restaurant at 1632 Mid Valley Drive, said he frequently gets comments from customers who see the business from the interstate and take note of its often-full parking lot.

"That says a lot to my customers and people that have never been to us," Vann said. "But it also says a lot to potential employees. We get a lot of employees that want to work by us because they



A 1957 aerial view of the construction of new City Stadium, which was renamed Lambeau Field in 1965. At the time of its construction, U.S. 41 ran along Lombardi Avenue, then known as Highland Avenue, and then curved north onto Military Avenue. GREEN BAY PRESS-GAZETTE ARCHIVES

know we're always busy."

Vann added that knowing that an establishment has a solid customer base is crucial in attracting servers and other workers who rely on tips.

Vann attributes his customer base, in part, to the interstate. Not only does the location serve as a built-in advertisement, but customers who know about the restaurant are willing to drive farther to visit because it is so easy to access.

"It was very intentional to open here and a big reason for that is we have the ability to access a much larger demographic," Vann said. "People are willing to travel a little bit more distance because of the highway, as opposed to if they had to travel through a town."

Nicole Lindquist, a co-owner of Bona Fide Juicery, said Interstate 41 also aids in bringing customers to their De Pere location, even though it is in downtown and about four minutes from the highway.

Another perk of their De Pere shop's location near 41 is the option of being included on state Department of Transportation signs that inform commuters of businesses near an upcoming exit. Lindquist said the number of customers who have come in because of the sign at the Main Avenue exit have more than paid for the several thousand dollars annual cost of the sign.

When opening their Bellevue location off State 172, Lindquist said she and her partner, Chris Straus, were more intentional about opening near a highway because of their success with the De Pere location.

"If we were a bit further down," Lindquist said, "it would be a little bit more difficult for people to get to our Bellevue

location. So that easy-on-and-off was definitely a plus for us and why we chose that location, for sure."

While some businesses rely on and thrive from commuter traffic, Interstate 41 is mostly irrelevant to others, like Gilligan's Bar and Grill, which is located right off the interstate, on Velp Avenue in Howard. Vicki Petroske, a manager at the eatery, said local customers account for most of the business' visitors.

Part of the reason the location might not see a lot of commuter traffic may be that it's not visible from the highway itself.

"It's a landmark place," Petroske said. While the business has been near the highway for 30 years, aside from a handful of customers who stop in after visiting the nearby Vandervest Harley-Davidson dealership, another location would be just as successful, she said.

Local flavors often take back seat to national, regional chains

Bona Fide Juicery, Plank Road Pub, and Gilligan's Bar and Grill have all made homes for themselves off of Interstate 41, but local businesses like these are typically the minority tucked in between chain restaurants like McDonalds, Starbucks or Popeyes.

Aaron Schuette, director of community development for the village of Ashwaubenon, said the quantity of chain restaurants off the interstate wasn't something intentionally planned by the village, but was instead something that happened organically.

The desire of national chains to be on the most visible and accessible parcels

See INTERSTATE 41, Page 10A






Keeney HOME SERVICES
GUTTERS • ROOFING • INSULATION

BEAT THE HEAT WITH SUMMER SAVINGS!

OFFERS EXPIRE 7/31/2022

75% OFF INSTALLATION!
GUTTER REPLACEMENT

50% OFF INSTALLATION!
ROOF REPAIR & REPLACEMENT




50% OFF INSTALLATION!
DR. ENERGY SAVER INSULATION



GUTTERS - ROOFING - INSULATION | Keeney Home Services

Keeney Home Services is a locally owned and operated home improvement company specializing in solutions from the attic up. Proudly serving all of northeast & central WI since 2009!

CALL NOW TO GET A FREE ESTIMATE!

920-600-8423

"Quality Roof and gutters! Our salesman Chris was great throughout the whole process. We are very satisfied with the quality and workmanship of our new roof and gutters. The install crew was also very professional."
Ed N. of Hobart, WI-

★★★★★

www.keeneyhomeservices.com

WI. LIC. DC-111300006



YOUR TRUSTED LOCAL HOME SERVICE COMPANY - BACKED BY SOLID WARRANTY COVERAGE!



A1 GARAGE™
DOOR SERVICE

BEST PRICES ★ BEST PARTS ★ BEST WARRANTY

A1 FROM DAY 1



I called A1 and Tony was there within the hour to fix my garage door and replace the motor. Excellent service and went above and beyond to help me setup and understand the new system. Highly recommend.

- Jason - Appleton, WI

★★★★★



\$300 OFF*

ANY NEW GARAGE DOOR

12 MONTHS NO INTEREST*

FINANCING THROUGH **GreenSky™**

* Subject to credit approval, restrictions apply call for details.

* With purchase and install of new garage door. Call for details. Must present this ad to redeem offer. Cannot be combined with any other offers or past purchases. Exp. 7/31/22



5 REASONS TO REPLACE:

1. Energy efficient doors save you \$\$\$
2. Tighter door security keeps you safe
3. Weather & critter protection
4. Upgraded curb appeal
5. Increase home value

Same Day Service • Evenings & Weekends – No Extra Charge • 24/7 Service • Military, AAA, Senior, AARP Discounts • Residential • Doing Business Since 1998 • Family Owned & Operated • Lifetime Warranty - Call for Details






GARAGE DOOR SERVICE SPECIALS

GARAGE DOOR TUNE UP SPECIAL

\$99

CALL TODAY FOR DETAILS!

FREE ESTIMATES

\$100 OFF

REPLACE AN EXISTING OPENER

\$75 OFF

SPRING REPLACEMENT

With this coupon. Not valid with other offers or prior purchases. Expires 7/31/22

SERVICING GREATER APPLETON & GREEN BAY AREA

920-600-8308

SCAN TO SCHEDULE SERVICE



Michels Corp. opposed to right to work in 2015

Now Tim Michels says he supports it

Katelyn Ferral

Milwaukee Journal Sentinel
USA TODAY NETWORK - WISCONSIN

Republican candidate for governor Tim Michels says he supports Wisconsin's current ban on requiring non-unionized workers to pay dues to their workplace union, despite his company's history opposing it.

Wisconsin enacted the ban, known as "right to work," in 2015 under former Republican Gov. Scott Walker. The state's law is similar to those passed in more than 20 states nationwide.

Michels Corp, the construction company Michels co-owns, was a part of the Wisconsin Contractor Coalition that opposed the right-to-work proposal.

The construction company's employees were also a part of protests against the proposed right-to-work law at the time. At least one employee of the company was able to protest right-to-work legislation because Michels Corp. gave him time off, according to a 2015 article from The Daily Reporter, a construction industry newspaper.

Now, seven years after the law was enacted, Michels' campaign says he supports it.

"Tim, who has helped lead a company with thousands of unionized and non-unionized employees, supports an individual's right to work and he supports Right to Work laws," said Chris Walker, an advisor to the Michels campaign.

Any suggestion that Michels mandated or encouraged his employees to oppose the 2015 law is "completely false," Walker said.

"We can't speak for Michels Corporation, but when with them, he never specifically encouraged or granted time off for Michels employees to protest for or against anything, including right-to-work. How employees express their First Amendment rights on their own time is up to them," he said.

In 2015, a Colorado-based worker won a settlement from the Michels Corporation and a union after he was fired for declining to pay union dues.

Michels' chief competitor in the Republican gubernatorial primary on August 9, Rebecca Kleefisch, criticized Michels for allowing his employees to protest right-to-work.

"Despite protests from the union bosses, Rebecca Kleefisch proudly stood with Scott Walker and the Republican legislature in the fight to free workers from forced unionization," Kleefisch's campaign manager

Charles Nichols said.

"Republican voters have a choice: Do we want a governor like Rebecca who stands up to the liberal protesters — or Tim Michels who gave his employees time off to join the protests against conservative reform?"

Michels and Kleefisch are locked in a tight race, according to the most recent Marquette University Law School poll that showed Michels with a slight lead within the margin of error.

Democratic Governor Tony Evers' campaign said he would continue to support workers, as he has throughout his tenure by cutting income taxes and investing in training and apprenticeship programs.

"Workers deserve to have a seat at the table, and when they do, everyone is better off because of it," said Kayla Anderson, a spokeswoman for the Evers campaign. "Working families can't afford Tim Michels' or Rebecca Kleefisch's radical and wrong agenda for our state."

Wisconsin's right-to-work law has been seen by many as a blow to the power of unions in the state because it limits their ability to collect money from employees who don't want to join the union. Union leaders argued it was unconstitutional and challenged it in state and federal court in 2016. Both the U.S. Court of Appeals and the Wisconsin Court of Appeals upheld the law in 2017.



Moraine Ridge Senior Living

Moraine Ridge Senior Living July Special:

Move in during the month July and the \$1000 Community Fee will be waived!

*Stipulations apply!

www.morainecare.com
info@moraineridge.com
920-341-8621

Interstate 41

Continued from Page 9A

has driven up land prices along the interstate making it more difficult for small businesses to open in those locations.

"There's more of a lean towards the larger chain restaurants, primarily because land prices are relatively high along 41," Schuette said.

Schuette said policies made by the village, like requirements for site plan applications, are crafted in a way that encourages a variety of businesses to open while maintaining a unified vision for the area.

These requirements dictate the types of materials that can be used in construction and what landscaping and parking is required.

"We'd love to see any kind of businesses, whether they're small or large," Schuette said. "Just as long as they meet our zoning and our design requirements."

The next phase in the highway's evolution will take place south of De Pere, where the state Department of Transportation, plans to expand the 23-mile segment between Scheuring Road in De Pere and State 96 in Appleton from four to six lanes, with three lanes moving in each direction.

This section of the interstate "experiences crashes

at a rate greater than similar freeways in Wisconsin," the DOT said.

The work will also include construction of the South Bridge Connector — a bypass route intended to provide faster access to south De Pere and a faster connection between Interstates 41 and 43.

"The purpose of the project is to just make this a much safer facility that operates better for traffic that's regularly driving through the corridor," said Scott Eble, the Interstate 41 design project manager for the department.

According to Dan Lindstrom, director of development services, the South Bridge connector is already leading to growth in the area with developers reaching out to the city.

Lindstrom said they are currently planning for the future of the area to balance residential, business park and commercial uses.

"The city of De Pere is excited for the future growth located around the South Bridge Connector," Lindstrom said. "As we get closer and closer to the real possibility we expect the interest to only increase and become a major growth corridor in the region."

Alexandria Bursiek Kloehn is a business reporter for the Green Bay Press-Gazette. You can reach her at abursiekkloehn@gannett.com or view her Twitter profile at [@bursiekkloehn](https://twitter.com/abursiekkloehn)



LEGEND LARRY'S

Thank You, GREEN BAY

Legend Larry's voted the Best Wings in Green Bay FOUR years in a row!

920.435.7000

2035 University Ave,
Green Bay, WI 54302

BEST OF THE BAY
★ 2022 ★
The Official Community Choice Awards
Green Bay Press Gazette.
greenbaypressgazette.com
WINNER