



Economic Development History of Interstate - 43 Corridor*

1. Overview

Interstate 43 is a north-south highway located entirely within Wisconsin. Its southern terminus is near the Illinois border at I-39 and I-90 in Beloit, Wisconsin. From there it runs northeast to Milwaukee, and then north to Green Bay, where it meets US-41. This case study covers the original section of I-43 between Milwaukee and Green Bay.

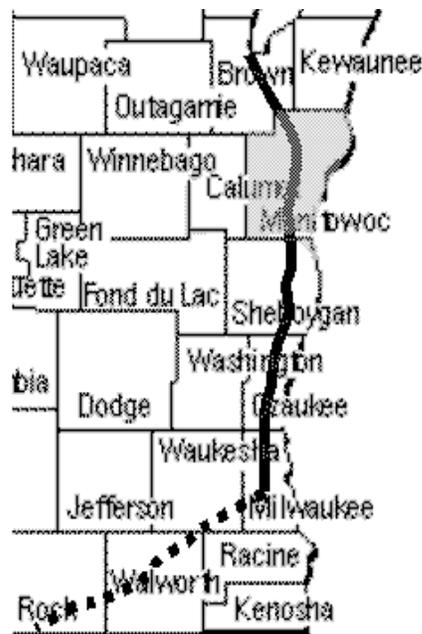
2. Project Description and History

2.1 Description of Project

2.1.1 Project Length/Location

The focus of this study is on the original length of I-43, completed in 1981, which stretches for 120 miles from Milwaukee north to Green Bay (shown as the solid line on the map.) It does not cover another 72 miles running southwest from Milwaukee to Beloit, which was completed in 1990 (shown as the dotted line on the map). Along the study route, I-43 passes through Brown, Manitowoc, Sheboygan, Ozaukee and Milwaukee counties. The highway serves the cities of Green Bay, Manitowoc, Sheboygan, and Milwaukee. I-43 has interchanges with I-894, I-94, and US 41 at Milwaukee; State Highway 32 near Port Washington; USH151 at Manitowoc; and USH10 and State Highway 57 near Fredonia and US 41 at Green Bay.

Route of I-43



* shading denotes non-metropolitan county

2.1.2 Reason for Project Development

Originally, Wisconsin was to only be home to two Interstates, I-90 and I-94, linking Wisconsin's two largest cities -- Madison and Milwaukee -- to Chicago and Minneapolis. The Wisconsin Transportation Commission lobbied in the 1950's to connect Wisconsin's third largest city -- Green Bay -- to the interstate system, but it was turned down. There has long been two routes between Milwaukee and Green Bay: (1) the western route: US-41 corridor serving the medium-size cities of Oshkosh and Appleton, and (2) the eastern route: US-141 corridor serving the medium-size cities of Sheboygan and Manitowoc. There was lobbying for both highway alignments for a new freeway, and at one time there was also a proposal to locate the new I-43 midway between the two. It wasn't until the 1960s that the federal government approved a Milwaukee-to-Green Bay Interstate highway via the eastern (US-141) route.^[1] Upgrades over the 1962-1981 period finally turned the eastern route into what is now I-43. Upgrades are currently also underway to convert the western route to full freeway standards.

2.1.3 Details of Construction

In 1963, a 3.4 miles stretch of I-43 (Old 14) began at the New Port exit on Washington road in Milwaukee County. In 1964, another 10 miles of I-43 (Old 141) was constructed in Ozaukee County. The following year, in Sheboygan County another 9.3 miles of I-43 (Old 141) was completed as the Sheboygan bypass. Starting in 1972, construction of 94.4 miles of I-43 began, passing through Ozaukee, Sheboygan, Manitowoc, and Brown Counties. In 1974, a stretch of I-43 was constructed at the Marquette Interchange in Milwaukee County. In the same year, another stretch of 13.9 miles began on Intersection 57 in Ozaukee County. The final segment of the original I-43 route from Milwaukee to Green Bay was opened to traffic in 1981.

Later work included construction of an I-43 ramp connection in Sheboygan County in 1985, and a northern terminus connection with US-141 in 1987. Around 1990, the 72 miles of southern terminus extended from its original junction between Interstates 94 and 794 in downtown Milwaukee to southwest along the former Wisconsin 15 Freeway to Interstate 90 near the state line. Since 1999, the southern terminus has connected to Interstate 39.

Interstate 43 has no business routes. However, in Sheboygan, there is Business Wisconsin 42 between Exits 120 and 128. This route corresponds to what was formerly US 141 prior to the completion of I-43 along a bypass route and the subsequent decommissioning of US 141.

2.1.4 Traffic Counts

Trend analysis for average daily traffic (ADT) is shown in the following table, based on available traffic counts for interchanges in the Brown, Manitowoc and Sheboygan counties. The data shows that in 1995, I-43 south of the Atkinson (Tower Drive Bridge) interchange in Brown County was the most heavily used interchange, followed by I-43 between STH 172 and CTH JJ Bellevue Township interchanges. In 2003, however, the traffic pattern reversed, increasing most on the I-43 between the STH 172 and CTH JJ Bellevue Township interchanges, followed by I-43 south of the Atkinson (Tower Drive Bridge) interchange. The traffic on I-43 through the interchange with USH 41-141 in Green Bay was the lowest in 1995 and 2003. Overall, traffic volumes are highest along the Wisconsin I-43 corridor in the Green Bay area, and significantly lower at interchanges in the middle region. Traffic levels on I-43 in downtown Milwaukee are even higher, but those counts are not available.

Table 1: Average Daily Traffic along I-43 Corridor: 1995-2003

County (City)	Count Location	1995	2003	Change: 1995-2003
Brown	I-43 Between STH 96 & CTH MM Interchanges	18,334	21,743	19%
Brown	I-43 South Of Atkinson (Tower Drive Bridge)	35,233	34,352	-3%**
Brown	I-43 Between STH 172 & CTH JJ Bellevue Tnshp	25,224	39,725	57%
Brown	I-43 Between US- 141 & STH 172 De Pere Tnshp	20,258	26,004	28%
Brown (Green Bay)	I-43 Between STH 54-57 & Webster in Green Bay	22,870	34,433	51%
Brown (Green Bay)	I-43 Between CTH V & STH 54-57	22,323	36,363	63%
Brown (Green Bay)	I-43 Through Int. With US- 41-141	6,047	14,418	138%

Manitowoc*	I-43/US-10 S of STH 310 Manitowoc Rapids	16,997	17,441	3%**
Manitowoc*	I-43 1.0 Mi S of STH 42 & CTH JJ Manitowoc	16,697	19,603	17%
Sheboygan	I-43 N Of STH 32 Sheboygan	20,899	26,574	27%

* Indicates counties classified as non-metropolitan by the U.S Office of Management and Budget in 2004

** Traffic changes over eight years that are between +5% and -5% are considered to be essentially no change

Note: STH=State Highway; CTH=County Trunk Highway

Traffic on I-43 has been increasing in the Green Bay area at a rate faster than in other regions along I-43 (except for one interchange in central Green Bay where there was essentially no change in traffic volume). The percentage growth between 1995 and 2003 was highest at the interchange with USH 41-141 at 138%, followed by I-43 between CTH V and STH 54 & 57 interchanges along the I-43 corridor in Green Bay City at 63%. New connections in the Green Bay area are expected to generate additional traffic growth. This includes the new interchange of I-43 through USH 41-141 going to Upper Michigan and the I-43 interchanges through STH 54& 57 and Webster street in Green Bay. The only area with a small reduction in traffic was in Downtown

2.2 Regional Profile[2]

The I-43 study area is the northern part of I-43, which runs parallel to the west shore of Lake Michigan from Milwaukee to Green Bay. It traverses Milwaukee, Ozaukee, Sheboygan, Manitowoc and Brown Counties. Four of the five counties are metropolitan. The entire region has a strong manufacturing orientation. This section presents an overview of each of the counties that are served by the northern I-43 corridor.

2.2.1 Brown County: Green Bay Metropolitan Area

The Green Bay metropolitan area is comprised of Brown County. In 2002, Brown County's population was 231,871. The major industries include paper manufacturing (George Pacific), food processing (Schreiber Foods), insurance (Employers Health Insurance Co.) and trucking (Schneider National). The manufacturing sector employs 19.1% of all jobs in the county with an average wage per job at \$40,990. Nondurable manufacturing accounted for nearly \$88.6 million in personal earnings, of this total, paper manufacturing and food manufacturing accounted for 52% and 30% respectively. Brown County and the Fox River Valley have the highest concentration of paper companies in Wisconsin and the world. Green Bay is widely known as the "toilet paper capital of the world." The average paper mill worker earns approximately \$49,000 annually. The Oneida tribe is also located in Brown County. In addition, Brown County is also a strong agricultural area with the dairy industry being an important income generator.

The Port of Green Bay is the westernmost port of Lake Michigan. Nearly two million tons of cargo is moved through the port each year. Inbound shipments of cement, coal, limestone, liquid asphalt, salt, and fuel oil, and outbound shipments of steel and tallow make up the majority of cargo handled through the port. In 2002, the county's unemployment rate was 5.0, and its per capita income was \$31,095.

2.2.2 Sheboygan County: Sheboygan Metropolitan Area

The Sheboygan metropolitan area is comprised of Sheboygan County. It is located on the western shore of Lake Michigan midway between Manitowoc and Milwaukee. Sheboygan County has 10 villages and 3 cities (the largest being Sheboygan) with a land area of 513.7 square miles and a population of 113,191.

Manufacturing is the leading employment sector in Sheboygan County, ranking 2nd in Wisconsin. It employed nearly 40% of all jobs in the county and accounted 52% of personal earnings at nearly \$127 million in 2002, of which 20% was attributed to the fabricated metal product manufacturing industry[3]. The average wage in the industry was \$38,911 per job.

2.2.3 Milwaukee and Ozaukee Counties: Milwaukee Metropolitan Area

The Milwaukee-Waukesha-West Allis metropolitan area is comprised of four counties: Milwaukee, Ozaukee, Washington, and Waukesha. The first two of these are traversed by I-43 and included in the I-43 study area for this report. The Milwaukee metropolitan area is the largest in Wisconsin, with a population of 1.6 million. It is also one of the nation's premier manufacturing centers, with major manufacturers of machinery, electrical equipment, motors and appliances. Over 19% of the area's workforce is employed in manufacturing, and nearly 4,000 manufacturing establishments are located in greater Milwaukee. Milwaukee produces \$24.1 billion in industrial goods annually and has a per-capita output of almost \$14,000 per person, making Milwaukee one of the top areas in the U.S. in terms of manufacturing output per capita.

- **Milwaukee County** encompasses 241.6 sq. miles in area, and has a population of 934,788. In 2002, the average per capita income of \$30,456 was higher than the State average of \$30,050, and ranked 10th in the State. "Health care and social assistance" was the largest of the 20 major employment sectors employing nearly 16.1% of the county's work force. It had an average wage per job of \$35,550. The county has an unemployment rate of 7.0%.
- **Ozaukee County** is directly north of Milwaukee and part of the metropolitan area. The county seat is Port Washington. It encompasses 231.9 sq. miles in land area and has a population of 83,924. The county's 2002 per capita income of \$47,418 was above the State average by \$17,368 and ranks 1st in the State. In 2002 manufacturing was the largest of 20 major sectors with an average wage per job of \$42,449. manufacturing employment was 27.8% of county's work force. Ozaukee County's unemployment rate is 4.1%.

2.2.4 Manitowoc County

Manitowoc County has been designated by the US Office of Management and Budget (OMB) as a "micropolitan area."^[4] The county encompasses an area of 590 square miles, and includes nine villages and three cities, the largest being the City of Manitowoc. The county is located 80 miles north of Milwaukee and 38 miles south of Green Bay along the I-43 corridor. The eastern border of Manitowoc County is Michigan Lake. In 2002, Manitowoc County's population was 83,925 and its unemployment rate was 6.9%.

Wage and salary levels in the Manitowoc area are generally lower than the averages for the State in most industry categories. The per capita income of \$29,099 in year 2002 was below the State average by \$3,197. Historically, manufacturing has been the leading employment sector and employs the largest percent of the workforce for all industry sectors in the County at 33.4%. The leading manufactured products are fabricated metals, electrical and non-electrical machinery and equipment, and food kindred products. The average wage in the industry is \$34,970. Approximately 16% of Manitowoc County residents work outside of Manitowoc County. I-43 is the primary route for over 50% of the commuters going north to Green Bay and Brown County or south to Sheboygan County.

3. Socioeconomic Data

This section presents socioeconomic data for all those counties that are served by the northern stretch of I-43 corridor in Wisconsin. In order to better understand the socioeconomic growth and changes in the corridor, all counties along the I-43 corridor have been grouped into three sections: north (Brown County), middle (Manitowoc, Sheboygan and Ozaukee counties), and south (Milwaukee County). This grouping effectively isolates the two cities at the ends of the corridor (Green Bay and Milwaukee) from the less densely developed areas in the middle.

For property value and residential construction trends, this report characterizes the north section based on Green Bay metropolitan area data, while it characterizes the middle section based on Sheboygan metropolitan area data. The south section is based on Milwaukee metro area data.

3.1 Population

Population growth trends along the I-43 corridor clearly indicate a steady growth in the north and middle region counties, though not in Milwaukee County (southern region). In year 2000, the population gap between Milwaukee County and all other counties along the corridor was less by 433,970, compared to 710,819 in 1960. The gradual decline in population in Milwaukee County is also reflected in employment and personal income trends discussed in sections 3.2 and 3.3.

Table 2. Population Trends along I-43 Corridor: 1960-2000

	1960	1970	1980	1990	2000
Wisconsin	3,951,777	4,425,944	4,712,015	4,904,562	5,373,947
Highway Corridor I-43	1,361,263	1,446,560	1,391,285	1,413,324	1,445,004
North: Brown County	125,082	158,994	175,735	195,491	227,257
Middle					
Manitowoc County*	75,215	82,282	82,887	80,486	82,893
Sheboygan County	86,484	96,726	100,907	104,137	112,754
Ozaukee County	38,441	54,774	67,129	73,247	82,565
South: Milwaukee County	1,036,041	1,053,784	964,627	959,963	939,487

*Indicates counties classified as non-metropolitan by the U.S Office of Management and Budget in 2004

Source: Bureau of Economic Analysis

Table 3. Compounded Average Annual Growth Rate in Population along I-43 Corridor

	1960-1970	1970-1980	1980-1990	1990-2000
Wisconsin	1%	1%	.4%	0.9%
Highway Corridor I-43	1%	-0.4%	0.2%	0.2%
North: Brown County	2%	1%	1%	1.5%
Middle				
Manitowoc County*	1%	0.1%	-0.3%	0.3%
Sheboygan County	1%	0.4%	0.3%	0.8%
Ozaukee County	4%	2%	1%	1.2%
South: Milwaukee County	.2%	-1%	-0.05%	-0.2%

*Indicates counties classified as non-metropolitan by the U.S Office of Management and Budget, 2004

Source: Bureau of Economic Analysis

3.2 Employment

The largest concentrations of employment are at the north and south ends of the corridor (corresponding to Green Bay and Milwaukee). There are smaller population levels in between. The employment level in Manitowoc County is the lowest, as 16% of the county residents work outside of Manitowoc County. I-43 is the primary route for commuters going from that county either north to the Green Bay area, or south to Sheboygan County.

In terms of trends, employment has continued to grow in all of these counties. The northern region (Brown County) has been growing most rapidly. Notably, employment increases have also been significant in the southern region (Milwaukee County), despite a loss of population. This indicates growing employment in the metro core, while population has been moving from that core to suburban counties.

Table 4. Employment Trends along I-43 Corridor: 1970-2000

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	1970	1980	1990	2000
Wisconsin	1,953,933	2,449,057	2,835,395	3,431,272
Highway Corridor I 43	147,126	192,377	230,130	295,146
North: Brown County	67,415	96,310	125,994	173,131
Middle				
Manitowoc County*	35,532	41,685	41,631	45,714
Sheboygan County	44,179	54,382	62,505	76,301
Ozaukee County	21,543	28,507	35,665	51,084
South: Milwaukee County	531,524	587,405	614,938	627,452

*Indicates counties classified as non-metropolitan by the U.S Office of Management and Budget in 2004

Source: Bureau of Economic Analysis

Table 5. Compounded Average Annual Growth Rate in Employment along I-43 Corridor

	1970-1980	1980-1990	1990-2000
Wisconsin	2%	1%	2%
Highway Corridor I 43	3%	2%	3%
North: Brown County	4%	3%	3%
Middle			
Manitowoc County*	2%	0.5%	1%
Sheboygan County	2%	1%	2%
Ozaukee County	3%	2%	4%
South: Milwaukee County	1%	0.5%	0.2%

*Indicate county classified as non-metropolitan in 2004

Source: Bureau of Economic Analysis

3.3 Personal Income

Personal income is defined to include total wages and other sources of income received by individuals who live in the area. Using that definition, it is clear that the average per capita income along the Wisconsin I-43 corridor remains higher than the State's average. Ozaukee County in the middle region (northern fringe of the Milwaukee metro area) has the highest levels of per capita income. Between 1990 and 2000, the per capita income in the Ozaukee County increased by nearly \$12,824, the largest increase along the corridor. Ozaukee County's per capita income is the highest in Wisconsin. In the same time period, the per capita income in Milwaukee County increased by only \$2,966, the lowest increase along the Wisconsin I-43 corridor.

Table 4. Per Capita Income along I-43 Corridor: 1970-2000

	1970	1980	1990	2000
Wisconsin State	\$18,346	\$21,943	\$24,737	\$29,685

Highway Corridor I- 43	\$18,929	\$23,591	\$26,879	\$33,059
North: Brown County	\$17,032	\$22,041	\$25,841	\$30,975
Middle				
Manitowoc County*	\$16,438	\$20,769	\$22,295	\$27,170
Sheboygan County	\$18,167	\$22,838	\$24,837	\$29,940
Ozaukee County	\$21,837	\$27,892	\$35,060	\$47,884
South: Milwaukee County	\$21,173	\$24,414	\$26,361	\$29,327

*Indicates counties classified as non-metropolitan by the U.S Office of Management and Budget in 2004

Source: Bureau of Economic Analysis; Note: Adjusted to 2002 Constant Dollars.

The annualized rate of personal income growth along the corridor is the same as that of the State. Consistent with the population and employment growth, Brown County in the northern region and Ozaukee County in the middle region continue to have the strongest income growth, higher than State Averages. The personal income growth level in Milwaukee County appears to be the slowest along the Wisconsin I-43 corridor.

Table 5. Personal Income Growth along I-43 Corridor: 1970-2000

	1970	1980	1990	2000	Annual % Growth:	
					1980-1990	1990-2000
Wisconsin	81,191,911,448	103,395,852,057	121,321,520,918	159,521,864,711	2%	3%
I-43 Corridor	5,817,413,026	7,899,646,483	9,432,515,503	12,668,600,913	2%	3%
North: Brown Co.	2,707,711,441	3,873,556,261	5,051,711,677	7,039,229,830	3%	3%
Manitowoc Co.*	1,352,525,497	1,721,558,608	1,794,451,865	2,253,453,282	.4%	2%
Sheboygan Co	1,757,176,088	2,304,531,614	2,586,351,962	3,375,917,801	1%	3%
Ozaukee County	1,196,107,879	1,872,407,783	2,568,018,476	3,953,578,837	3%	4%
South: Milwaukee	22,312,131,351	23,550,786,801	25,305,764,990	27,552,835,731	1%	1%

*Indicates counties classified as non-metropolitan by the U.S Office of Management and Budget in 2004

Source: Bureau of Economic Analysis; Note: Adjusted to 2002 Constant Dollars.

3.4 Industry Mix

The economic shift along the I-43 corridor has been gradual and consistent with State trends. In Milwaukee County, the service economy has grown at the expense of manufacturing, as jobs in the service sector constituted 37% of all private jobs in 2000, as opposed to 17% in 1970. Reflecting this same trend, manufacturing employment constituted 14% in year 2000, as opposed to 30% in 1970. In the service sector, the "health care and social assistance" industry employed the largest share of total workforce at 16.6%. Similarly in Brown County, manufacturing jobs have shrunk and jobs in the service sector have expanded, however marginally. Paper manufacturing and food manufacturing businesses are the major employers, although trade remains the dominant sector in Brown County. In Manitowoc, Sheboygan, and Ozaukee counties, manufacturing industries dominate, although between 1970 and 2000, manufacturing jobs declined from 40% to 32% of the total employment.

Table 6. Industry Mix of Employment along I-43 Corridor: 1990-2000

State/Counties	Ag & Mining	Construction	Manufacturing	Transport & Utilities	Trade	FIRE*	Services
Wisconsin							
1990	27,084	124,521	573,595	122,285	1,123,876	185,092	695,383
2000	41,159	175,058	632,250	155,782	1,324,106	230,817	939,780
Brown							
1990	815	6,347	24,782	8,388	54,072	8,681	31,872
2000	1,320	10,051	31,060	12,448	68,718	15,466	45,041
Manitowoc*							
1990	164	1,009	11,082	1,626	6,772	852	7,279
2000	73	1,491	14,180	2,670	4,884	1,085	9,384
Sheboygan							
1990	1,738	1516	19,262	1,831	10,122	9,763	119
2000	38	3,411	22,724	1,184	8,097	2,052	19,728
Ozaukee							
1990	477	1,493	9,687	872	7,956	2,505	8,570
2000		2,152	12,965	1,187	10,608	4,309	14,169
Milwaukee							
1990	2,273	18,866	110,808	29,361	243,277	54,358	196,689
2000	3,014	17,652	90,060	34,235	220,780	51,775	241,463

*Indicates counties classified as non-metropolitan by the U.S Office of Management and Budget in 2004

Source: County Business Pattern, US Census Bureau

3.5 Business Establishments

Between 1990 and 2000, the number of business establishments along the I-43 corridor increased by nearly 1,664. Establishments increased primarily in the service and construction sectors, but sharply declined in agriculture, mining, transportation and utilities industries. Compared to State levels, manufacturing businesses along the corridor declined only slightly, however businesses in retail trade increased by 19%. The economic development changes discussed in Section 4 are partially responsible for the significant growth in trade service industries along the I-43 corridor. At the county level, the number of business establishments slightly increased in Brown, Sheboygan, and Ozaukee counties, however slightly declined in Milwaukee County.

Table 7. Annual Growth in Business Establishments Mix along I-43 Corridor: 1990-2000

	Brown	Manitowoc	Sheboygan	Ozaukee	Milwaukee	I-43 Corridor	Wisconsin
Ag. & Mining	-15%	-9%	-15%	-17%	-22%	-17%	-7%
Construction	4%	4%	2%	5%	-0.2%	2%	3%
Manufacturing	3%	1%	-0.2%	2%	-2%	-1%	2%

Trade	19%	14%	18%	23%	19%	19%	-3%
Transp. & Utilities	-17%	-17%	-18%	-23%	-22%	-20%	-0.3%
Fin. Real Est. & Ins.	5%	1%	2%	5%	1%	2%	3%
Services	5%	4%	4%	6%	3%	3%	5%

Source: County Business Pattern, US Census Bureau

3.6 Property Value Changes

Changes in the values of real estate are indicative of economic development growth in a region. The US Census Bureau summarizes monthly and annual valuation of construction units authorized by building permits at county, metropolitan and state level.

Property values along the I-43 corridor have been increasing from 1984 to 2002, but the location of highest growth in property values has continued to move northward since the completion of I-43. Between 1984 and 1990, property values in the Milwaukee metropolitan area increased by 17%, the highest percentage increase along the I-43 corridor. Between 1990 and 1996, however, the Sheboygan area had the highest percentage increase. Between 1996 and 2002, the Green Bay area had the highest percentage growth in property values.

Table 8. Property Value Trends along I-43 Corridor: 1984-2002 (constant 2002 dollars)

	1984	1990	1996	2002	Annual Growth Rate		
					1984-1990	1990-1996	1996-2002
Green Bay MSA	\$85,061	\$117,818	\$180,811	\$256,391	6%	7%	6%
Sheboygan MSA	\$25,542	\$36,018	\$77,593	\$79,613	6%	14%	0.4%
Milwaukee MSA	\$310,671	\$795,923	\$787,323	\$902,397	17%	-0.2%	2%

Source: US Census Bureau; Note: Adjusted to 2002 Constant Dollars^[5].

Table 9 gives per acre price of commercial properties sold in the City of Manitowoc between 1992 and 2004. Commercial properties along the I43 corridor have higher price per acre.

Table 9: Commercial Properties Sales: Calumet Ave. & S. Rapids Rd. Corridors in the City of Manitowoc

	Year sold	Per Acre Price	Total Cost
Site for Rustic Touch	05-1992	\$202,400	\$85,000
Site for REX TV	09-1994	\$310,900	\$199,000
Site for Wendy's	05-1995	\$160,000	\$225,000
Site for First Chrysler	10-1995	\$157,342	\$210,000
Site for Applebee's*	05-1996	\$226,000	\$275,000
Site for All-Car*	05-1996	\$160,000	\$280,000
Site for Culvers	07-1996	\$296,000	\$450,000
Site for Country Kitchen*	03-1997	\$185,100	\$255,000
Site for Menard's*	06-1998	\$87,000	\$1,425,500
Site for Office Max	08-1997	\$197,200	\$625,000

Site for Western Auto	01-1997	\$213,000	\$195,000
Site for Auto Zone	03-1999	\$196,900	\$195,000
Site for Aurora Health Clinic	02-1999	\$220,150	\$350,000
Site for AMOCOM McDonalds*	09-1999	\$309,300	\$390,000
Site for AMRICINN*	06-1999	\$160,500	\$390,000
Site for Velro Mattress*	07-1999	\$176,200	\$175,000
Site for Bedding Store*	12-2000	\$181,800	\$100,000
Site for Dental office	12-2001	\$117,500	\$148,000
Site for WalMart	04-2001	\$137,000	\$1,625,000
Site for Movie Theater	05-2001	\$126,000	\$190,000
Site for GLS Subs Inc.*	06-2002	\$264,236	\$115,000
Site Keystone Investors Inc.*	02-2002	\$196,078	\$200,000
Site for a Medical Building	03-2003	\$115,200	\$145,200
Site for Fifth Generation	12-2003	\$157,342	\$450,000
Site for Holy Family Memorial Inc	10-2003	\$130,150	\$345,000
Site for Credit Union	11-2003	\$344,000	\$595,000
Site for Menard Inc.*	06-2004	\$117,320	\$505,850
Site for DRM Inc	02-2004	\$317,400	\$450,000

Source: City of Manitowoc Planning and Assessor's Department

Note: Not adjusted to inflation;

*Indicates commercial properties along the I-43 corridor

3.7 Residential Construction

Available data on residential construction is based on locally issued building permits. Housing construction in the Green Bay metropolitan area indicates a consistent increase in the number of units since the 1990s. The appearance of a large residential construction increase of 1.5% in the Milwaukee metropolitan area in the early 1990s is due to the expansion in definition of the Milwaukee metropolitan area which adds Waukesha after the 1990 census. The subsequent decline in home construction in the later years may be a consequence of the very large increase in property values that occurred in the preceding (1984 to 1990) time period. Home construction in the Sheboygan area increased by 1.3% between 1990 and 1996, and then declined between 1996 and 2002, which may also reflect the rising property values occurring there in the preceding (1990-1996) period.

Table 10. Housing Units Authorized by Building Permits along I-43 Corridor: 1984-2002

	1984	1990	1996	2002	Comp. Annual Avg. Interest: 1990-1996	Comp. Annual Avg. Growth: 1990-1996	Comp. Annual Avg. Growth: 1996-2002
Green Bay MSA	984	1,261	1,705	2,137	0.4%	0.5%	0.4%
Sheboygan MSA	291	326	720	680	0.2%	1.3%	-0.1%
Milwaukee MSA	3,277	8,166	6,446	5,936	1.5%	-0.4%	-0.1%

Source: US Census Bureau

4 Major Events

This section provides an overview of development changes that have occurred (or are occurring) along the I-43 corridor, based on the insight and local data provided in interviews by the State and local resource persons.

4.1 Economic Development Changes along I-43 Corridor

Since completion of the I-43 link from Milwaukee to Green Bay, the greatest amount of new development activity appears to have occurred at the northern half of the corridor - the part that has been most remote from Milwaukee.

Brown County: Green Bay. The City of Green Bay has experienced significant increases in the number of business start-ups, expansions and relocations as I-43 was completed. According to local economic development officials, I-43 and Wisconsin 29 Highways, together with strong rail and port services, has provided a complementary set of infrastructure resources needed to improve the economic competitiveness of the Green Bay area industries. The paper industry has benefited from the highway as a way of getting goods to market. Logistics, trucking and warehousing related services are critically dependent on I-43's existence. Most warehousing in the Green Bay area is related to the paper and food processing industries. Pulp typically is transported in to the region by rail, other inputs related to paper making such as coal and limestone come in through the Port of Green Bay; and most finished goods move out by truck. Several of the trucking companies have reported increases in distribution activity which is related to the completion of I-43 completion, linking the city to the large Chicago market together with its connection through the recently completed Wisconsin 29 Highway project. In addition, a major beef processor in Green Bay has expanded to offering kosher meat now that I-43 has provided faster access to the Chicago consumer market.

However, development at new interchanges along I-43 in Green Bay had been more focused on residential development in the past. The City had zoned all but one of its I-43 interchange locations for residential use, so no new development occurred there. The Mason Street interchange was the one new I-43 interchange in which there was vacant land zoned for commercial and industrial use. The I-43 Business Center in Green Bay City has been extremely successful, with \$2 billion of new construction occurring there within the last decade. In 2001, Proctor and Gamble developed a 90-acre warehousing/distribution center at the I-43 Business Park. A major new medial center is also under construction on an 80-acre site in the I-43 Business Center, along with a one million square foot warehouse facility for the paper industry. Other recent new construction there includes a nutraceutical (nutrition/pharmaceutical) company and engineering offices.

Elsewhere in Green Bay, new business park development is occurring to the northeast at the intersection of Highways 54 and 57 (Sturgeon Bay Road). That area, along Velp Avenue on the west side, has rail service and good access to I-43, and appears to be a potential growth area for industrial or distribution purposes. The Bay Road Industrial Park is also growing, because further area trucking companies are relocating there, reportedly due to its proximity to I-43.

Manitowoc County. In Manitowoc County, I-43 is the only highway that directly connects the County to Illinois and to Green Bay. The interstate has had a significant impact on the economy of Manitowoc County, since it opened in the 1980's. I-43 crosses two main interchanges that are key commercial locations in Manitowoc County: Calumet Avenue (USH 151/I-43 Interchange) and Waldo Boulevard (USH10/ STH42/I-43 Interchange). Just east of the northeast quadrant of the USH 151 and I-43 interchange, along the Calumet Avenue corridor, is one of the most developable business sites in the Manitowoc area. Because of its proximity to the I-43 interchange, this commercial area (the former location of the Manitowoc County Health Care center) is particularly attractive to retail and office/professional businesses with a regional customer base. At the northwest quadrant of that interchange is the city's 400-acre "I-43 Industrial Park". Existing businesses in that industrial park include a variety of manufacturing firms ranging from metal stamping to graphic arts products. The City recently acquired 218-acres to expand the I-43 Park west to South Alverno Road for additional industrial and business development in the area. The southeast quadrant (at the USH 151/Calumet Avenue interchange) is anchored by the Holiday Inn, which has led to further mixed-use commercial development on adjacent properties.

As development of the I-43/USH 151 interchange in Manitowoc saturates available land, other I-43 interchanges areas are expected to become future key commercial and industrial development sites in the Manitowoc area. Both the Waldo Boulevard/I-43 and the STH 310/I-43 interchanges areas are expected to develop at some point in the

future.

Yet while I-43 has helped spur regional retail industrial and service businesses, it has not helped local retailing in the areas of department stores, apparel and accessory stores, as the Manitowoc market is undersized and has historically not been a priority target of regional site sectors. This trend is beginning to change as larger markets are becoming saturated with retail stores and centers, and the focus of site selectors is shifting to tertiary markets. The completion of I-43 has improved consumer access to large regional malls in Green Bay and Sheboygan, which have drained a share of retail spending out of the Manitowoc area.

Sheboygan County. In the Sheboygan area, I-43 has had a significant impact in the growth of commercial real estate, retail and hospitality industries. Recent developments in the hospitality industry include the opening of a \$54 million Blue Harbor resort along a 1,400-foot stretch of Lake Michigan near downtown Sheboygan. Another new development includes the Deer Trace Plaza, a major retail shopping mall on the west side of I-43 in the village of Kohler. Also along I-43 in Sheboygan, a major insurance company is in the midst of a \$47 million expansion project.

Interstate 43 also played a big role in bringing the 2004 PGA Championship to Whistling Straits (in Kohler). Nearly 60,000 people visited Whistling Straits during the PGA tournament, and many of them relied on I-43 to access the area.

Milwaukee. I-43 is seen as the south and eastern parts of a congested freeway loop providing access to the downtown area. As such, it is widely used daily by commuters and area residents, and also provides access for residents of northern suburbs to get to Milwaukee. Yet while I-43 has been critical for local access, it is not seen as a factor in creating new economic development, since most of the interchange areas within the City have already been densely developed.

The importance of I-43 for local traffic access, however, is continuing to grow. The Marquette Interchange of I-94, I-794 and I-43 in downtown Milwaukee is the cornerstone of the southeastern Wisconsin freeway system. Most of the area's freeways intersect at the interchange, which links about one-third of the State's freeway traffic to the rest of the county. The Marquette Interchange reconstruction project will be constructed from 2004 to 2008. Two lanes of through traffic will be open in all directions during construction, temporarily reducing capacity through that segment of highway by 33 percent.

5. Summary

I-43 in Wisconsin has become a major route for transportation of goods and people since its completion in the 1980s. This highway has significantly contributed to the overall economic development in counties along the corridor. In the Green Bay area, a spur of manufacturing and retail industries occurred as I-43 opened. In Sheboygan County, the hospitality and retail industries have expanded due to its proximity with I-43 corridor. Firstly, in Milwaukee-Waukesha area the real estate industry has benefited the most from the I-43 corridor.

In terms of socio-economic trends, Brown County in the north and Ozaukee County in the middle region are growing rapidly. Milwaukee County while the strongest in terms of its socio-economic levels compared to other counties along the I-43 corridor, has been slowly lagging in growth levels.

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[1] Under then 23 U.S.C. 103(e) which then resulted in interstate construction funding

[2] The source for county-level economic data in this section of the report is, "USA Counties in Profiles" provided by Stats Indiana at the Indiana Business Research Center of Indiana University.

[3] The source for county-level economic data in this section of the report is, "USA Counties in Profiles" provided by Stats Indiana at the Indiana Business Research Center of Indiana University.

[4] A micropolitan area is a county or cluster of counties in which at least 50% of the population lives in urban area (s) of 10,000 to 50,000 population

[5] The table below, essentially, Table 10 gives per acre price of commercial properties sold in the City of Manitowoc between 1992 and 2004. Commercial properties along the I43 corridor have higher price per acre.

Table 10: Commercial Properties Sales: Calumet Ave. & S. Rapids Rd. Corridors in the City of Manitowoc

	Year sold	Per Acre Price	Total Cost
Site for Rustic Touch	05-1992	\$202,400	\$85,000
Site for REX TV	09-1994	\$310,900	\$199,000
Site for Wendy's	05-1995	\$160,000	\$225,000
Site for First Chrysler	10-1995	\$157,342	\$210,000
Site for Applebee's*	05-1996	\$226,000	\$275,000
Site for All-Car*	05-1996	\$160,000	\$280,000
Site for Culvers	07-1996	\$296,000	\$450,000
Site for Country Kitchen*	03-1997	\$185,100	\$255,000
Site for Menard's*	06-1998	\$87,000	\$1,425,500
Site for Office Max	08-1997	\$197,200	\$625,000
Site for Western Auto	01-1997	\$213,000	\$195,000
Site for Auto Zone	03-1999	\$196,900	\$195,000
Site for Aurora Health Clinic	02-1999	\$220,150	\$350,000
Site for AMOCOM McDonalds*	09-1999	\$309,300	\$390,000
Site for AMRICINN*	06-1999	\$160,500	\$390,000
Site for Velro Mattress*	07-1999	\$176,200	\$175,000
Site for Bedding Store*	12-2000	\$181,800	\$100,000
Site for Dental office	12-2001	\$117,500	\$148,000
Site for Wal-Mart	04-2001	\$137,000	\$1,625,000
Site for Movie Theater	05-2001	\$126,000	\$190,000
Site for GLS Subs Inc.*	06-2002	\$264,236	\$115,000
Site Keystone Investors Inc.*	02-2002	\$196,078	\$200,000
Site for a Medical Building	03-2003	\$115,200	\$145,200
Site for Fifth Generation	12-2003	\$157,342	\$450,000

Site for Holy Family Memorial Inc	10-2003	\$130,150	\$345,000
Site for Credit Union	11-2003	\$344,000	\$595,000
Site for Menard Inc.*	06-2004	\$117,320	\$505,850
Site for DRM Inc	02-2004	\$317,400	\$450,000

Source: City of Manitowoc Planning and Assessor's Department

Note: Not adjusted to inflation;

* Indicates commercial properties along the I-43 corridor

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