

# **US 51 / Center Avenue Reconstruction Project**

**Preconstruction Public Involvement Meeting**

**March 14, 2024, 5:30 PM**

# Project Team

- Batterman
  - Colten Tuescher – On-Site Project Engineer
  - Kevin Saxe – On-Site Assistant Project Engineer
- Rock Road Companies, Inc.
  - Blake McCann – Project Manager
- Wisconsin Department of Transportation
  - Jim Simpson – Construction Project Supervisor
  - Adam Kopp – Construction Project Manager
  - Jarod Arensdorf – Construction Inspector
- City of Janesville
  - Ahnaray Bizjak – Assistant City Engineer



# Project Background

- Awarded Contract Amount
  - \$9,416,113.91
- Construction Elements
  - Concrete pavement, curb and gutter, driveway approaches, sidewalk, bridge rehabilitation, storm sewer, water main, street lighting at signalized intersections, and traffic signal upgrades.



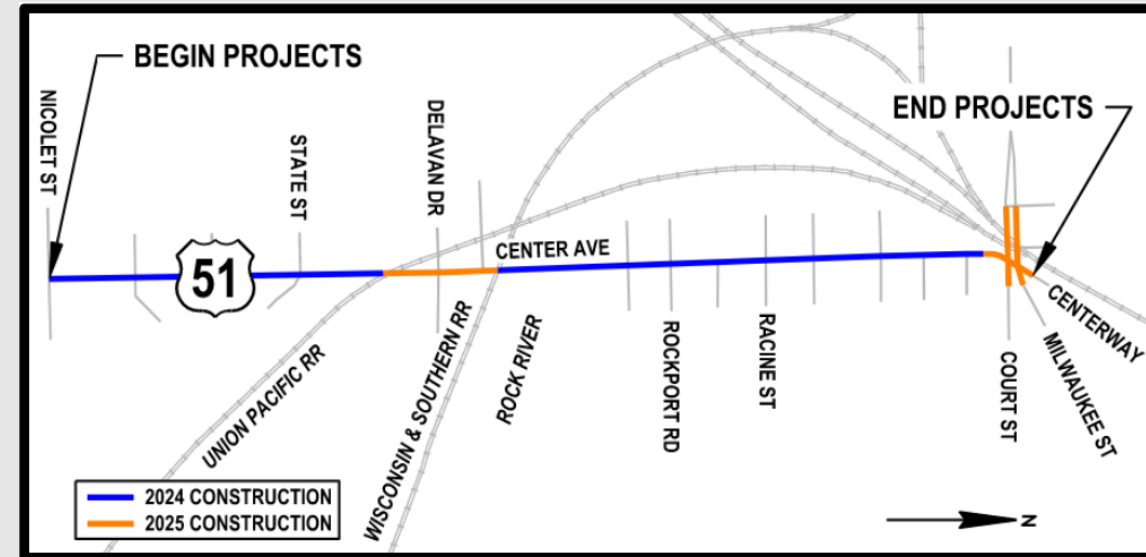
# Project Schedule

Item	Date
LET Date	February 13, 2024
Execution Date	March 1, 2024
Public Involvement Meeting	March 14, 2024
Anticipated Start Date	March 18, 2024
Completion Date	November 15, 2024

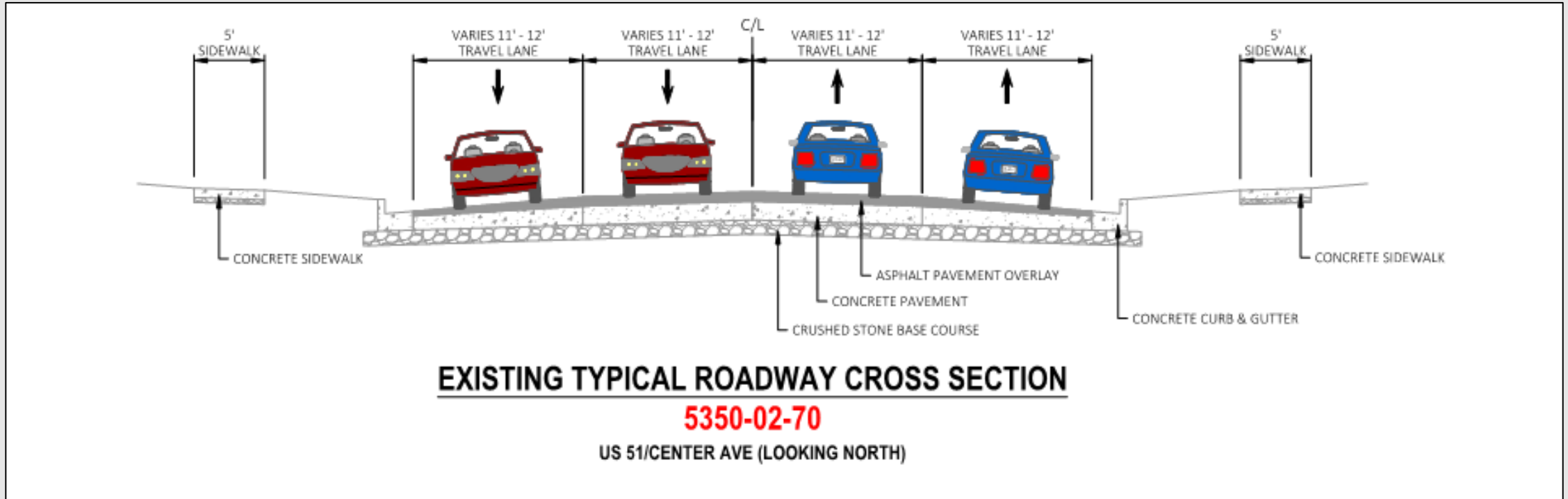


# Center Avenue Project Limits

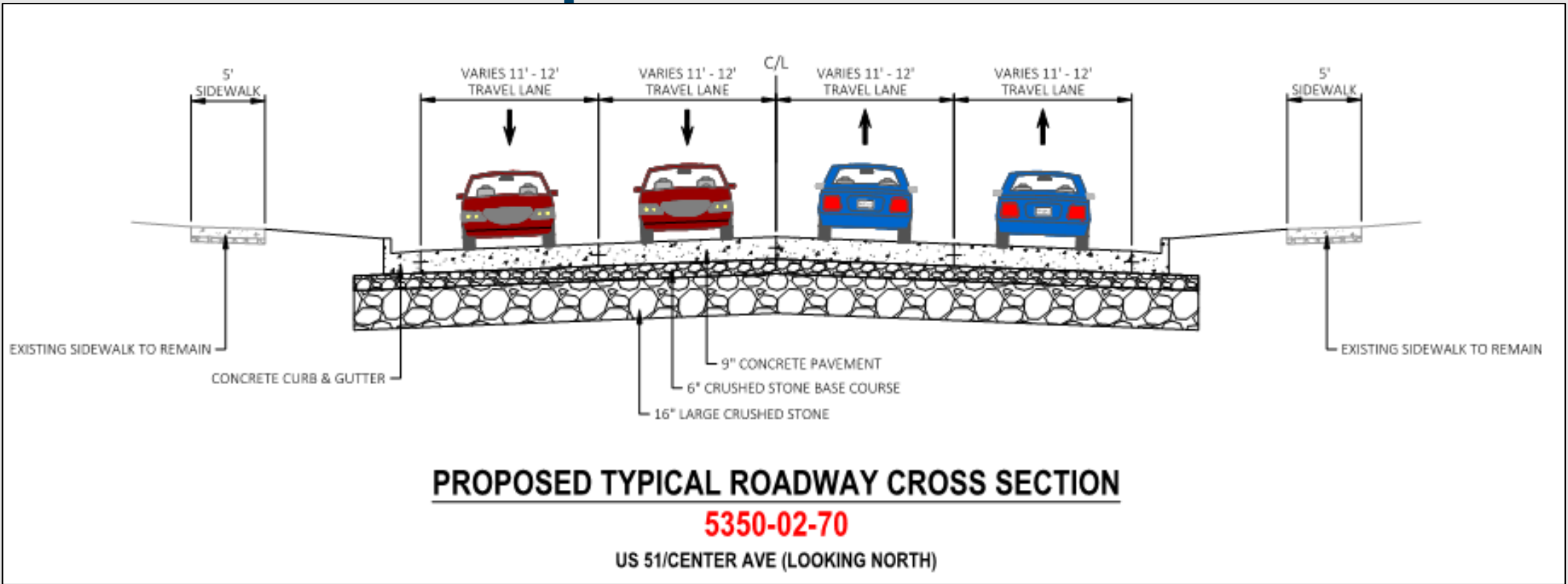
- Nicolet Street to Court Street
- Excluding a section between the Union Pacific Railroad Bridge to the Wisconsin & Southern Railroad Bridge (2025 Construction)
- Excluding Five Points Court Street Intersection (2025 Construction)



# Existing Conditions



# Proposed Conditions



# Traffic Signal Modifications

- State Street Intersection
  - Adding a flashing yellow left turn arrow for traffic on State Street turning left onto northbound Center Avenue
- Rockport Road Intersection
  - Adding a left turn arrow phase for traffic heading south on Center Avenue turning left onto Rockport Road





# Traffic Signal Modifications

- Racine Street intersection
  - Adding a left turn arrow phase for traffic heading south on Center Avenue turning left onto Racine Street.
- Pedestrian crossings
  - All signalized intersections will include audible pedestrian push button systems.



# Construction Staging: Stage 1



# Construction Staging: Stage 1



# Construction Staging: Stage 2



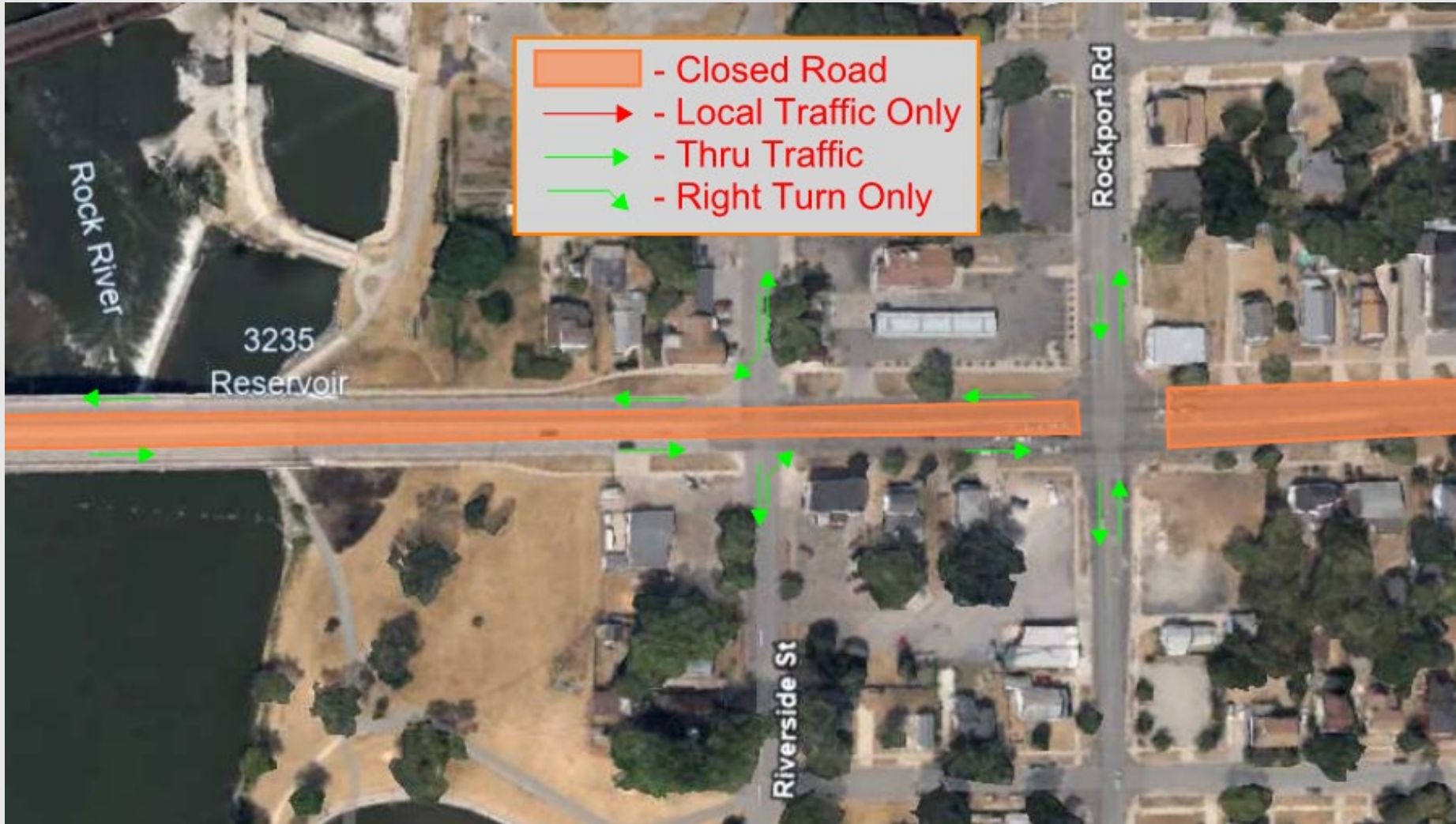
# Construction Staging: Stage 2



# Construction Staging: Stage 3



# Construction Staging: Stage 3



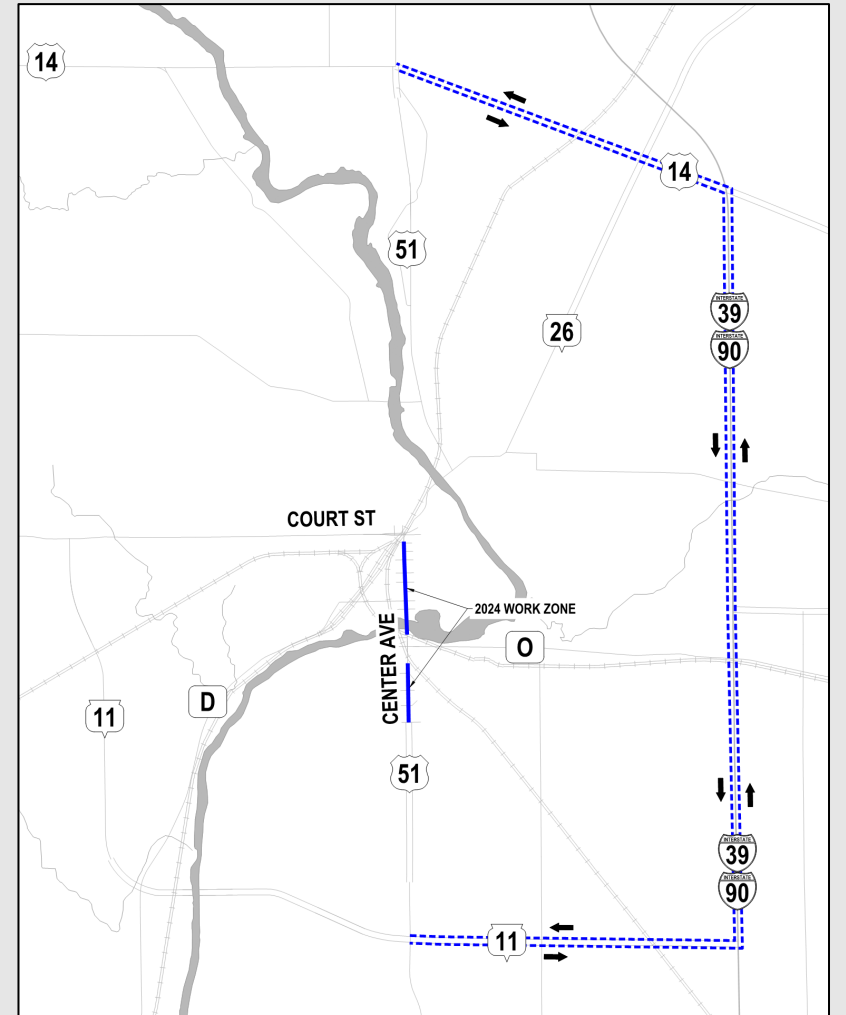
# Construction Detour

- Southbound

- US 51 to US 14
- US 14 to I-39/90
- I-39/90 to WIS 11 (Avalon Rd)
- WIS 11 (Avalon Rd) to US 51

- Northbound

- US 51 to WIS 11 (Avalon Rd)
- WIS 11 (Avalon Rd) to IH 39/90
- I-39/90 to US 14
- US 14 to US 51





# Pedestrian Staging

- Stage 1
  - Pedestrians will be limited to the east side of Center Avenue, with detours posted at various crossing locations during curb ramp construction.
- Stage 2
  - Pedestrians will be limited to the west side of Center Avenue, with detours posted at various crossing locations during curb ramp construction.



# Property Access

- The closed section of the roadway will always be accessible to local traffic and emergency vehicles.
- All traffic will be able to cross the river on Center Avenue throughout the project, as shown in previous slides.
- Vehicles accessing properties should try to minimize travel on the closed section of the roadway.



# Property Access

- Businesses with regular deliveries should contact suppliers to coordinate with the road closure.
- Business owners review handouts regarding temporary signage and other useful tools for maintaining customer traffic during construction.

## Temporary Signage Guide

**When to Use Temporary Business Signage**  
 Temporary signs can help customers navigate a construction zone to find your business. Below you will learn how to apply for temporary business signs through WisDOT. Please note that WisDOT's temporary signage policy applies only to work in the state highway system, and **business owners are responsible for the cost.** Temporary signage in local streets projects would be managed by the local governing body and may differ from state policy.

When might you need temporary business signage? If your business is located within or adjacent to a construction zone, or nearby construction will alter a main route to your business, you may want to make temporary signage as part of your plan to keep in touch with customers. Other items to consider include:

- Traffic detours
- Changes to driveway access
- Duration of construction
- Peak business season
- Signage versus other outreach options (local media, word of mouth, etc.)

This guide will help you understand how and when to coordinate temporary business signage with WisDOT and the construction team.

**Before Construction**

- **Coordinate sign location(s) with the project engineer**
  - ▶ About two months before construction, coordinate with the Project Engineer to determine sign location(s).
  - ▶ Consider working with other nearby businesses to apply for temporary business signage. Multiple businesses can put their name and logo on the same sign. Or, ask about a general message sign "Access to Main Street Businesses." This sign is typically furnished by WisDOT.
    - If the project includes a detour, additional temporary business signage may be useful along the route.

**DESIGN GUIDELINES:**

Individual Business Sign 2' x 2' minimum size	Multiple Business Sign 6' x 2' minimum size	For roads 45 MPH Speed Limit or less	For roads 45 MPH Speed Limit or more	Logo cannot exceed 1/4" height on your sign

**Key points to discuss**

- ▶ How will customers access my business during construction? Consider signs at beginning points of construction or side streets that customers might use.
- ▶ Will construction disrupt customer parking?

**Design your sign!**

- ▶ **Fill out the application**
  - ▶ include an illustration with dimensions and a map for placement.
  - ▶ Work with the project team to establish a point of contact.
    - Once you are approved, purchase the signs to be ready for construction!
  - ▶ Work with the project team on any question you may have.
  - ▶ Check in with the team prior to placement.
  - ▶ Rely on the project team's expertise on visibility and safety.
  - ▶ **After construction, all signs must be removed within 48 hours.**
  - ▶ Check in with the project team prior to removal.
  - ▶ Let customers know that access is back to normal!

## The Road to Success Checklist

Tried-and-true tips for businesses impacted by work zones

**Communication**  
 It is important to share information quickly, efficiently and accurately. There's no magic bullet for success, but the points below should assist businesses of all types and sizes think through and personalize a strategy to make impactful connections throughout a project.

- ▶ **Identify stakeholders.** Think about who you need to reach and why. Think suppliers, customers, other businesses – really anyone is fair game.
- ▶ **What do they need to know?** Think about detours, routing and parking. Project fact sheets, explaining future benefits, can be useful as well. What questions are your customers most bound to have? WisDOT staff and the 51st gov construction pages are good sources of information.
- ▶ **Strike the right tone.** Positivity is always best policy. Consider focusing on "construction special" or any other factor that makes your business a destination regardless of adjacent construction.
- ▶ **Information distribution.** Options include, but aren't limited to, social media, email, websites, flyers, traditional mail, paid advertising and local media outreach. Don't forget good old fashioned word of mouth as well. Consider developing talking points for all staff to use regarding the project.
- ▶ **Frequency of communication.** How often should you make updates and how do you plan to make them?
- ▶ **Partnership opportunities?** Neighboring businesses might consider working as a group. Businesses that stand alone as roadside destinations might consider working with chambers of commerce or other businesses in the area to coordinate opportunities for customers.
- ▶ **Consider temporary signage to enhance visibility.**

**Promotions**  
 Creating special "under construction" promotions can encourage your existing customers to visit and attract a new customer base during construction. Some businesses may find additional benefit by partnering with nearby businesses to design unique promotions or create synergy and amplification of customer outreach.

- ▶ Design a logo and/or create a tagline to use in your "open for business" materials and promotions.
- ▶ Hold events prior to construction to draw attention to the area.
- ▶ Consider "hard-hat lunches" or other specials to draw new customers.
- ▶ Start a delivery service (or offer free delivery) during construction – maybe pooling resources with other businesses.
- ▶ Create or use an existing mascot to bring more energy to special events.
- ▶ Develop a single- or multi-day scavenger hunt to encourage patrons to visit multiple businesses while they're in the area.
- ▶ Incentivize customers to visit the area with giveaways, special sales or discounts.
- ▶ Plan groundbreaking (before construction) and/or ribbon-cutting (after construction) activities and promotions.
- ▶ Hold promotions coinciding with achievements and completion of work throughout the project.

**Business Activities**  
 Adjusting your business plan to prepare for estimated changes during this time can save you time, money and stress.

- ▶ Work with your suppliers to arrange alternative delivery times or locations as necessary.
- ▶ Determine if there are necessary projects (parking lot reurfacing, building remodeling, etc.) that you plan to take on as an individual business owner that could coincide with construction to take advantage of a potential slow-down.
- ▶ Seek out partnerships to provide support and discuss if/how resources will be pooled among businesses.
- ▶ Partner with a local small business development center or other small business assistance organizations to seek out business consulting sessions or other support services.
- ▶ Adjust employee schedules to accommodate changes in customer volume.
- ▶ Consider adjusting hours of operation to provide customers expanded options during the evening or weekends when construction is not as busy. Coordinate these hours with neighboring businesses.
- ▶ Think strategically about inventory and hiring leading up to the construction period and adjust as needed.
- ▶ Determine if there are alternative entrances or access points to your business that could be used that would be more convenient during construction. Enhance and highlight that entrances prior to construction to show customers how easy it is to get to your business.



# Garbage Collection

- Set out garbage carts as normal on regular collection days. The contractor will move them to side streets for collection. The contractor will return them back to their respective owners by the end of the day.



# Water Main Replacement

- Water main replacement will involve water service interruptions during tie-in operations and service hook ups.
- Residents will be notified 24 hours in advance of water service interruptions.
- Businesses will be notified 72 hours in advance of water service interruptions.



# Driveway Apron Replacement

- Property owners and/or residents will be notified at least 48 hours prior to removing a driveway from service.
- The contractor will coordinate with businesses and residences to keep access to properties during removal and while new concrete is curing.



# Weekly Updates

- Weekly construction update emails will be sent to a distribution list.
- Weekly construction update emails provide information regarding planned water service outages, upcoming staging changes, access restriction updates, and general construction progress.



# Stay Informed

- Please provide your name and email address if you wish to be on the distribution list.
- Send information to Colten Tuescher, [ctuescher@rhbatterman.com](mailto:ctuescher@rhbatterman.com)





# Thank you for your time!

- Please contact Colten Tuescher for additional project-related questions.
  - [ctuescher@rhbatterman.com](mailto:ctuescher@rhbatterman.com)
  - (608) 751-0284
- Media Contact: Hannah Punzel (WisDOT Project Communications Manager)
  - [hannah.punzel@dot.wi.gov](mailto:hannah.punzel@dot.wi.gov)
  - (608) 246-7907

