

Public Involvement

WIS 153

Stratford - Mosinee

Stainless Avenue to WIS 107

Marathon County

Project ID: 6370-00-33 (63)



April 24, 2025

Deaf, hard-of-hearing, deaf-blind, and speech-disabled persons should contact the Wisconsin Relay Service for assistance by dialing 711.

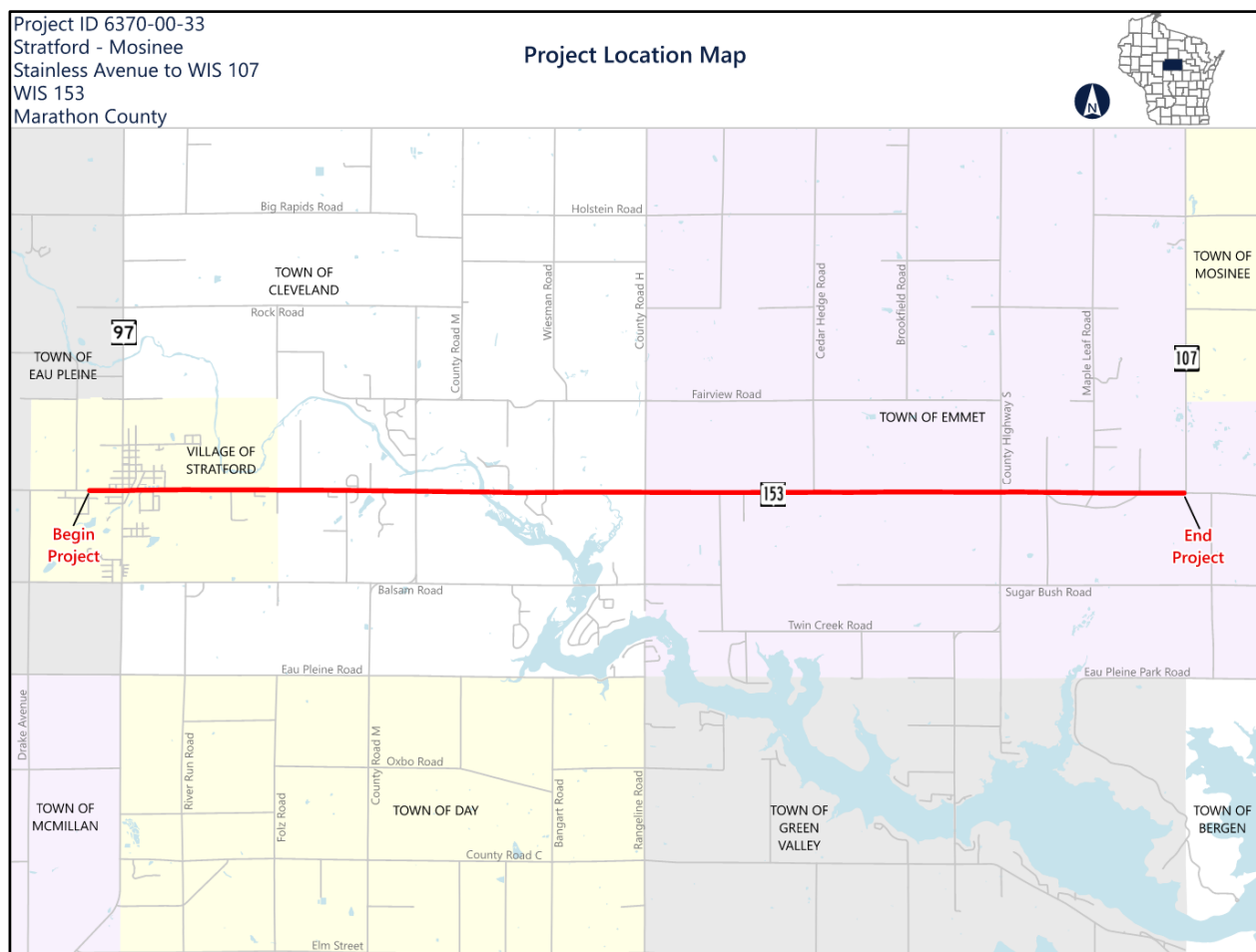
Purpose

The Wisconsin Department of Transportation (WisDOT) is in the process of developing plans for proposed improvements of WIS 153 in Marathon County.

Project Information

We are proposing to improve approximately 12 miles of WIS 153 from Stainless Avenue to WIS 107, located in the village of Stratford, town of Cleveland and town of Emmet.

The objective is to provide information regarding the proposed improvements and real estate needs, describe the potential impacts it would have on the community, and offer an opportunity for public comment.



Proposed Improvements

This is a pavement resurfacing project. Proposed improvements include (*updates*):

- Asphalt pavement milling and resurfacing
- Concrete joint and crack repairs in the concrete segment located west of Jasper Avenue to WIS 97
- Removing the bypass lane near Stainless Avenue and replace it with a 5-foot paved shoulder
- Upgrading curb ramps to meet Americans with Disabilities Act (ADA) standards, where feasible (approximately 16 curb ramps in the village of Stratford)
- ***Narrowing the roadway, replacing the curb and gutter, and extending the sidewalk between Legion Street and 4th Avenue along the north side of WIS 153***
- Widening the paved shoulder from 3-feet to 5-feet between 4th Avenue and Karen Lane
- Replacing the curb and gutter between WIS 97 and Legion Street along with spot repairs as needed within the village of Stratford
- Repairing inlets at select locations within the village of Stratford
- Replacing culverts at select locations (approximately 17 locations)
- Replacing existing guardrail (approximately 20 locations)
- Intersection improvements at County M, County S and Emmet Road
- Paving asphalt around the radii at Muskrat Circle, Paulin Lane, Majestic Heights Drive, Hamlet Lane, and Valley View Drive intersections
- Installing no parking signs along WIS 153 in the village of Stratford
- Adding centerline rumble strips and installing new pavement marking

Proposed traffic impacts

Construction is currently scheduled to begin in 2028.

During construction, motorists can expect to encounter daily flagging operations and single lane closures. During the culvert replacements, WIS 153 will temporarily be closed and detoured. Pedestrian accommodations will be provided within the village of Stratford during the curb ramp replacements.

Access to adjacent properties will be maintained during construction. Brief interruptions in access may occur temporarily at driveways. The contractor will be required to notify homeowners and businesses prior to construction.

Construction is currently anticipated for completion in October/November 2028.

Real estate

Additional right of way will be required for this project. This will include small areas of permanent (fee) and temporary (temporary limited easement) land acquisitions to accommodate the improvements. Preliminary right of way impacts are shown on the exhibits posted on the project website. ***WisDOT expects to begin real estate acquisition in fall 2025.*** Direct mailings and coordination will occur with impacted property owners.

Project update/next steps

Public involvement comment period	<i>April/May 2025</i>
Environmental document	<i>June 2025</i>
Preliminary plans	<i>June 2025</i>
Final right of way plat	<i>August 2025</i>
Real estate negotiations	<i>Fall 2025 through May 2027</i>
Final plans	<i>Aug. 1, 2027</i>
Construction currently scheduled	<i>2028</i>

Public input/comments

Your comments assist us in developing a project that will serve the needs of the traveling public as well as the needs of the local community. Your input is welcome and appreciated throughout the design process.

There are several ways to submit your input by **May 23, 2025**:

1. Fill out the comment form attached to this handout and mail it to WisDOT
2. Complete the fillable online survey on the project website:
<https://wisconsindot.gov/Pages/projects/by-region/nc/wis153marathon97/default.aspx>
3. Email or call with any comments or questions to the contacts listed below

Deaf, hard-of-hearing, deaf-blind, and speech-disabled persons should contact the Wisconsin Relay Service by dialing 711.

For more information, please contact:

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Wisconsin Rapids, WI 54495
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Wendy.Arneseon@dot.wi.gov

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skaiser@emcsinc.com

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Open for
Business



In This Together Program

*A quick guide to help your business
prepare for road construction*

1 ORGANIZE EARLY



- Learn more about the project and its timeline
- Develop questions for WisDOT staff
- Check in with neighboring businesses and/or local business organization



- *Can you partner on promotions, events or materials?*
- *Establish a point of contact for the business community?*

2 STAY ENGAGED WITH THE PROJECT



- Attend public involvement meeting(s)
- Make note of contact information for the project team, and voice the unique needs of your business
- Learn more about project resources



- *Is there a construction website?*
- *Is there a mailing list?*
- *Is there an email distribution?*

3

HELP CUSTOMERS FIND YOU



- Consult with project staff to determine when and where there may be closures or detours
- Ask about temporary signage options
- Consider how best to inform customers



- *Maybe a joint communication with neighboring businesses for employees and customers about traffic and parking?*
- *Maybe a feature article in a customer-facing newsletter?*
- *Maybe a social media post shared by businesses and local community pages?*

4

DEVELOP AND ACTIVATE YOUR GAME PLAN



- Check out case studies at wisconsindot.gov/together
- Connect with project contacts to discuss any potential obstacles specific to your business such as deliveries, operational hours, employee parking, etc.
- Check in with employees



- *Is there a consistent message for customers?*
- *Are there temporary changes to shift times, parking, or deliveries?*

5

END OF CONSTRUCTION



- Stay positive, be flexible and know that WisDOT staff are available to help
- Collect any temporary signage
- Let customers know!



- *Consider working with other businesses on a special event?*
- *Share social media about the project's benefits?*
- *Ask customers to help spread the word?*



Remember, we are In This Together! For more planning ideas, tips and resources:
wisconsindot.gov/together

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Marathon County

The information in this document including names, addresses, phone numbers, email addresses, and signatures is not confidential, and may be subject to disclosure upon request, pursuant to the requirements of the Wisconsin open records law, sections 19.31 - 19.39 of the Wisconsin Statutes.

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Place
Stamp
Here

Attn: Wendy Arneson, P.E.
WisDOT North Central Region – Wisconsin Rapids
1681 2nd Avenue South
Wisconsin Rapids, WI 54495

To mail, fold here and tape.