

Public Involvement

US 14 C Viroqua, Main Street (New Roadway/Walmart Intersection) Vernon County

Project ID: 1640-01-08



September 29, 2025 to October 29, 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 planning improvements to US 14 in Viroqua to improve intersection safety for the traveling public. The project limits are the New Roadway/Walmart Intersection.

The purpose of this handout is to:

- Provide you with background information about the Walmart Intersection
- Obtain your input on potential solutions to address the existing and future transportation needs of the travelling public, local community and adjacent businesses in the area of the New Roadway/Walmart Intersection

Project information

We are proposing to improve 0.14 miles of US 14 at the intersection of US 14 and Walmart's driveway, between Brendel Lane and 400 feet south of the Walmart intersection.

The purpose of this project is to improve the US 14 and Walmart intersection safety. The project is needed due to the unsafe conditions at the intersection of US 14 and the Walmart driveway. This intersection had twenty crashes reported within a five-year analysis period, seven of which were angle crashes. Four of the seven angle crashes resulted in fatality or injury.

The objective of the public involvement for this project is to provide the public, property owners, businesses, and local officials with information regarding the project need, scope, schedule, and traffic impacts. In addition, public involvement efforts allow WisDOT to receive input from the public and address any questions or concerns about the project.

Proposed improvements include:

- Change left-turn lanes to offset left-turn lanes
- Install traffic signals
- Provide a connection to a future City of Viroqua roadway
- Replace existing curb ramps at two intersection quadrants
- Construct new curb ramps at two intersection quadrants

This Highway Safety Improvement project proposes installing traffic signals and offset left-turn lanes. Curb ramps would be updated to meet Americans with Disabilities Act (ADA) regulations. Additionally, the connection for a future City of Viroqua street would be added. The preferred alternative addresses the purpose and needs of the proposed action. This alternative would preserve the roadway assets, while maximizing the safety of the roadway corridor. Other alternatives reviewed consisted of Alternative 1: No Build. The No Build alternative does not address the purpose or need of the project, and safety risks would continue.

An environmental review, including reviewing for historical, archaeological, and potential hazardous materials is underway.

Proposed traffic impacts

Construction is currently scheduled to begin in Spring 2027 and should be completed by Fall 2027.

Proposed work will be performed while traffic is maintained on US 14 under single lane and shoulder closures. Access to adjacent properties and businesses will be maintained during construction. Sidewalk and curb ramp work will be completed utilizing temporary sidewalk closures and signed pedestrian detours.

Real estate

No additional right of way will be required for this project.

Project update/next steps

A local officials meeting was held on September 23, 2025.

Current schedule:

- September 29 to October 29, 2025: Public comment period
- December 1, 2025: Final environmental document
- November 1, 2026: Final plans, specifications and estimate submission
- 2027: Construction

Public input/comments

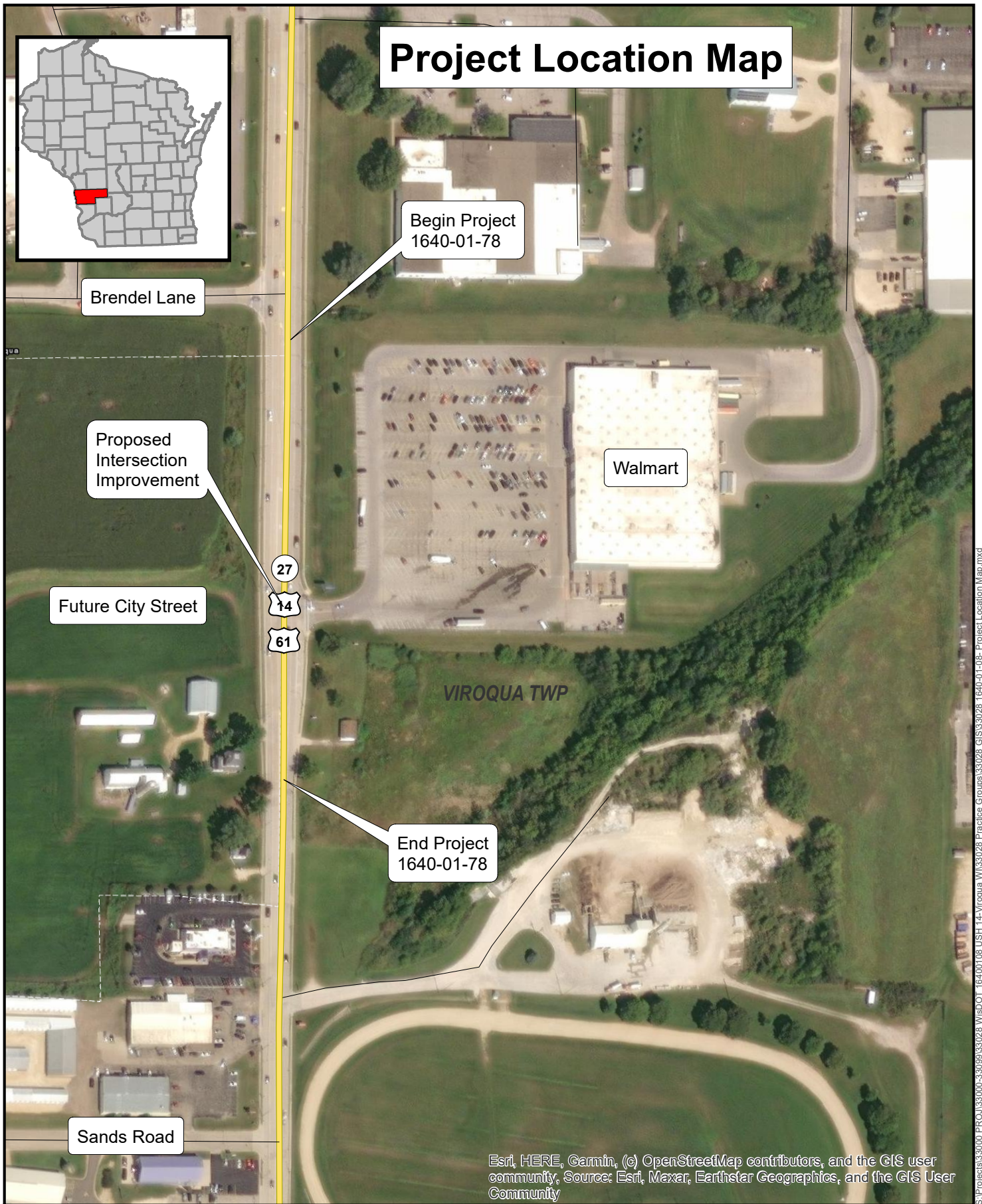
Attached to this handout is a sheet for your written comments and input regarding the proposed project. Please mail any written comments about the project before **October 29, 2025**. You can also e-mail your comments to the contacts listed below.

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.

For more information, please contact:

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Tuesday, July 8, 2025

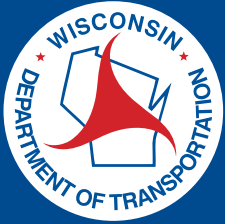
Project Number: 25-33028



Project 1640-01-08/78
C Viroqua, Main Street
New Roadway/Walmart Intersection
US 14, Vernon County, Wisconsin

Source(s):
Municipalities (WI LTSSB, 2020)
Waterbody (USGS NHD, 2020)
Counties (WisDNR, 2015)
Roads (WisDNR, 2024)





In This Together

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?*
- *Have you established a point of contact?*

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!



- *Hold an event?*
- *Post on social media?*
- *Add to a newsletter?*



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

Fold here

*[Stamp or
Pre-paid
Postage]*

Wisconsin Department of Transportation

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To mail, fold here and tape