

Division of Transportation System Development
Southwest Region
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October 8, 2026

(Name)
Or Current Business Owner
(Street)
(PO Box)
(City State Zip)

A Business Coordination Meeting has been scheduled for October 22, 2026, at 6:00 p.m. The meeting will be held at the Theresa Town Hall, N8679 Co Rd P, Theresa, WI 53091. A brief presentation will begin at 6:00 p.m., followed by an opportunity to discuss questions and concerns related to the upcoming project.

Project Overview

The project will include pavement replacement on WIS 175 from Menomonee Street to Depot Road in the Village of Theresa. Improvements will include replacement of curb and gutter, select sidewalk, storm sewer, water and sanitary sewer lines along WIS 175.

The bridge over the Rock River is also planned for deck replacement. The bridge work will be staged in halves to allow local traffic to continue crossing the river during construction. In addition, the project will include pavement resurfacing on WIS 175 from Hochheim Road at the County Line to Menomonee Street.

Traffic on WIS 175 will be detoured using WIS 33, I-41, and WIS 28. Local access within the Village of Theresa will be maintained.

Meeting Purpose

The purpose of this meeting is to discuss how local traffic will be maintained in Theresa and to provide information about how the project may affect local businesses. We will also share practical tips and strategies to help business owners prepare for construction, maintain access for customers, and minimize potential impacts to their businesses.

Enclosed with this letter is a Quick Guide for Businesses intended to help local businesses prepare for the upcoming road construction.

We encourage business owners and other interested members of the community to attend and learn more about the project, ask questions, and provide input regarding local access and construction impacts.

If you have any additional questions, comments, or concerns regarding this project you are encouraged to contact me by email at craig.hardy@dot.wi.gov, or phone (608) 246-5406.

Sincerely,

Craig Hardy

Craig Hardy
WisDOT Southwest Region Project Supervisor



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