



Dear NLBA Members,

Thank You to all who were able join us for the DOT's presentation regarding the HWY 53/Exit 3, Rose & West George St. project happening this summer. The Exit 3 project website is now live.

If your business is part of the limits of construction and also dependent on the commuter traffic on Rose/West George, it is ESSENTIAL that you visit the WisDOT website for their "In This Together" program. Temporary signage must be applied for in advance in order to have it approved for use during construction.

Also...please note that until any business submits their information to be posted, the business part of the website will not be active. They do this so that people/businesses that would click on the link would not see a blank page and map, which may give them the false impression that the site is not functioning.

Below are some pieces of essential information and links to the WisDOT website and contacts.

- Construction Area: Rose St./HWY 53 from Kwik Trip in Onalaska to Livingston St. in La Crosse. And West George St, including the intersection of West George & George.
- Timeline: This project will start when the frost is out of the ground this spring and continue until a November completion.
- Rose St will likely spend most of the summer down to 2 operable lanes during construction.
- As the new exits from I-90 get constructed, there will be times when some of the exits/ramps are closed.
- There will be a period of time when the intersection of George & West George will be closed as it is constructed.
- There is a tentative Public Information Meeting (PIM) held by the WisDOT on 3/15/17 at the AmericInn. The time and official announcement has yet to make the website.

Links to Website & Contact Information;

- Project Website: <http://wisconsinidot.gov/Pages/projects/by-region/sw/exit3/default.aspx>
- In This Together Program: <http://wisconsinidot.gov/Pages/projects/in-together/default.aspx>
- Project Contacts: http://projects.511wi.gov/i-90reconstruction/contact_us/

Again, your proactive engagement in this process with the DOT is essential to the health and well being of your business.

I hope all goes well this construction season!

Sincerely,

Nick Roush
President
North La Crosse Business Association