

Public Involvement Meeting Handout

**WIS 50 (Main Street)
Forest Street to Grand Geneva Way
Walworth County**

Project ID: 3170-09-70/71



**Thursday, March 19, 2026
5 PM - 7 PM**

**Lake Geneva City Hall
626 Geneva Street
Walworth, WI 53187**

Purpose of the Meeting

The objective of this meeting is to provide an update on the project design and obtain your input on the identified needs and proposed improvements along WIS 50 (Main Street) in the City of Lake Geneva, Walworth County.

This Public Involvement Meeting is being conducted as an Open House format to provide you with information regarding the status of this project. WisDOT and Bloom Companies are here to answer any questions regarding scope, construction, access, or traffic control.

Project Information

WisDOT is proposing to improve 2.47 miles of WIS 50 (Main Street) from Forest Street to Grand Geneva Way. Approximately half of the roadway is to undergo a **pavement replacement**, which can be seen in red in the photo below. The remaining half of the roadway is to be **resurfaced**, which is in blue in the photo below.

In addition to repairing the existing pavement, the project improvements also include:

- Replacing traffic signal equipment at six intersections within project limits:
 - Cook Street
 - Broad Street
 - Center Street
 - Wells Street
 - WIS 120/Edwards Boulevard
 - US 12 Interchange
- Reconstruction of non-compliant ADA curb ramps
- Modifications to curb returns where overtracking is observed
- Drainage improvements
- Construction of 10-foot wide shared-use path on north side of road between Curtis Street and Edwards Boulevard
- Rectangular Rapid Flashing Beacons (RRFB) at seven side roads
- Replacing pavement markings



WIS 50 Project Location

The WIS 50 roadway carries approximately 16,600 vehicles per day, with 5.1% of them being trucks. The proposed project will maintain the current number of lanes and lane configurations.

The posted speed within the project limits varies between 25 MPH to 45 MPH. The posted speeds will remain the same with the project.

Environmental studies, including hazardous materials, archaeological and historic surveys, wetland delineation, threatened/endangered species review, and environmental documentation are nearly complete.

Proposed Traffic Impacts

Roadway construction is scheduled to start in the spring of 2027 and continue through the fall of 2028. The proposed improvements consist of two projects that are to be constructed within the same contract.

Project ID 3170-09-00/70 is a resurfacing project between east of Wells Street to Grand Geneva Way. Between the start of the project (just east of Wells Street) and WIS 120/Edwards Boulevard, sidewalk construction will be completed under shoulder closure followed by the roadway resurfacing under flagging operations. Intersection improvements (pedestrian refuge islands) at the WIS 120/Edward Boulevard intersection may require single lane closures, but the intersection will be partially open to traffic during construction.

Project ID 3170-09-01/71 is a pavement replacement project between Forest Street to Warren Street and from Cook Street to east of Wells Street. The remaining two block segment between Warren Street and Cook Street will be resurfaced since it was recently reconstructed. The Lake Geneva Utility Commission will be installing new sanitary sewer and water main within this project's limits.

From Forest Street to Warren Street, there are only two existing travel lanes and a full closure with local traffic access only will be required. The detour route will utilize Forest Street, Dodge Street, and Broad Street, pending the work operations.

Through the downtown core of the City of Lake Geneva, one lane of traffic in each direction will be maintained during construction. Due to the work operations and traffic staging requirements, parking will not be allowed along Main Street during construction. However, on street parking along Main Street will be restored once construction is complete, with some minor modifications to safely accommodate pedestrian crossings.

The two pavement replacement "segments" within the project will be constructed in two separate seasons.

For businesses within the project limits, the project team will work closely with owners and affected parties, maintaining a clear line of communication throughout the process. Find WisDOT's 'In This Together' guide for tips, tools, and resources to help businesses plan for highway construction at wisconsindot.gov/together.

Real Estate and Potential Access Modifications

Acquisition of real estate will be required for the project. Most of the work is anticipated to occur within the existing right of way, however real estate acquisition will be required at select locations. No relocations will be required. Temporary Limited Easements (TLE) are needed throughout the project corridor for construction access, curb ramps, grading, and drainage improvements. These TLE's are located adjacent to the proposed sidewalks. The land within the TLE's will be restored at the end of construction.

Project Update/Next Steps

- | | |
|--|---------------|
| • Real Estate Acquisitions | Ongoing |
| • Private Utility Relocations | 2026 |
| • Final Design Completed | August 2026 |
| • Construction with Public Utility Relocations | 2027 and 2028 |

Project Website

Stay up to date on the project by visiting the project website, where the latest graphics, updates, and information will be posted throughout the project. Use the link below or scan the QR code for quick access: <https://wisconsindot.gov/Pages/projects/by-region/se/50geneva/default.aspx> or



Public Input/Comments

We encourage you to talk to the project representatives and ask them questions. 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 **Friday, April 3, 2026** or leave them in the comment box tonight. 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:

Jason Dahlgren
Wisconsin Department of Transportation
141 NW Barstow Street
Waukesha, WI 53188
(262) 521-5349
jason.dahlgren@dot.wi.gov

Valbon Latifi
Bloom Companies, LLC
10501 West Research Drive, Suite 100
Milwaukee, WI 53226
(414) 839-1646
vlatifi@bloomcos.com