



DEPARTMENT OF DEVELOPMENT

John F. Stibal
Director

414/302-8460
414/302-8401 (Fax)

City Hall
7525 West Greenfield Avenue
West Allis, Wisconsin 53214

www.ci.west-allis.wi.us
jstibal@ci.west-allis.wi.us

June 2, 2008

The Honorable Dan Devine and
Members of the Common Council
West Allis City Hall
West Allis, Wisconsin

RE: Wayfinding for off the beaten path full service restaurants

Dear Mayor Devine and Common Council Members:

The City of West Allis needs to continue to encourage tourism and fellow metro residents to patronize our West Allis restaurants.

One of the City's more historical destination full service restaurants is virtually hidden away in a residential neighborhood.

Because this restaurant (Zak's Pleasant Valley Inn) is not located on a major thoroughfare, it is hard to find by tourists and non-local patrons.

I would like to request that we initiate a wayfinding demonstration project where the City installs 2 two-foot by two-foot signs on or about S. 99 St. and W. Oklahoma Ave. on a city light pole. The cost for the two signs would be approximately \$300.

We ask for the Common Council's favorable consideration.

Sincerely,

John F. Stibal
Director of Development