

DOWNTOWN  
*West Allis* **BID**

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City of West Allis  
Attn: Christopher St. Claire  
7525 W. Greenfield Avenue  
West Allis, WI 53214

February 25, 2015

Dear Chris,

After numerous discussions at our City Hall quarterly meetings, Downtown West Allis Business Improvement District's Board of Directors are asking that your Department performs a study regarding Downtown traffic.

Our Board has discussed the timing of the traffic lights, congestion during rush hour and how difficult it is for pedestrians to cross Greenfield Avenue. We hope that with a traffic study, there will be a solution to the above problems.

The information we would like you to consider is the amount of:

- Elderly pedestrian traffic and the times this traffic is at its highest.
- Vehicle traffic and the times this traffic is at its highest.
- Truck (oversize loads, semis, etc) that occur and the times of the day that this is move through out area.

Other information we would like considered in the study involve:

- Speed limits that vehicles travel at different times of the day.
- Increased pedestrian traffic with new business such as Cream City Pottery and Aggie's Bakery & Cakes moving into the area.
- Placement of our speakers, cameras and WIF if traffic lights are removed.

If and when you do a traffic study in Downtown West Allis, please consider foremost our pedestrian traffic. We understand that moving traffic is best for those driving, but as business owners we do not want to lose customers because they cannot get to our business.

We understand that data will need to be collected throughout a year time frame in order to capture and report accurately, but, we ask that we are kept informed of the progress and results of the survey and any concerns that might arise through the process. This topic has been brought to our Board by several business owners and we would like to keep them educated as to what is being done.

Thank you for your interest in helping West Allis Downtown continue to grow and show the community it is a great place to shop, work and live.

Sincerely,

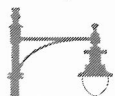


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Downtown West Allis BID  
President



Alex Geiger  
Downtown West Allis BID  
Vice President

cc: Mayor Dan Devine, Michael Lewis, Alderperson Cathleen Probst and Alderperson Martin Weigel



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BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH  
AND WELCOMES COMMUNITY INVOLVEMENT

