

20.



# City of West Allis Matter Summary

7525 W. Greenfield Ave.  
West Allis, WI 53214

File Number	Title	Status
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2007-0092      Communication      In Committee

Communication from City Engineer regarding West Allis Business Improvement District request to close W. Greenfield Avenue for their 17th Annual Classic Car Show to be held October 7, 2007.

Introduced: 2/20/2007

Controlling Body: Public Works Committee

### COMMITTEE RECOMMENDATION

*PLACE ON FILE*

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>2-20-07</u>	<input checked="" type="checkbox"/>		Barczak				
			Czaplewski				
			Dobrowski	<input checked="" type="checkbox"/>			
			Kopplin	<input checked="" type="checkbox"/>			
			Lajsic				
			Narlock	<input checked="" type="checkbox"/>			
			Reinke				
		<input checked="" type="checkbox"/>	Sengstock	<input checked="" type="checkbox"/>			
			Vitale	<input checked="" type="checkbox"/>			
			Weigel				
			TOTAL	<u>5</u>	<u>-</u>		

### SIGNATURE OF COMMITTEE MEMBER

*[Signature]*      \_\_\_\_\_      \_\_\_\_\_  
 Chair      Vice-Chair      Member

### COMMON COUNCIL ACTION

**PLACE ON FILE**

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>FEB 20 2007</u>	<input checked="" type="checkbox"/>		Barczak	<input checked="" type="checkbox"/>			
			Czaplewski	<input checked="" type="checkbox"/>			
		<input checked="" type="checkbox"/>	Dobrowski	<input checked="" type="checkbox"/>			
			Kopplin	<input checked="" type="checkbox"/>			
			Lajsic	<input checked="" type="checkbox"/>			
	<input checked="" type="checkbox"/>		Narlock	<input checked="" type="checkbox"/>			
			Reinke	<input checked="" type="checkbox"/>			
			Sengstock	<input checked="" type="checkbox"/>			
			Vitale	<input checked="" type="checkbox"/>			
			Weigel	<input checked="" type="checkbox"/>			
			TOTAL	<u>10</u>			



**ENGINEERING DEPARTMENT**

**Michael G. Lewis**  
City Engineer

414/302-8360  
414/302-8366 (Fax)

City Hall  
7525 West Greenfield Avenue  
West Allis, Wisconsin 53214

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[mlewis@ci.west-allis.wi.us](mailto:mlewis@ci.west-allis.wi.us)

## Memorandum

**TO:** Richard Narlock, Chair, Board of Public Works  
Vincent Vitale, First District  
Kurt Kopplin, Second District  
Linda Dobrowski, Fourth District  
James Sengstock, Fifth District

**FROM:** Michael Lewis, City Engineer

**DATE:** February 14, 2007

**RE:** **Communication from City Engineer Regarding BID Request to Close Greenfield Avenue**

Attached is a letter from Brian Preiss representing the West Allis Business Improvement District. They are requesting to close Greenfield Avenue on Sunday, October 7, 2007 for their annual classic car show. The Engineering Department has no problem with the request. We don't think the traffic impacts will be that great on a Sunday. Of course, detours will be in place during the show.

A handwritten signature in black ink, appearing to be "ML", located at the bottom right of the page.

cc: Chief Ruschnig  
Chief Hook  
Mike Pertmer

# DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

7231 West Greenfield Avenue • Suite 201 • West Allis, Wisconsin 53214 • (414) 774-2676 • Fax (414) 774-7728  
www.downtownwestallis.com

February 7, 2007

City of West Allis  
Attn: Brian Block  
Engineering Department  
7525 W. Greenfield Avenue  
West Allis, WI 53214

RECEIVED

FEB 08 2007

CITY OF WEST ALLIS  
ENGINEERING DEPT.

Re: Closing of Greenfield Avenue

Our 17<sup>th</sup> Annual Classic Car show will be held Sunday, October 7, 2007.

The Classic Car Show draws hundreds of participants and spectators to our downtown each year. Please review the supporting information regarding our Classic Car Show.

Presently the Classic Car Show is the Downtown's only income producing promotional event. The income produced is used to support other Downtown projects.

As this event grows, we need to make changes to assure the profitability and perpetuity of the Classic Car Show:

1. In the past, Greenfield Avenue has been open to traffic. The increased number of pedestrians and motorists along Greenfield Avenue, during the event, has raised concerns about safety. Spectators interested in a specific car generally walk around the car and subsequently step onto Greenfield Avenue. Motorists have a tendency to look at the cars while driving on a busy street.
2. Our registered participants are offered an opportunity to display their cars on Greenfield Avenue on a first come first serve basis. Presently, there are no deterrents for non-registered vehicles to also park on Greenfield Avenue. We have had a few tense conversations with non-registered vehicle owners who insist they can park wherever they want. There are no restrictions to prevent these vehicle owners from parking along Greenfield Avenue during the Car Show.

We have discussed the use of a prohibitive parking ordinance to be enforced during the Car Show. We feel that a enforcing the ordinance would be time consuming, costly and become a detriment to the ambiance of a friendly Car Show.

3. Closing Greenfield Avenue to traffic, during our event, would allow us to:
  - Angle park the vehicles as opposed to parking them parallel to the curb. Parking stalls parallel to the curb along Greenfield Avenue are limited to eight on the North & South sides per city block. Angle parking would increase the amount of cars parked per block substantially. Bus Stops stalls would also become available.
  - Reposition the car clubs and vendors more efficiently. In the past, the cross streets have been utilized for car clubs and vendors. We would be able to include additional vendors and car clubs.
  - Monitor activities such as registration, parking and crowd control.
  - Offer a festival atmosphere that would benefit the image of the entire city.

We are asking you to consider our request of closing Greenfield Avenue from the hours of 6:00am until 6:00pm, Sunday October 7<sup>th</sup>, 2007. We are happy to discuss any costs or other conditions associated with our request.

Thank you for your consideration.



Brian Preiss  
Executive Director

CC: Mayor Jeannette Bell, Alderperson Martin Weigel and Alderperson Kurt E. Kopplin

***A Main Street Community*** ***Managed by Downtown West Allis, Inc.*** ***A 501c3 Non-Profit Corporation***  
***Building a positive image that encourages customer growth and welcomes community involvement.***