



DEPARTMENT OF DEVELOPMENT
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September 12, 2013

Honorable Mayor Devine and Members of the Common Council
City of West Allis
7525 W. Greenfield Ave.
West Allis, WI 53214

RE: The Development of Parklets in West Allis

Dear Mayor Devine and Members of the Common Council:

Municipalities across the country have begun to implement projects that showcase innovative uses of public space to proven success. These projects encourage greater public interaction and community development. As public right-of-way comprises approximately 25% of land within West Allis, more than any other land use category except residential, it is also in our best interest to maximize its use and keep our eyes open to opportunities.

Parklets are part of this movement. In their simplest forms, parklets are patios or decks placed within on-street parking stalls and allow for outdoor seating at nearby businesses. They can also include landscaping and public art.

Parklets reimagine the potential of city streets and are low-cost, easily implementable approaches to public space improvement. They help address the desire and need for increased public open space and wider sidewalks near commercial developments.

Parklets support local businesses by attracting attention and providing a unique seating experience. They beautify public open space, and create destination neighborhoods and great streets.

In practical terms, parklet spaces are designed to accommodate existing drainage, and feature safety precautions including barriers from traffic, reflectors and often solar lighting. They are also designed to be temporary in nature, and are removed during the off-season.

Locally, in the summer of 2013 a parklet was installed on Murray Street on Milwaukee's east side, for the use of two neighboring businesses (see attached photos). This project was implemented with the City of Milwaukee Department of Public Works through the granting of a Special Privilege.

The Department of Development supports implementing a parklet in Downtown West Allis at the newly opened Urban Joe Café, as a demonstration project. The project would be approved by the Attorney's Office for a Grant of Privilege and the Board of Public Works for a Street Occupancy Permit.

With thoughtful design and approvals, we believe this project can showcase the innovation of our city and its businesses.

Regards,

A handwritten signature in blue ink that reads "John F. Stibal".

John F. Stibal
Director of Development

cc: Michael Lewis, Director of Engineering and Public Works



Milwaukee Parklet Photos