



December 10, 2020

Dear Mayor and Honorable Members of the Common Council:

Per the request of the Mayor and Common Council, the Development Department, in collaboration with the Information Technology and the Health Departments, analyzed the proposed ordinance amendment that would increase the distance requirement from licensed restaurants in which Food Peddler (i.e. food trucks) are permitted to legally operate. A licensed restaurant is an establishment that is permitted by the Health Department to sell prepared food. The data provided by the Health Department ranged from the sit-down dining restaurant to a local tavern serving a limited menu (i.e. frozen pizzas). The process mapped all existing licensed establishments from a database along with the proposed locations that recently received approval or are being proposed for a food licenses establishment.

With the help of GIS, a series of maps were prepared that included the provisions of the existing ordinance requirement of being 100 feet from a licenses restaurant including the 300 ft. from schools and Farmers Market requirement. Please refer to **Attachment A** – 100 ft. distance requirement. Also, two additional maps were prepared that used a 250 ft. and 500 ft. distance from licensed restaurant locations. Please refer to **Attachment B and Attachment C**. For your convenience, the maps are attached for review and comment.

The GIS mapping indicated that an increased distance requirement for food peddlers would significantly impact and most likely prohibit the operation of food trucks in many of the City's existing commercial districts. The areas permitted for food peddlers to legally operate reflect concerns that the remaining eligible areas conflict with residential type uses. The eastern portion of the City would be challenged based on the density of dining establishments.

Food trucks are often a method for small businesses to explore potential opportunities/neighborhoods for a retail location, drive customers to a restaurant location, and in some cases supplement an existing brick and mortar location. Food trucks can have a positive overall impact on a neighborhood by attracting people to an area that they may not otherwise visit. There is a new food peddler associated with Tall Guy and Grill that recently announced plans for an additional West Allis location at 8125 W. National Ave. Attachment D to this memo is a current list of West Allis current food peddlers.

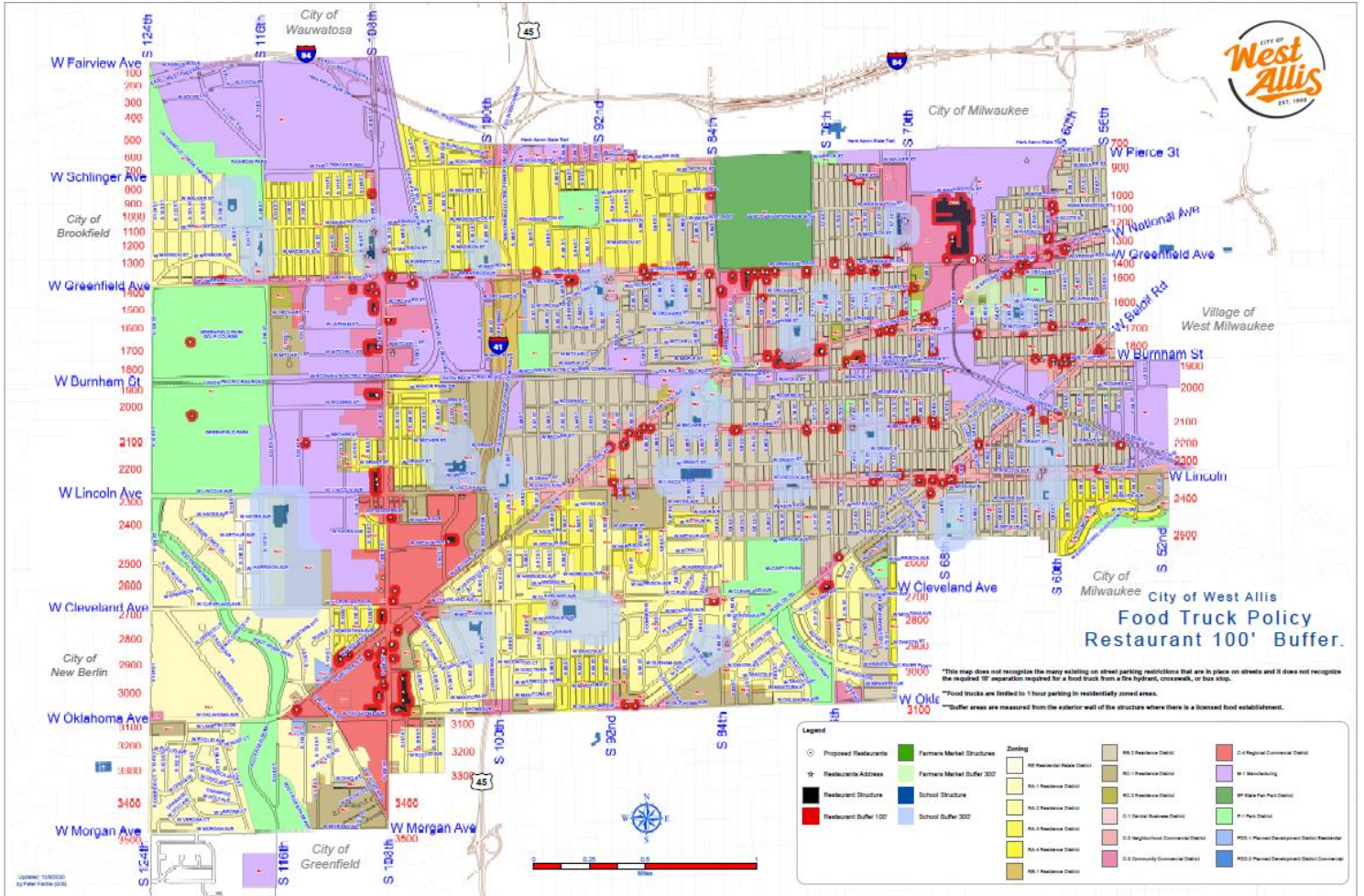
After reviewing the data and maps, staff recommends maintaining the existing ordinance in order to protect existing businesses while offering opportunity for new entrepreneurs and customers the ability discover new products and businesses. If you have questions or comments, we welcome input and comments. We understand this is critical time for many dining establishments and West Allis businesses.

Regards,

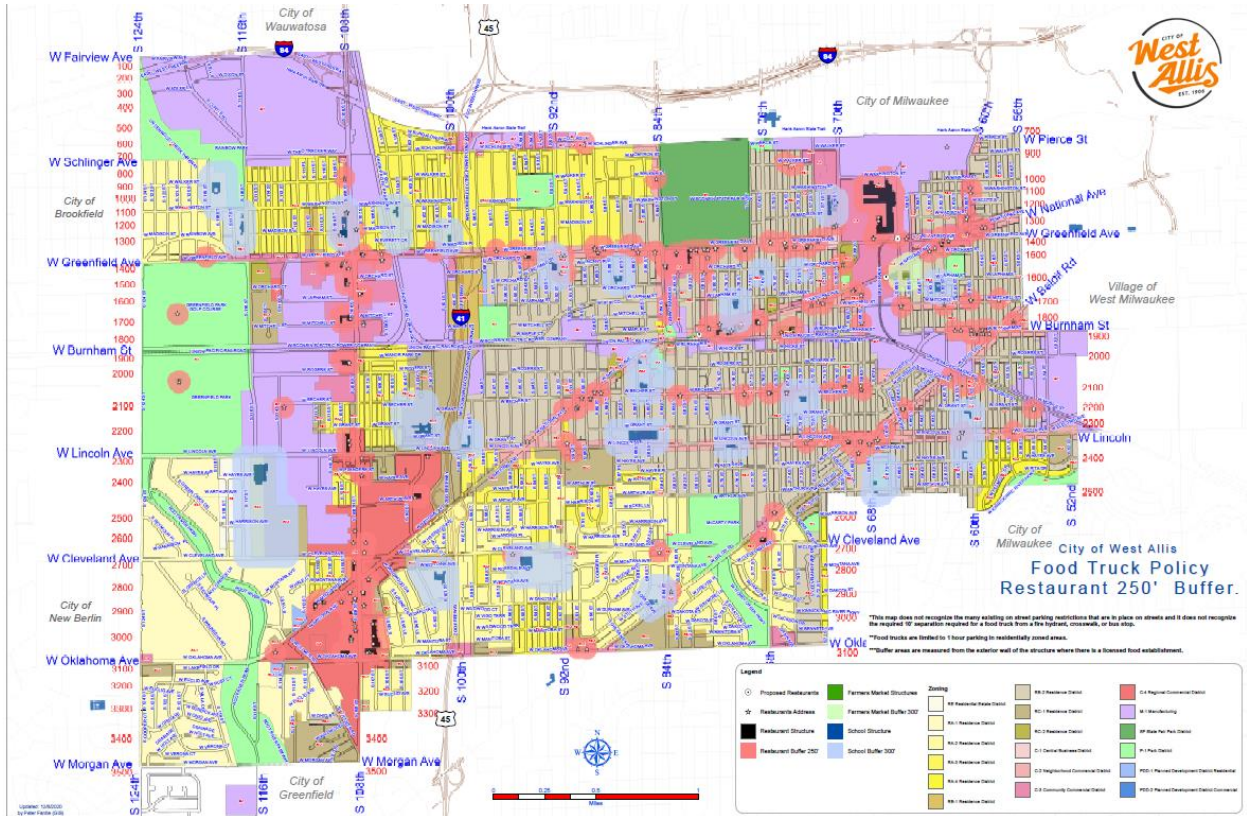
A handwritten signature in blue ink, appearing to read "Patrick Schloss", with a long horizontal flourish extending to the right.

Patrick Schloss
Community Development Manager

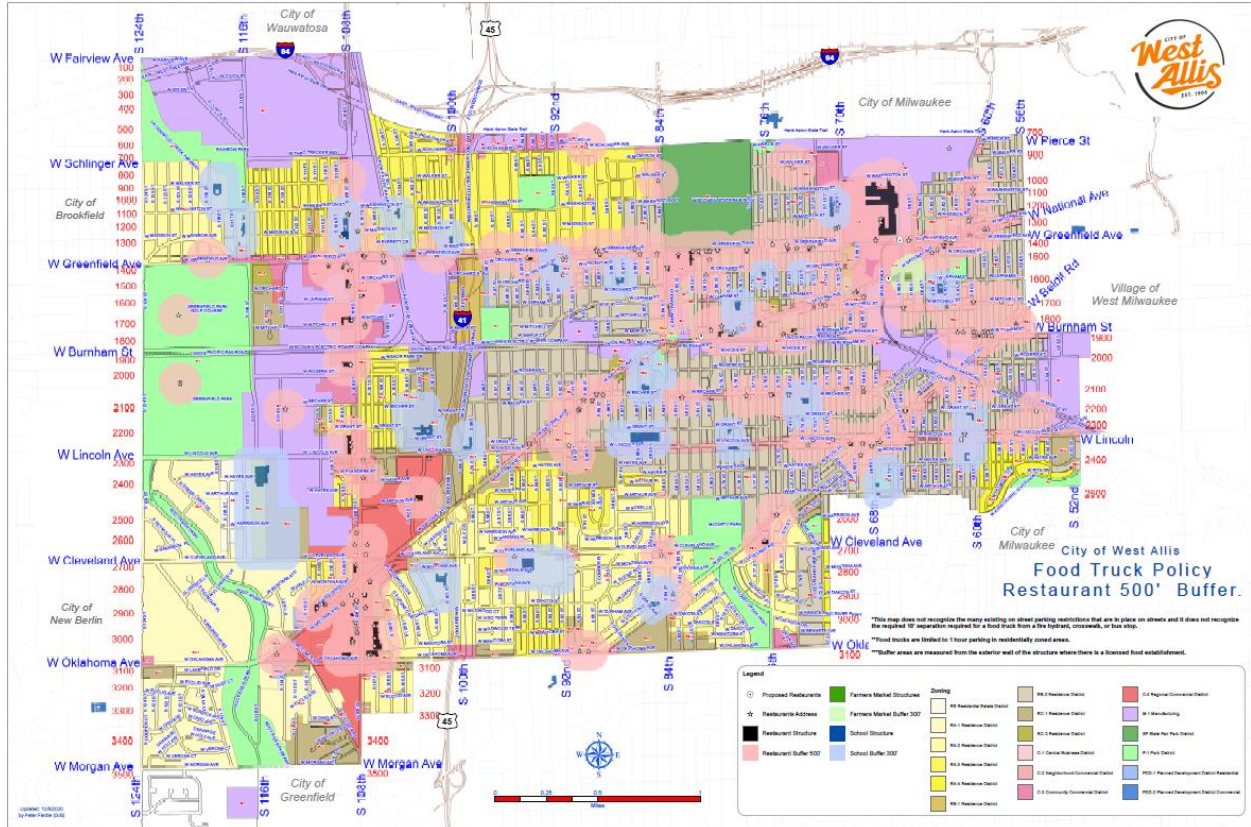
Attachment A – Food Peddlers 100 ft. distance requirement



Attachment B – Food Peddlers 250 ft. distance requirement



Attachment C - Food Peddlers 500 ft.



Attachment D - West Allis Businesses - Food Peddlers

List of West Allis businesses that have a food peddler's permit.

1. TAQUERIA BUENA VISTA	6000	BURNHAM ST	WEST ALLIS
2. FIREWISE BARBECUE COMPANY	2767	110TH ST	WEST ALLIS
3. TIMBER'S DOUBLE B BARBEQUE - MOBILE UNIT	7420	GREENFIELD AVE	WEST ALLIS
4. STREETZA	2201	84TH ST	WEST ALLIS
5. TAQUERIA BUENAVISTA	6000	BURNHAM AVE	WEST ALLIS
6. WHOLESOME ROLLERS	11333	BECHER ST	WEST ALLIS
7. LOLA'S EMPANADAS	6207	NATIONAL AVE	WEST ALLIS
8. FREESE'S CANDY SHOPPE/HEAVENLY ROASTED NUTS	7312	GREENFIELD AVE	WEST ALLIS
9. STEAKHOUSE 100 - EL JIBARITO (FOOD TRUCK)	7246	GREENFIELD AVE	WEST ALLIS
10. LA COSTENA CAFE	5823	BURNHAM ST	WEST ALLIS
11. EL POBLANO RESTAURANT DBA/ EL POBLANO TACO	11505	NATIONAL AVE	WEST ALLIS
12. LA COSTENA CAFE	5823	BURNHAM ST	WEST ALLIS