



**STAFF REPORT  
WEST ALLIS PLAN COMMISSION  
Wednesday, October 26, 2022  
6:00 PM**

Watch: <https://www.youtube.com/user/westalliscitychannel>

9. **Request to create a pedestrian mall upon a portion of S. 72 St., street right-of-way, on north side of W. Greenfield Ave. between the alley and W. Greenfield Ave.**

**Overview**

Planning would like to discuss the concept of a pedestrian mall on an approximate 60-ft x 120-ft portion of S. 72 St. (just north of W. Greenfield Ave.). The concept is basic at this point to gauge interest and feedback, and it may be of interest to the BID and local business for special events and future programming. The objective is that a change would be supportive of a thriving Main Street Community (that is Downtown West Allis).

Creation of a plaza would function as a public gathering space for the downtown. The Downtown BID would be able to use the space for programming during parades, City, and BID organized events. The space could also be utilized for weeknight summer events such as small-scale acoustic or low-amplified music performances.



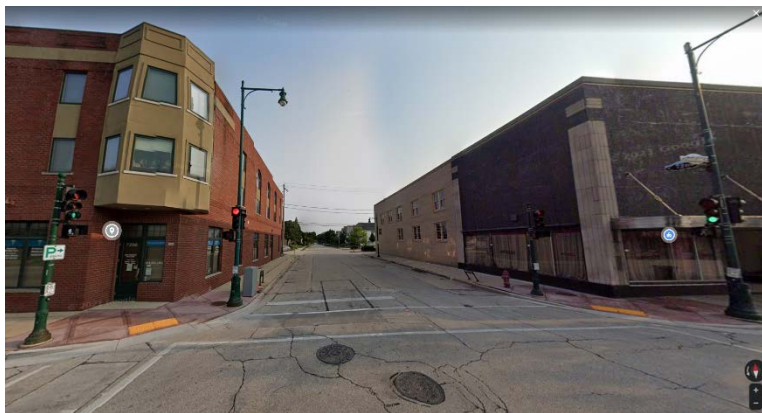
The portion of street could remain right-of-way (ROW) and would not need to be vacated but would be designated as a pedestrian mall. Per WI State Statute Sec. 66.0905, municipalities may limit vehicular traffic/designate a pedestrian mall by ordinance after review by plan commission and a public hearing with Class 1 notice. This method would allow for situation to be opened back up for traffic with ease and would allow for what could amount to as a trial period to see how it goes. If all goes well, a more permanent real estate solution could be pursued.

The Deco, an event venue currently under construction at the east end of the proposed plaza (7140 W. Greenfield Ave.), would like to partner with the BID to help activate the space by using the space during wedding season (April-October) on Fridays and Saturdays and providing beverage service for City/BID events. The Deco has indicated they would pay for improvements and provide seating for the plaza.

- Walter Holtz, the owner of the property at 7140 W. Greenfield Ave., has submitted a vision and supporting documentation indicating he would like to create a shared use Downtown Plaza within the right of way area on S. 72 St., north of W. Greenfield Ave., to the southern border of the alley. A general area plan and answers to some basic operational questions linked here: [7140 W Greenfield Ave](#)

Initially, the plaza could be built in a temporary manner. Planters and/or barricades could be used to close the space to vehicular traffic. If a pilot period is successful, permanent improvements could be installed.

The City's Planning and Economic Development teams support this effort. Adding public space in our downtown will encourage people to spend more time in the downtown, improves the pedestrian experience and traffic flow along Greenfield, provides opportunities for the BID and local businesses, and will help make West Allis a destination.



An informal gathering to share a concept for closing a portion of S. 72 St. to motorists and for the creation of a shared use area in Downtown West Allis just north of W. Greenfield Ave. is planned for Thursday, **11/10 at 6pm, Room 128**

**Recommendation:** No action - Discussion only. A public informational meeting (informal gathering) will be held on Thursday, November 10, at 6pm at West Allis City Hall.

