



City of West Allis Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number	Title	Status
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2007-0400 Communication In Committee

Request from the Health Commissioner to close off Lapham Street at the Farmer's Market on Saturday's during the Market season.

Introduced: 6/19/2007

Controlling Body: Public Works Committee

COMMITTEE RECOMMENDATION

Approve & place on file

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>6/19/2007</u>			Barczak				
			Czaplewski				
			Dobrowski	✓			
		✓	Kopplin	✓			
			Lajsic				
			Narlock	✓			
			Reinke				
	✓		Sengstock	✓			
			Vitale	✓			
		Weigel					
		TOTAL		5			-

SIGNATURE OF COMMITTEE MEMBER

Robert Hall _____ _____
Chair Vice-Chair Member

COMMON COUNCIL ACTION

APPROVAL and PLACE ON FILE

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>JUN 19 2007</u>			Barczak	✓			
			Czaplewski	✓			
			Dobrowski	✓			
			Kopplin	✓			
			Lajsic	✓			
	✓		Narlock	✓			
			Reinke <i>exc</i>				✓
		✓	Sengstock	✓			
			Vitale	✓			
		Weigel	✓				
		TOTAL		9			1



HEALTH DEPARTMENT

Terry L. Brandenburg
Health Commissioner

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Health Department
7120 West National Avenue
West Allis, Wisconsin 53214

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MEMORANDUM

TO: Mayor Jeannette Bell
West Allis Common Council

FROM: Terry Brandenburg, Health Commissioner

DATE: June 14, 2007

SUBJECT: REQUEST TO CLOSE OFF LAPHAM STREET AT THE FARMERS' MARKET ON SATURDAYS DURING THE MARKET SEASON

I am requesting approval to close Lapham Street immediately south of the Farmers' Market on Saturdays to enhance and expand the farm products offered at the Market.

During the latter half of 2006, we piloted bringing various vendors around the periphery of the Market to offer products that would complement the products offered in the Market. These products included fresh bakery, cheese, meats, sausage, and ready to eat foods. The feedback from farmers and customers was very favorable and something that we would like to continue.

As we prepare for "prime time" at the Market, we would like to formalize leases with these exterior vendors, which will bring consistency to the product offerings and revenues to the City. Last year as we piloted exterior vendors, they were placed on 65th Street east of the Market and on Lapham Street south of the Market. Concern has been expressed about the safety of setting up sales in the street right of way. In order to address these safety concerns, I am proposing to close off one block of Lapham Street adjacent to the Market on Saturdays, in essence creating a pedestrian mall where food vendors and customers could safely congregate. This is similar to the approach taken at National Night Out.

TO: Mayor Jeannette Bell
West Allis Common Council

FROM: Terry Brandenburg, Health Commissioner

DATE: June 14, 2007

RE: REQUEST TO CLOSE OFF LAPHAM STREET AT THE FARMER'S
MARKET ON SATURDAYS DURING THE MARKET SEASON

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Prior to the reconstruction of the Market, a national consultant group provided recommendations for the Market that both encourage and conflict with this proposal. The report encourages the use of exterior vendors around the periphery of the Market that sell products that complement the products sold in the Market. However, the consultant also recommended not closing off the streets around the Market. In assessing the operations last year and reviewing the consultant's report, and balancing the conflicting issues, I believe we should be on the side of increased safety, and dedicate the one block of Lapham next to the Market to pedestrian traffic.

I would be pleased to answer any questions you might have about this recommendation and new features at the Market.

TB/gs

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Market On Saturdays During The Market Season