



City of West Allis

7525 W. Greenfield Ave.
West Allis, WI 53214

Ordinance

File Number: O-2013-0002

Final Action: 1/15/2013

Sponsor(s): Cathleen M. Probst and Martin J. Weigel

An Ordinance to Amend Subsection 11.18(12) of the West Allis Revised Municipal Code Relating to Fees for All Municipal Lot Parking Permit.

The Common Council of the City of West Allis do ordain as follows:

PART I. Subsection 11.18(12) of the Revised Municipal Code of the City of West Allis is hereby amended to read:

11.18 PERMIT FEE SCHEDULE

* * *

(12) Municipal Lot Parking Permit

1. Twenty-Four Hour Parking \$15.00 per month
\$40.00 per quarter

2. Night Parking Only \$10.00 per month
\$25.00 per quarter

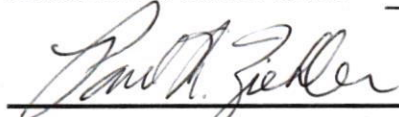
3. Day Parking Only \$ 8.00 per month
\$20.00 per quarter

* * *

PART II. All ordinances or parts of ordinances contravening the provisions of this ordinance are hereby repealed.

PART III. This ordinance shall take effect and be in force from and after its passage and publication.

PASSED AS AMENDED 01/15/2013



Paul M. Ziehler, City Admin. Officer, Clerk/Treas.

APPROVED AS AMENDED 1/17/13



Dan Devine, Mayor



DOWNTOWN WEST ALLIS, INC.

Business Improvement District

7231 W. Greenfield Ave • Suite 201 • West Allis, Wisconsin 53214

(414) 774-2676 • FAX (414) 774-7728

www.downtownwestallis.com

September 26, 2012

City of West Allis

Attn: Alderpersons Martin Weigel and Cathleen Probst

7525 W. Greenfield Avenue

West Allis, WI 53214

Dear Marty and Cathi:

We are writing in reference to the City owned/maintained municipal parking lots behind most of our businesses within the Downtown West Allis Business Improvement area. Currently, the cost for a daytime parking permit for these lots is as follows: Monthly: \$10 or Quarterly: \$25.

The Downtown West Allis, Inc. (DWA) Board of Directors asks the City of West Allis Common Council to consider the enclosed proposal. We ask that a yearly fee of \$80 be established to anyone who would like to purchase the permit on a yearly basis.

It also has been brought to our attention that the daytime parking permits issued from the City of West Allis Engineering Department are designated for a specific car and license. We would like you to consider changing the wording on the permits to allow any vehicle with the permit showing to be allowed to park in the municipal parking lots. Some business owners have multiple vehicles that they alternate bringing to work. Purchasing a yearly parking permit would allow them to bring any of their vehicles to work and not worry about receiving a parking ticket.

Although we are asking for a discounted yearly price and allowing multiple vehicles to use the same permit, we will in turn encourage our business owners and their employees to purchase the daytime parking permit. Our DWA office is constantly getting phone calls from business owners, questioning the parking tickets that they and their employees are receiving. This change will arm our staff with reasons to encourage the business owner in seeing that they and their employees purchase these permits on a yearly basis. This is less a financial issue and more a goodwill gesture of appreciation from the city to the businesses for their help in keeping the downtown a viable destination for shopping and entertainment.

Thank you for your time and we look forward to hearing from you soon. If you have any questions or comments, feel free to call the BID office at (414) 774-2676.

Douglas J. Persich
President – DWA, Inc.

Chet Parker
President – DWA – BID

A Main Street Community

A 501(c) Non-Profit Corporation

Building a Positive image that encourages customer growth and welcomes community involvement



Downtown West Allis Business Improvement District
7231 W. Greenfield Avenue Suite 201
West Allis, WI 53214
(414) 774-2676
director@downtownwestallis.org

2012 Downtown West Allis Municipal Parking Lots Proposal

September 26, 2012

Prepared for: City of West Allis
Aldersperson Cathleen Probst
Aldersperson Martin Weigel

Prepared by: Dianne M. Eineichner
Downtown West Allis— Executive Director

End Goal:

For business owners, their employees and the general public to park their vehicles, during work hours, in the Downtown West Allis municipal parking lots without the concern of violating the City ordinance regarding the four (4) hours parking limit.

Increase the City of West Allis' revenue by encouraging business owners and their employees to purchase a one-year day permit (from January thru December) for a discounted cost of \$80 per permit-per year. Discounted permits will be issued based on the business/individual instead of the vehicle.

Benefits of this project:

- Help retain current business owners and encourage other business owners to relocate to the area knowing they are getting a special discount by having their business in Downtown West Allis.
- Business owners and their employees will be encouraged by the Downtown West Allis BID to purchase these permits at a reduced rate, thus increasing the City's revenue.

Support:

Downtown West Allis will:

- Promote and encourage Downtown West Allis businesses and their employees to purchase the one-year permits.

City of West Allis—Engineering Department:

- Issue the four (4) quarterly permits at a discounted price.
- Receive \$80 for each yearly permit.

COMMUNITY **CNI** NEWSPAPERS

AFFIDAVIT OF PUBLICATION

0004160464

WEST ALLIS CITY OF-LEGALS
CLERK/TREASURER'S OFFICE
7525 W GREENFIELD AVE
JANEL LEMANSKE
West Allis, WI 53214

Patti Guerrero hereby states that she is authorized by Journal Communications Inc. to certify on behalf of Journal Community Publishing Group, publisher of Community Newspapers, public newspapers of general circulation, printed and published in city and county of Milwaukee; was published in the My Community Now- Midwest on 1/31/2013; that said printed copy was taken from said printed newspaper(s).

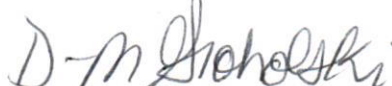


Patti Guerrero

State of Wisconsin

County of Milwaukee

Subscribed and sworn before me this 7 day of February, 2013.



Notary Public State of Wisconsin

My Commission Expires 4/24/16



1/15

**Notice of
Newly Enacted Ordinance**

Please take notice that the City of West Allis enacted Ordinance No. O-2013-0002 to Amend Subsection 11.18(12) of the West Allis Revised Municipal Code Relating to Fees for All Municipal Lot Parking Permits on January 17, 2013. The full text of Ordinance No. O-2013-0002 may be obtained at the City Clerk/Treasurer's Office, 7525 W. Greenfield Ave., West Allis WI 53214 and through the Legislative Information Center on the City's Website at <http://www.westalliswi.gov/> Clerk/Treasurer's telephone: (414) 302-8200.

/s/Paul M. Ziebler,
City Administrative Officer,
Clerk/Treasurer

Published 01/31/13