

DOWNTOWN *West Allis* BID

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Mayor Dan Devine and West Allis City Common Council
7525 W. Greenfield Avenue
West Allis, WI 53214

November 30, 2022

Dear Mayor Devine and Members of the West Allis Common Council,

This letter voices our concerns regarding the proposal of Walter Holtz, owner and proprietor of “*The Deco*” in Downtown West Allis. It is our understanding that Mr. Holtz has shown interest in using 72nd Street, north of Greenfield Avenue, as an extension of his event space. He is asking that 72nd Street be permanently closed to traffic. He will supply tables, chairs and other amenities to this area, making it a welcoming outdoor area for his event space.

The Downtown West Allis Business Improvement District (BID) would like to voice their concerns regarding this venture. We fully support his business as it is the type that both the BID and the city would like in the BID and our community. However, we feel considering closing this side street before an actual event has taken place is premature. Alternatively, we ask that you extend the use of 72nd Street, north of Greenfield Avenue, to be used for any events as needed. In this scenario, the city would provide barricades, “No Parking” signs and “No Turn” signs at no cost when the outdoor space has been reserved as an extension of “The Deco.”

We ask that you permit this courtesy to Mr. Holtz for one year after opening the doors of his event venue. This allows the BID, the city and Mr. Holtz to get informed feedback from our businesses and residents to determine the impact of having 72nd Street closed so we can better determine the feasibility of closing it on a permanent basis. If everything is positive or if things need to be adjusted, they can be taken into consideration before moving forward.

We think that this consideration in this matter would be for the better of not only “The Deco,” financially, but also the community as it would provide a look into the future of how things could be.

In conclusion, the BID supports Mr. Holtz’s request for special consideration in this matter but asks that it be done on a temporary basis as described above for one year to gauge business and residential impact.

Sincerely,

Board of Directors
Downtown West Allis Business Improvement District

cc: Alderperson Tracy Stefanski, Alderperson Marty Weigel, Steve Schaer



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BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH AND
WELCOMES COMMUNITY INVOLVEMENT

