

## City of West Allis Matter Summary

7525 W. Greenfield Ave. West Allis, WI 53214

File Number	Title	Status		
2008-0406	Communication	In Committee		
	Communication requesting authorizing to establish a Way Finding demonstration signage project.			
	Introduced: 6/3/2008	Controlling Body: Safety & Development Committee		
		Public Works Committee		

COMMITTEE	RECOMM	ENDATION _	PLACE C	He File			
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## DEPARTMENT OF DEVELOPMENT

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June 2, 2008

The Honorable Dan Devine and Members of the Common Council West Allis City Hall West Allis, Wisconsin

RE: Wayfinding for off the beaten path full service restaurants

Dear Mayor Devine and Common Council Members:

The City of West Allis needs to continue to encourage tourism and fellow metro residents to patronize our West Allis restaurants.

One of the City's more historical destination full service restaurants is virtually hidden away in a residential neighborhood.

Because this restaurant (Zak's Pleasant Valley Inn) is not located on a major thoroughfare, it is hard to find by tourists and non-local patrons.

I would like to request that we initiate a wayfinding demonstration project where the City installs 2 two-foot by two-foot signs on or about S. 99 St. and W. Oklahoma Ave. on a city light pole. The cost for the two signs would be approximately \$300.

We ask for the Common Council's favorable consideration.

Sincerely,

John F. Stibal

Director of Development