

September 19, 2011

Dear West Allis Common Council:

I am a small business owner in the West Allis area for the last four years. We have used the temporary banner to increase business and keep people working in this economy. We find it to be one of the most cost effective ways to increase traffic to our establishment.

I am requesting the city increase the amount of banners allowed in a year. Presently only two are allowed in a calendar year.

I understand the policy West Allis has in place is comparative to other cities of similar size, but consider recent changes cities like Greendale are doing to help businesses with recent additions they are in installing to help business in their community. I will include a copy of the article recently run in the NOW paper.

This is a win, win situation for the city of West Allis. The city makes money for the permit, a business in West Allis (Quick Signs) makes the sign, the residents of West Allis save money on the services offered per the sign, more growth for the city, and my employees keep working.

Thank you for your consideration in advance.

Diane E. Sobczak

Business
10702 W. Oklahoma Ave
West Allis WI 53227

16484 W. Melody Ct
New Berlin WI 53151

RECEIVED

SEP 19 2011

CITY OF WEST ALLIS
CLERK/TREASURER

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