



DOWNTOWN  
WEST ALLIS  
INCORPORATED

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City of West Allis  
Engineering Dept. - Michael Lewis  
7525 W. Greenfield Avenue  
West Allis, WI 53214

August 27, 2014

Re: Pedlets in West Allis Downtown

Dear Mr. Lewis,

You requested information on what our Board of Directors thought of the pedlet and its ordinance within our Downtown. The pedlets are certainly very attractive and convenient for diners who want to enjoy their meal outdoors. However, the Board of Directors wonders if you might consider the following changes to the proposed ordinance.

Guideline #2 currently reads: *“Cannot extend beyond the width of the applicant’s tenant frontage.”* We ask that you consider a change to that section that reads: *“Cannot extend beyond two (2) parking spots or the width of the applicant’s tenant frontage – whichever is smaller.”* We feel that designating two parking spaces for the pedlet is sufficient for the purpose it was intended for.


The Board of Directors agrees with guideline #1 that reads: *“Permitted only for food and drink establishments.”* With this being said, it was suggested that our Board consider hours and days of operation for business seeking a pedlet. ***Our Board of Directors requests that you limit and restrict the use of pedlets to those businesses that are open by 11am, at least 5 days a week. The pedlets should be placed on Greenfield Avenue starting March 1<sup>st</sup> through November 1<sup>st</sup>.***


As to the number of pedlets allowed in West Allis Downtown, we will leave that decision up to the City of West Allis as stated in guideline #21. The Board of Directors however would like you to consider rewriting item #4 under *“Inclusive Design (ADA Compliance).* Item #4 reads: *“some seating within your pedlet, is accessible to people with disabilities.”* There should be NO seating within the pedlet...that is for pedestrian traffic only.

Our Downtown West Allis office staff has received complaints regarding the current two pedlets. Although this is a change for our Downtown, our business owners and residents are under the impression that the sidewalks should remain clear for pedestrians. Having the pedestrian traffic detoured off the sidewalk to the pedlet will take some getting used to. ***We expect that the City of West Allis will enforce the guidelines presented in the proposal making sure that the pedlets are in fact ADA compliant and the business owners themselves are aware of these restrictions before building their pedlet.***

We will do our part in making business and property owners as well as the general area aware of the pedlets and how they were intended to be used. Thank you for giving us the opportunity to express our thoughts and concerns for the pedlets. Please contact either of us, if you have any other questions.

Sincerely,

  
Chet Parker  
DWABID – President  
414-475-1212

  
Douglas Persich  
Downtown West Allis, Inc. – President  
414-258-2500

Cc: Alderperson Martin Weigel and Alderperson Cathleen Probst



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