

D O W N T O W N  
*West Allis* **BID**

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February 12, 2020

City of West Allis  
Attn: West Allis Common Council  
7525 W. Greenfield Avenue  
West Allis, WI 53214

Dear Alderpersons:

Based on Chapter 13 of the City of West Allis Municipal Code we understand the restriction of changeable copy signs and electronic message centers being used as window signs in the Downtown West Allis business' storefront windows.

The Downtown West Allis, Inc. (DWA) Board of Directors asks the City of West Allis Common Council and the Planning and Zone Division to reconsider these restrictions. We ask that item number 19 under section 13.215 **allow changeable copy signs and electronic message centers be integrated in a window sign as well as freestanding sign, wall sign or projecting sign.**

After our meeting with Building Inspections Neighborhood Services (BINS) representative, Erin Scharf, and Steve Schaer, Manager of Planning & Zoning, we understand that by adding changeable copy signs as a window sign the following will remain enforceable. Changeable Copy Signs will:

- Not exceed 20% of the window area
- Not be allowed along the alley frontage
- In the case of a corner or double street frontage, only one changeable copy sign shall be allowed

We understand that all other current restrictions to changeable copy signs whether projected, monument, will be identical for a changeable copy window sign.

I will be contacting the City of West Allis' Clerk's Office to have this item, once again, be placed on the February 19, 2020 agenda.

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.



Alex Geiger  
President – DWABID



Chet Parker  
Design Committee Chair – DWA, Inc.

cc: West Allis Clerk's Office (Steven Braatz, Ann Marie Neff and Janel Lemanske), Steve Schaer & Erin Scharf



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

