



"... meeting community needs ... enhancing quality of life."

DEPARTMENT OF PUBLIC WORKS  
Engineering Division – Traffic Section  
2625 E. Glendale Avenue  
Appleton, WI 54911  
TEL (920) 832-5580  
FAX (920) 832-5570

**To:** Municipal Services Committee  
**From:** Eric Lom, City Traffic Engineer  
**Date:** April 6, 2022  
**Re:** Parking restriction change on the 400 block of W. College Avenue  
*Follow-Up to Six-Month Trial Period*

At the request of the Appleton Police Department, the Traffic Section recently reviewed the existing parking restrictions on the north side of the 400 block of W. College Avenue. Based on APD's experience, the existing restrictions (*5-minute Loading Zone* from 5 p.m. to 11 p.m. and *Taxi Loading Zone* from 11 p.m. to 3 a.m.) were no longer appropriate based on the actual demand. For example, very few taxis were using it, while a large number of rideshare vehicles looking for a place to legally stand as they load and unload passengers.

Based on the various considerations, a six-month trial was proposed to remove the existing restrictions and replace them with a "standard" *15-minute Loading Zone* (5 p.m. to 3 a.m.). This trial was approved by the Common Council on 8/4/21 and the signage was changed shortly thereafter.

We believe the changes accomplished the goal of addressing the original issue. We did not receive any feedback or complaints from the public during the six-month trial period. Based on this, we recommend making the changes permanent.



**To accomplish this, the following ordinance action is required:**

1. **Repeal Ord. 122-04:** "Designate a loading/unloading zone for Taxi's Only from 11:00 p.m. to 3:00 a.m. on the north side of College Avenue from Walnut Street to Division Street. Tow Zone."
2. **Repeal Ord. 121-04:** "Designate a 5-minute loading/unloading zone from 5:00 p.m. to 11:00 p.m. on the north side of College Avenue from Walnut Street to Division Street. Tow Zone."
3. **Create:** "Designate a 15-minute loading/unloading zone from 5:00 p.m. to 3:00 a.m. on the north side of College Avenue from a point 35 feet east of Walnut Street to a point 80 feet west of Division Street. Tow Zone."