



MEMO

TO: Municipal Services Committee

FROM: Paula Vandehey, Director of Public Works *PAV*

DATE: December 19, 2019

SUBJECT: **Request from Johnson Bank for a Purchased Parking Stall in the 100 N. Superior Street block.**

Currently there are two (2) parking stalls that are signed as a 15-minute loading zone adjacent to Johnson Bank on the 100 N. Superior Street block (see attached picture). Customers and employees occasionally use this loading zone inappropriately leading to parking citations. In discussions with the bank, they are requesting that the southernmost stall be converted from the existing loading zone to "Johnson Bank Parking Only" per the Downtown Purchased Parking Policy. The remaining area would remain as a 15-minute loading zone. If approved, the annual fee for the purchased stall at the 2020 rate is \$2,808 plus tax.

C: Pfefferle Management
Appleton Downtown Inc

Attachments

Google Maps 101 N Superior St

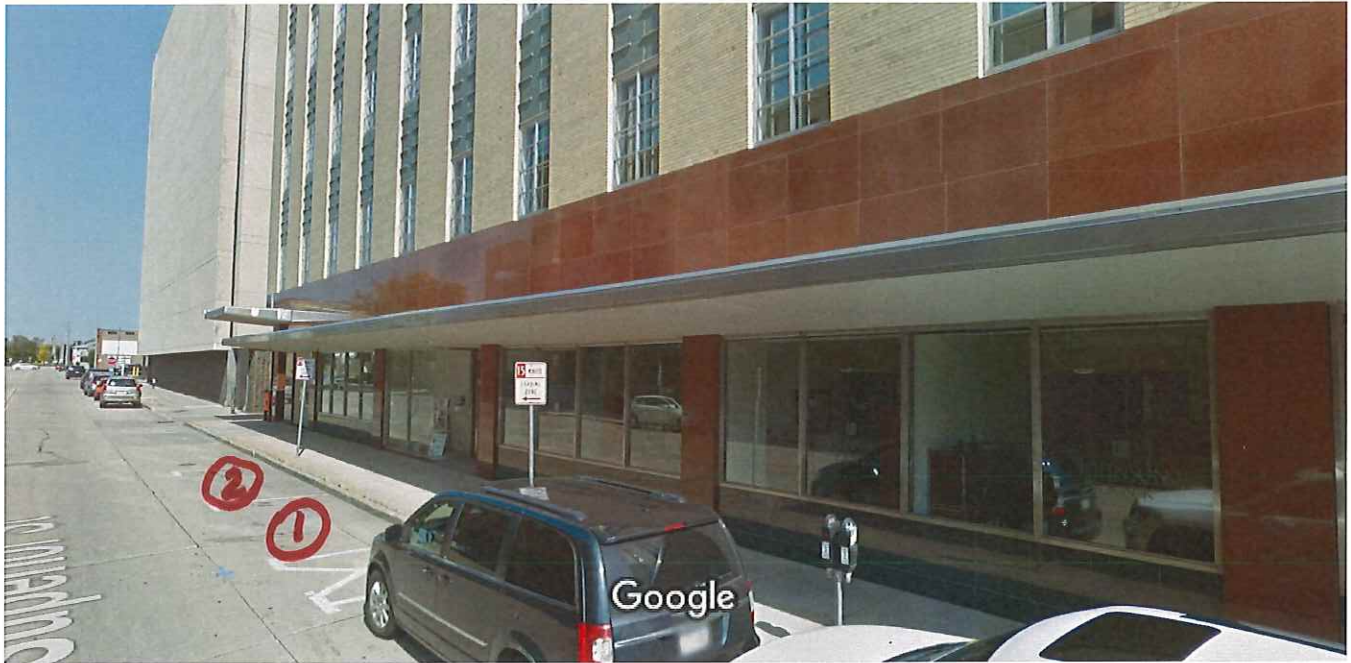
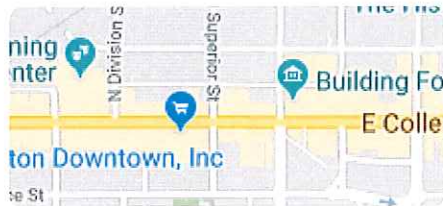


Image capture: Sep 2017 © 2019 Google

Appleton, Wisconsin

Google

Street View



- ① Convert to "Johnson Bank Parking Only"
- ② Keep as 15 minute loading zone



“...meeting community needs...enhancing quality of life.”

DEPARTMENT OF PUBLIC WORKS

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October 2012

CITY OF APPLETON
DOWNTOWN PURCHASED PARKING POLICY

The objective of this policy is to establish the guidelines in which business owners requesting to purchase on-street parking for their business may be considered in downtown Appleton.

PROCEDURE

All requests from business owners to purchase on-street parking for their business shall be submitted to the Department of Public Works to be reviewed against the criteria set forth in this policy. Requests not meeting the criteria shall be denied administratively. Requests meeting the criteria shall be forwarded to the Municipal Services Committee and Common Council for consideration.

All submittals shall contain the following information:

1. Name of business and business owner requesting the purchased parking.
2. Number of stalls requested for purchased parking.
3. Drawing showing location of proposed purchased parking stall(s).
4. Purpose for requesting purchased parking.

APPROVAL CRITERIA

1. No purchased parking will be approved for College Avenue.
2. No more than a total of 10% of the parking stalls of any block (i.e. both sides of the 200 East Washington Street block) shall be signed as purchased parking, valet parking and loading zones.
3. Shared use of purchased parking amongst businesses is strongly encouraged.
4. Approval for purchased parking may be rescinded by the Common Council if property owner fails to use the space for its intended purpose, if the purchased parking negatively impacts other downtown businesses, or property owner fails to pay monthly fee.
5. Owner will be charged to remove parking meter(s) and install sign(s) for the approved purchased parking. Owner will also be charged to re-install meter(s) if stall(s) are reverted back to metered parking.
6. Approval is non-transferable if ownership changes.

ENFORCEMENT

The purchased parking area will be enforced by City staff on a complaint only basis.

PURCHASED PARKING FEE

1. A daily fee equal to that charged to bag a parking meter per purchased stall will be charged Monday through Saturday.
2. This fee will be billed to the property owner at the beginning of each quarter, and is non-refundable.
3. Rates are subject to change by the Common Council.