



MEMO

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

TO: Municipal Services Committee
FROM: Paula Vandehey, Director of Public Works
DATE: September 11, 2019
SUBJECT: **Resolution #11-R-19 regarding the creation of a parking lot on the former Blue Ramp Site.**

In response to Resolution #11-R-19 from Alderpersons Martin and Spears, city staff met to discuss the pros and cons of this proposed parking lot. Our thoughts are as follows:

PROS:

- Improved visibility and identity for City Hall.
- Opportunity to provide additional ADA accessibility into City Hall.
- Addresses some perceived parking issues (i.e. parking is too far away, there is not enough short-term parking in the immediate area, etc.).
- Opportunity to provide additional short-term parking for City Center.
- Additional parking revenue if rates are set at a premium for the convenient parking option.

CONS:

- Lost opportunity for the Parking Utility to sell the lots associated with the former Blue Ramp. Estimated market value of \$590,000 (\$16/SF).
- Lost opportunity for tax increment. Estimated at \$14 million, which equates to \$320,000 in tax revenue annually.
- Lost opportunity for substantial neighborhood redevelopment north of College Avenue.
- On-going maintenance of lot (snow removal, sweeping, striping, patching, electricity, signage, etc.).

PROJECTED COSTS (\$420,000):

- Cost to design and construct ADA accessible City Hall entrance is estimated at \$200,000.
- Cost to design and construct new parking lot is estimated at \$200,000.
- Cost to purchase and install parking meters is estimated at \$20,000.

OTHER POINTS TO CONSIDER:

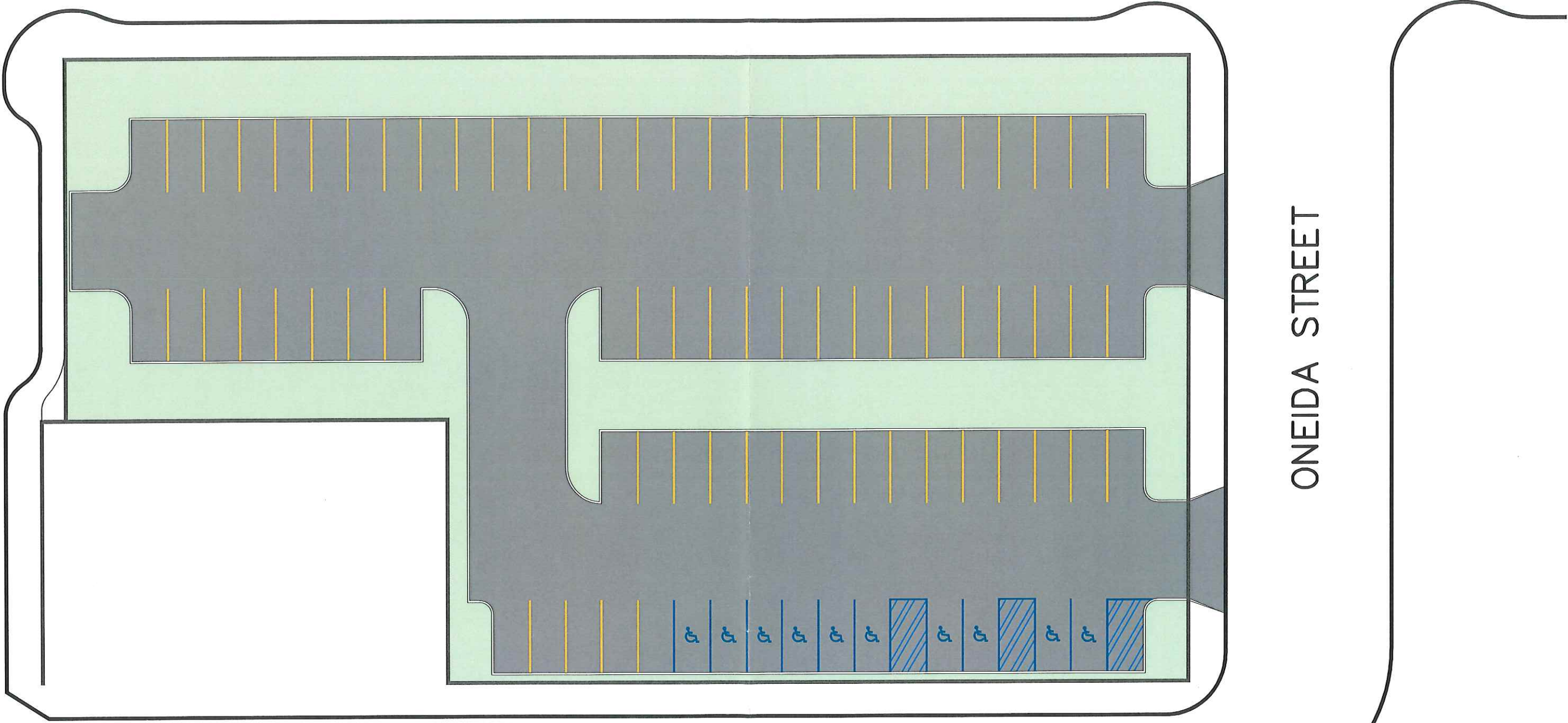
- A conceptual layout of a possible configuration for the proposed parking lot is attached showing 10 handicap stalls and 71 1-hour metered stalls.
- The Downtown Parking Study completed by Walker Parking in 2018 was clear that the City had adequate parking with the removal of the Blue Ramp. Since the demolition of the Blue Ramp it has become apparent that there are over 300 parking stalls available within a 2 block radius (Yellow Ramp, Red Ramp and on-street meters on Washington Street and to the north). However, many customers of the City Center neighborhood do not consider parking within 2 blocks convenient parking.
- The Downtown Future Land Use Plan identifies this area for mixed-use development.
- It is anticipated that future development on this site will include public parking.

Based on the costs to construct and maintain the proposed parking lot, the lost opportunity for tax increment, and the availability of parking already paid for by the Parking Utility, staff recommends that Resolution #11-R-19 be denied. However, staff does recommend that funds be allocated to create some major marketing campaigns and materials to educate residents and visitors about the available parking options we have in downtown Appleton.

WASHINGTON STREET

APPLETON STREET

ONEIDA STREET



CITY CENTER ALLEY

STALL COUNT	
71	REGULAR
10	HANDICAP
<hr/>	
81	TOTAL