



MEMO

TO: Municipal Services Committee

FROM: Paula Vandehey, Director of Public Works

DATE: October 16, 2019

SUBJECT: **Resolution #11-R-19 regarding the creation of a parking lot on the former Conway Building Site.**

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

PROS:

- Addresses some perceived parking issues (i.e. parking is too far away, not enough short-term parking in the immediate area, not enough convenient designated accessible parking, 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. Proposing that meters have a 1-hour time limit with a \$2/hour rate.

CONS:

- Lost opportunity for the City to sell the lot associated with the former Conway Building. Estimated market value of \$256,900 (\$15/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. The Community and Economic Development Department believes this lot would be developed in conjunction with the former Blue Ramp Lot.
- On-going maintenance of lot (snow removal, sweeping, striping, patching, electricity, signage, meter maintenance, etc.).
- The existing commercial loading zone for the City Center Building and associated evening parking stalls will be lost due to the access to the proposed parking lot on the east side of Oneida Street.

- The access to Washington Street uses the existing alley which is not ideal as it is close to the pedestrian crossing from the Yellow Ramp.

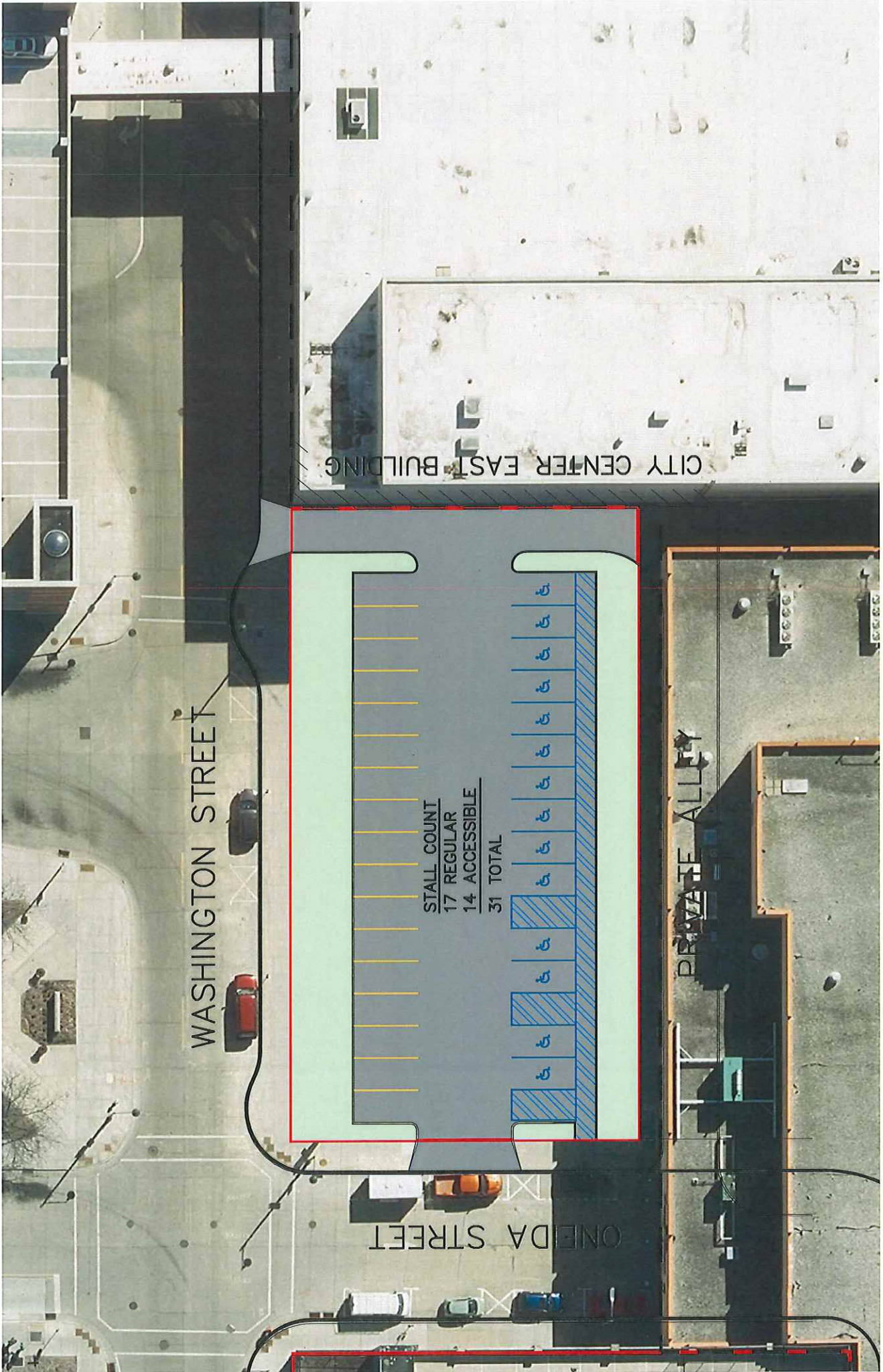
PROJECTED COSTS (\$90,000):

- Cost to design and construct new parking lot is estimated at \$85,000.
- Cost to purchase and install parking meters is estimated at \$5,000.

OTHER POINTS TO CONSIDER:

- A conceptual layout of a possible configuration for the proposed parking lot is attached showing 14 accessible stalls and 17 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.
- Providing accessible parking in this location does not automatically free up parking on College Avenue. In fact, it may move some of the accessible parking out of the Yellow Ramp and Library Parking Lot and move it to this lot.
- 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 availability of parking within 100 feet of the proposed lot which is already paid for by the Parking Utility, the lost opportunity for tax increment, and the costs to construct and maintain the proposed lot, 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.



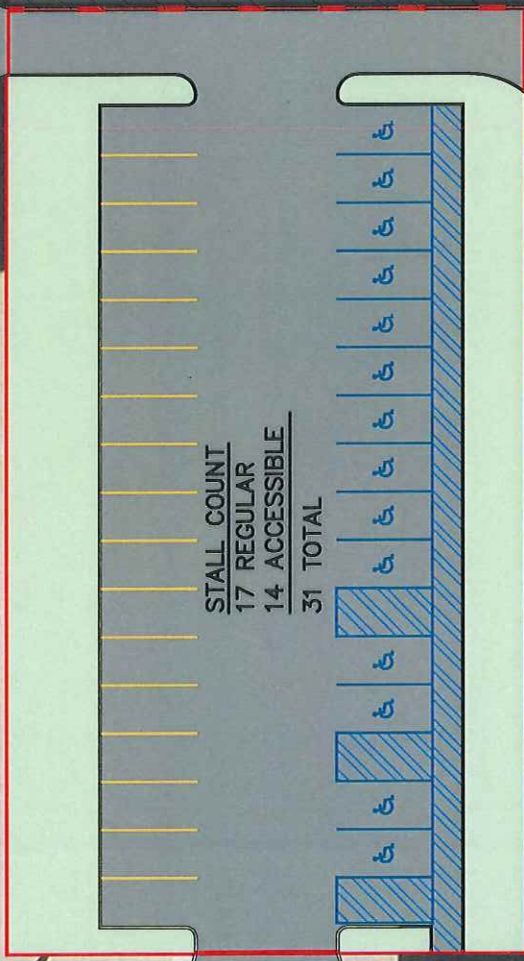
WASHINGTON STREET

ONIDA STREET

PRIVATE ALLEY

CITY CENTER EAST BUILDING

STALL COUNT
17 REGULAR
14 ACCESSIBLE
31 TOTAL



Appleton Downtown Parking

Metered Parking is 9:00 am - 6:00 pm

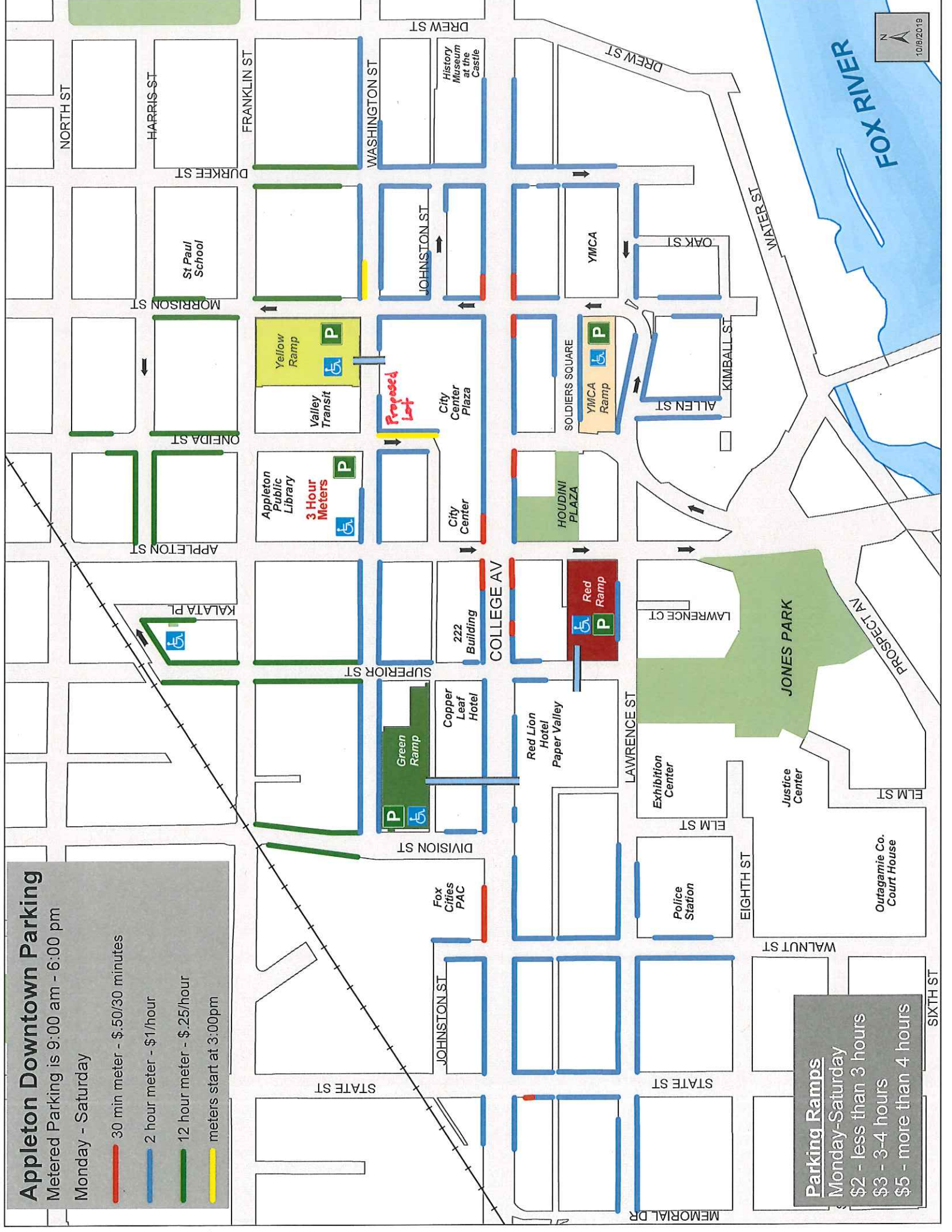
Monday - Saturday

- 30 min meter - \$.50/30 minutes
- 2 hour meter - \$1/hour
- 12 hour meter - \$.25/hour
- meters start at 3:00pm

Parking Ramps

Monday-Saturday

- \$2 - less than 3 hours
- \$3 - 3-4 hours
- \$5 - more than 4 hours



Resolution #11-R-19

Submitted By: Alderperson Martin, District 4 & Alderperson Spears, District 12

Date: 8-21-2019

Referred to: Municipal Services Committee

Whereas, Appleton citizens and visitors continue to ask, where is city hall?

And,

Whereas, City of Appleton has made investments of over \$1 million in enhancing Finance and Parks & Recreation enrollment area on first floor, Dance Studios on the second floor, Remodeling of offices on floors 5 & 6, and there are plans to remodel the Council Chambers

And,

Whereas, the City of Appleton has invested millions in converting Appleton Street to two-way, with bike lanes and no parking on either side.

And,

Whereas, The City of Appleton needs to provide a welcoming door with good visible signage, respecting those who are visually impaired and/or with limited mobility; short term parking; Accessible Handicap Parking Stalls, accessible entrance with no steps and great lighting

And,

Now, Therefore, Be It Resolved that the Appleton Municipal Services review location and consider permanent short-term parking for Appleton residents, visitors, permit recipients, and those attending meetings of committees, and City of Appleton Common Council. And to take into account, the needs of our other condo neighbors.