



CITY OF APPLETON

MEMORANDUM

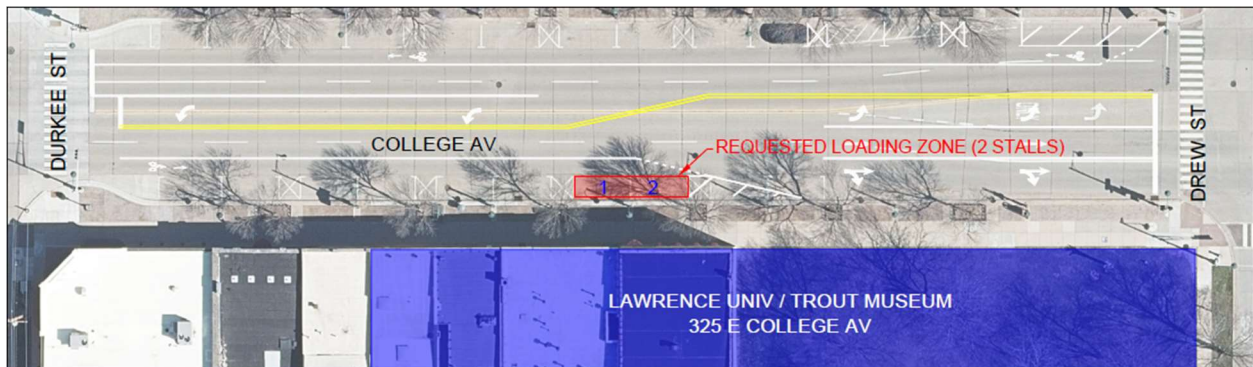
Date: 3/10/25

To: Municipal Services Committee

From: Eric Lom, P.E., City Traffic Engineer

Subject: Loading Zone request from Trout Museum of Art (300E College Av)

The new Lawrence University (LU) / Trout Museum of Art (TMA) building, located on the 300 block of E. College Avenue, is scheduled to be completed in August of this year. At 100,000 total square feet, it will house the TMA, LU academic space, and 46 market rate apartments. The future occupants have requested the creation of a loading zone on the south side of College Avenue, roughly centered on their new building (see sketch below).



Given the size and use of the building, we believe the creation of a loading zone would serve the greater good by safely and efficiently facilitating TMA's customers and buses, as well as a wide variety of food and package deliveries throughout the day and night. Additionally, we find the request complies with the requirements in the City's *Downtown Loading Zone Policy* (attached for reference).

To accomplish this, the following ordinance changes are necessary.

1. **Create:** "Metered parking be established on the south side of College Avenue from Durkee Street to a point 185 feet east of Durkee Street."
2. **Create:** "No Parking/15-Minute Loading Zone be established on the south side of College Avenue from a point 185 feet east of Durkee Street to a point 180 feet west of Drew Street."

Effective Date: January 1, 2007

CITY OF APPLETON DOWNTOWN LOADING ZONE POLICY

The objective of this policy is to establish the guidelines in which loading zones (15 minute parking or less) may be considered in downtown Appleton.

PROCEDURE

All requests for loading zones 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 loading zone.
2. Number of stalls requested for loading zone.
3. Drawing showing location of proposed loading zone stall(s).
4. Purpose for requesting loading zone.

APPROVAL CRITERIA

1. No more than a total of 10% of the parking stalls of any block (i.e. both sides of the 200 West College Avenue block) shall be signed as loading zones, purchased parking and valet parking.
2. Loading zones are not business specific.
3. Approval for a loading zone may be rescinded by the Common Council if property owner fails to use the space for its intended purpose or if the loading zone negatively impacts other downtown businesses.
4. All loading zones in existence as of December 31, 2006 shall remain without regard to the maximum percentage criteria listed in item 1 above, and as long as the need for said loading zone exists.

ENFORCEMENT

The loading zone area will be enforced by City staff. Any vehicles parked within the loading zone area beyond the posted time limit are subject to enforcement.

Eric Lom

From: Mary Klasen <marjkk@yahoo.com>
Sent: Tuesday, April 1, 2025 6:49 PM
To: Eric Lom
Subject: Proposed loading zone near new Trout Museum project

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

To: Appleton Traffic Engineer Eric Los
From: Mary Klasen
Re: Proposed loading zone near new Trout Museum of Art
April 1, 2025

I am writing to you to voice my concerns about this proposed loading zone. I do not currently live in the City of Appleton. (Although I did for over 25 years) I am a resident of Grand Chute. I do spend many of my dollars in Appleton. My contact information is included at the end of this email.

I was dismayed to learn that the City of Appleton is considering taking more parking spaces away from the downtown businesses which are near the new Trout Museum. When the Trout Museum/Lawrence facility was planned, businesses were told about the public parking that was to be lost to this project, and they adapted. Then they lost even more to the construction itself, and they adapted. But now the city wants to add a Loading Zone for temporary parking for Door Dash deliveries, senior/children bus loads, and other deliveries for the Trout Museum and apartments. What? How fair is that? This loading zone was *not* in the original plan, and it seems like a slap in the face for business such as Il Bar, Mud and Prints, yoga3 studio, and Casting On, etc.

Adding this at the end of the game just isn't fair. The Trout/Lawrence/apartment needs for a loading zone should have been considered when this project was developed — *before* the work was started! Buses? Perhaps they could drop on the next block. Deliveries? The yarn shop deliveries are often made from **K Alley**. Door Dash? That's got to be a joke. A Door Dash driver can certainly park somewhere else when making a delivery.

These businesses need the few parking spaces that are left. There *has* to be another way to solve this problem. Please keep those on-street spaces available for people who frequent these downtown businesses. I have often stopped for coffee at Il Bar, and have bought gifts at Mud and Prints. And I often go to the Trout. But mostly, I go to Casting On ... and so do many of my friends and tons of fellow knitters. Sara and Sam's store is not only a fabulous local yarn shop with great yarns, supplies, and advice; it is also a place for meeting, a place for classes, and a destination for out-of-town knitters.

Please, please, please consider the needs of both the businesses and the customers. There simply has to be another way to solve this parking problem.

Mary Kleefisch Klasen
4510 W Red Tamarack Court
Grand Chute, WI 54913

920-585-0566
marjkk@yahoo.com

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Eric Lom

From: Nancy Middleton <nmiddleton72@gmail.com>
Sent: Thursday, March 27, 2025 2:15 PM
To: Kristin Alfheim; Eric Lom
Subject: Appleton Down Town Parking

Follow Up Flag: Follow up
Flag Status: Completed

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Although I live in Sherwood and not a voting constituent of Appleton, I frequent the Appleton downtown businesses often, in particular Casting On and Il Bar Coffee, which are immediate neighbors of the new Trout museum. I'm also a long-standing member of the Trout Museum. The money I spend in the Down Town district supports small businesses as well as the entire business district. My mobility has become reduced as I age, and I cannot walk several blocks from a parking space. If the already limited parking by the new Trout Museum is reduced further, I will be forced to take my business to another community and let my Trout membership lapse.

Nancy Middleton

W4782 Cliff View Drive

Sherwood, Wisconsin 54169

906-370-0560

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Eric Lom

From: Tracy Peterson <tthompsonpeterson@gmail.com>
Sent: Tuesday, March 25, 2025 10:17 AM
To: Kristin Alfheim; Eric Lom
Cc: Tracy Peterson; castingon@gmail.co
Subject: loading zone for Trout/LLU

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The revitalization of College Avenue has been a goal for the city as long as I have lived here (33 years). I do not understand how losing parking spaces helps this.

I stand opposed to the plan for temporary parking for Doordash deliveries, senior/children bus loads, and other deliveries for the Trout Museum and apartments.

This Loading Zone was not in the original plan. How was this overlooked until now? Business downtown by and large must rely on street parking accessibility, and the City of Appleton will lose the parking meter income.

The responsibility for parking belongs to the Trout and Lawrence University. Parking for the LU resident will be in the back. This is where the Trout employees will park. This is where the safe loading zone belongs.

The businesses and customers should not be penalized. This is up to you, City of Appleton and our elected officials.

Sincerely,
Tracy Peterson
Appleton Resident

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Eric Lom

From: lainieky@gmail.com
Sent: Monday, March 24, 2025 9:52 PM
To: Eric Lom
Subject: Casting On yarn shop/parking

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Mr. Lom,

As a frequent customer of Casting On Yarn Shop in downtown Appleton, I am writing concerning the cutback in the number of parking spots convenient to the store. Sara runs a very successful business with a lot of traffic. I have been in her store when there are many people ahead of me waiting for her expert advice and guidance. I have also attended classes when there have been as many as 20 other people in her store.

Since there are very few stores like Casting On in the area, many people drive from out of town for a high end experience of a great yarn shop. Convenient parking is paramount to Sara's continued success and as a long time customer, I wanted to voice my opinion.

Thank you,
Lainie Renfro

Sent from my iPhone

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Eric Lom

From: Jan Riehl <jriehl54@gmail.com>
Sent: Tuesday, March 25, 2025 12:51 PM
To: Vaya Jones; Kristin Alfheim; Eric Lom
Subject: Street parking on 300 block of East College

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I am very disappointed to learn that loading zone spaces will take even more spaces away from Casting On and the other businesses there. As a customer of Casting On and the coffee shop, parking has been a nightmare for the owners of these businesses during construction. Now, seemingly at the last minute, when construction is almost done, the city proposes loading zones to take away more parking.

This should have, at the least, been taken into consideration sooner. If customers can't get to these places, the businesses may not make it.

Casting On is a fantastic place for more than just buying yarn, but also for classes and comradery. The owners have invested in making this an inviting space. Seems like the city is doing everything to make going there a pain in the ass, and possibly impossible for customers with limited mobility.

Poor planning on the city's part should not be taken out on these wonderful places!

Vaya, this isn't your district, but I live in district 10 and wanted you to know my feelings on this.

Jan Riehl
920-735-0759

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