



MEMO

TO: Municipal Services Committee

FROM: Paula Vandehey, Director of Public Works

DATE: January 28, 2020

SUBJECT: Request from King Brokerage Ltd. for two (2) Designated Stalls in the Red Ramp.

King Brokerage Ltd recently purchased 211 W. College Avenue (Gibson Music Hall building). This property has a Pedestrian Access Agreement, which directly connects this building to the Red Ramp on Level 3. This connection was first approved in May 1991.

The request for two designated stalls in the Red Ramp meets the attached Designated Stalls in Parking Ramps Policy. Also attached is a signed document from Linda Garvey, Manager of the Red Lion Hotel. This approval from the hotel is important because a Memorandum of Agreement between the Hotel and City (dated November 3, 1997) states that the hotel has the right for exclusive use of Levels 3, 4 and 5 of the Red Ramp.

If approved, the annual fee for the two purchased stalls at the 2020 rate is \$1,680 plus tax.

Attachments

Red Lion Appleton : Linda Garvey

It is with great pleasure that we write to you today to inform you that our company has purchased the 211 W. College Avenue property.

Our plan for the 211 W. College Avenue property is to continue to lease the lower level and have it remain one of the valley's best venues for live music. We will be renovating the upper level into our residence and offices.

Our family lived downtown fourteen years ago when we first moved into the area and we have felt a pull for years now to reside there once again.

King Brokerage Ltd. and our representation of Venus Jewel has also grown and we are encouraged by the accessibility we will have to business

amenities downtown as well as the access our local clients will have to us.

We would like to formally request your approval for the city to approve four corporate parking stalls in the red ramp. 211 W. College has a door into the third level of the red ramp. We would like to have the ^{one set} ~~two~~ stalls on each side of this door to be reserved for King Brokerage Ltd.

Request Approved



Linda Garvey

Red Lion Manager

Benjamin L. King

CEO RETAIL USA

Lyssa M. King

MARKETING EXECUTIVE USA

April 18, 2013

**CITY OF APPLETON
DESIGNATED STALLS IN PARKING RAMPS
POLICY**

The objective of this policy is to establish the guidelines in which businesses requesting to have designated stalls in city-owned parking ramps for their business may be considered in downtown Appleton.

PROCEDURE

All requests from businesses to have designated stalls in city-owned parking ramps 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 representative requesting the designated stalls.
2. Name of parking ramp request is for.
3. Number of stalls requested to be designated.
4. Drawing showing location of proposed designated parking stalls.
5. Purpose for requesting designated parking stalls.
6. Period of time requesting designated parking stalls.

APPROVAL CRITERIA

1. No more than a total of 5% of the total number of stalls in any parking ramp shall have designated parking stalls, leaving at least 95% open to the general public and permit customers.
2. Requests will be addressed on a first-come first-served basis.
3. Designated stalls will be located on Level 3 and above, unless otherwise approved by Council.
4. Business must agree in writing to guarantee the purchase of the designated stalls for a minimum of three (3) consecutive years.
5. Business will be charged costs associated with City staff fabricating and installing designated signs.
6. Approval for designated stalls may be rescinded by the Common Council if business fails to use the space for its intended purpose or the business fails to pay annual fee.
7. Approval is non-transferable to another business.

ENFORCEMENT

The designated parking stalls will be enforced by City staff on a complaint only basis.

PURCHASED PARKING FEE

1. The annual fee shall be 2 times the Permit fee, per stall, paid in total for the entire year no later than January 2nd of that year.
2. Rates are subject to change annually by the Common Council.