



## MEMO

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**TO:** Municipal Services Committee

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

**DATE:** December 19, 2019

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

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### Legislative History of Resolution #11-R-19:

- August 21, 2019 – Resolution submitted by Alderpersons Martin and Spears.
- August 26, 2019 – Municipal Services Committee referred the item to staff for a recommendation.
- September 23, 2019 – Staff recommendation to deny constructing a parking lot on the Blue Ramp Site. Municipal Services Committee recommended denial 3-1 to construct parking lot on Blue Ramp Site.
- October 2, 2019 – Common Council referred the item back to the Municipal Services Committee.
- October 7, 2019 – Municipal Services Committee amended the resolution to construct a parking lot on the former Conway Site and referred the item to staff for a recommendation.
- October 21, 2019 - Staff recommendation to deny constructing a parking lot on the former Conway Site. Municipal Services Committee recommended denial 2-2 to construct parking lot on former Conway Site.
- November 6, 2019 – Common Council referred the item back to the Municipal Services Committee as Hoffman Holdings offered to pay for the construction of the parking lot during public participation portion of the Common Council meeting.
- December 9, 2019 – Municipal Services Committee went into closed session to discuss potential development of former Conway Site. Hoffman Holdings provided a new parking lot layout for the Blue Ramp Site. Municipal Services Committee referred the item to staff for a recommendation.

The attached drawing shows the latest proposed parking lot fitting the access driveway between the building columns, staying clear of the WeEnergies generator easement, and providing an accessible sidewalk to the mall entrance.

In response to the latest proposed parking lot layout, City staff provides the following thoughts:

**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:**

- Parking lot makes marketing of the lot more challenging as developer has the perception of “taking away parking.” The estimated market value of the Blue Ramp Site is \$256,900 (\$15/SF), and the estimated tax increment of a new project is approximately \$14 million (\$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 Conway Site.
- Reimbursement to Paul Hoffman per proposed terms of up to \$45,000 if lot is developed within the next few years.

**OTHER POINTS TO CONSIDER:**

- 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 may include public parking.
- 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.

**Based on the availability of parking within 200 feet of the proposed lot which is already paid for by the Parking Utility and the potential lost opportunity for tax increment, 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

ONEIDA STREET

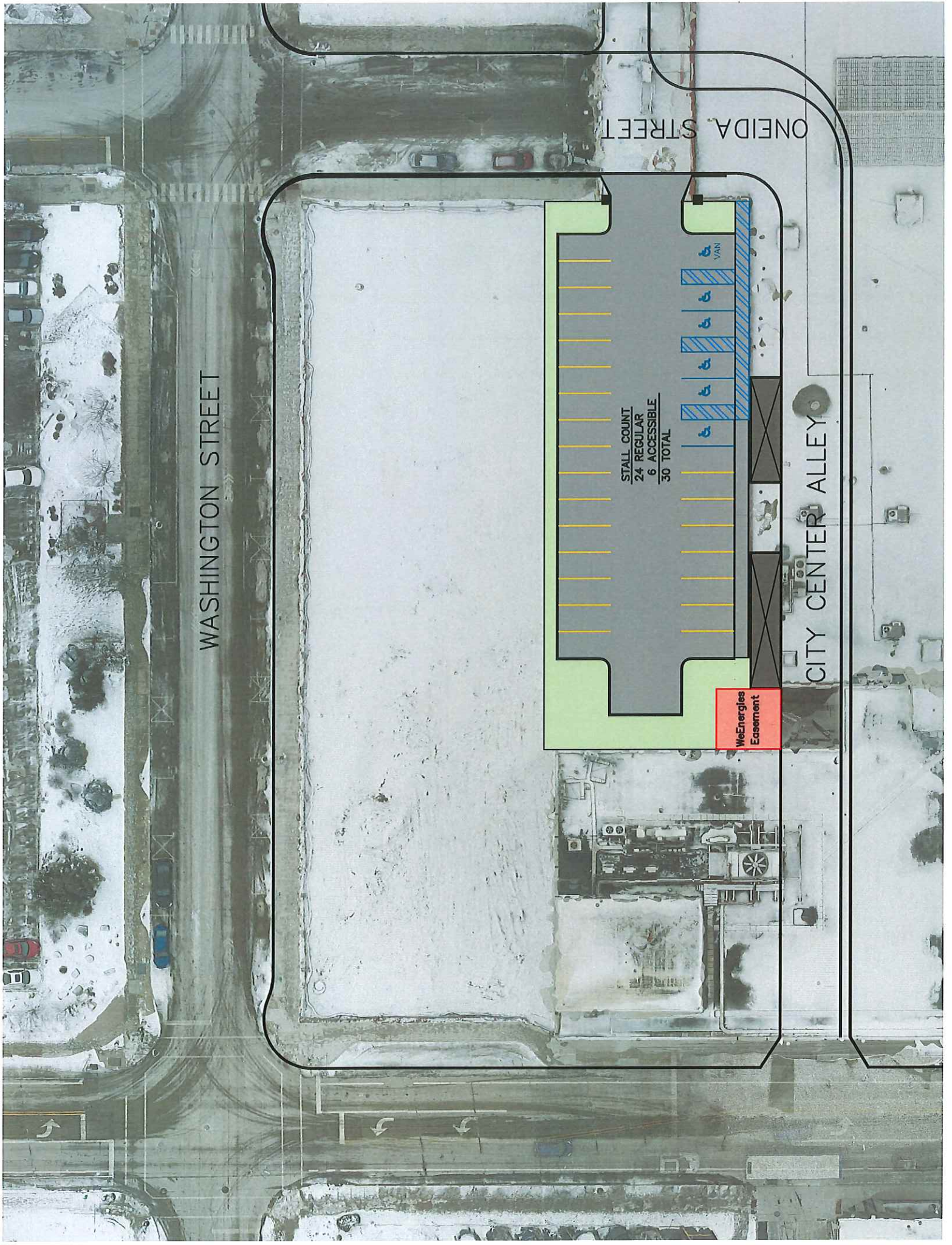
CITY CENTER ALLEY

STALL COUNT  
24 REGULAR  
6 ACCESSIBLE  

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30 TOTAL

WeEnergies  
Easement



## 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.