



# CITY OF APPLETON

## MEMORANDUM

**Date:** 05/22/2026  
**To:** Municipal Services Committee  
**From:** Department of Public Works – Traffic Section  
**Subject:** Driscoll St Traffic and Parking Counts (north of Charles St)

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In response to concerns raised by residents along Driscoll Street about the proposed upcoming street reconstruction from Prospect Avenue to the northern extent of the road, the Traffic Section recently conducted traffic volume and on-street parking counts.

### Conditions & Previous Volumes

Driscoll Street is ~1/4-mile-long two-lane local road that has no outlet north of Charles Street. It has a 25 mph speed limit and has two posted parking restrictions on the northern section: 1) parking is prohibited on the east side of the street from December 1<sup>st</sup> to April 1<sup>st</sup> to help with the facilitation of snow operations, and 2) parking is prohibited adjacent to the northerly driveway for 1401 South Driscoll St.

The previous volume study, conducted in 2000, found an average daily traffic volume of 166 vehicles. That count was conducted on the block between Charles and Prospect and, therefore, did not reflect the traffic that turns north onto Driscoll St from Charles St.

### Traffic Volume Data Collection

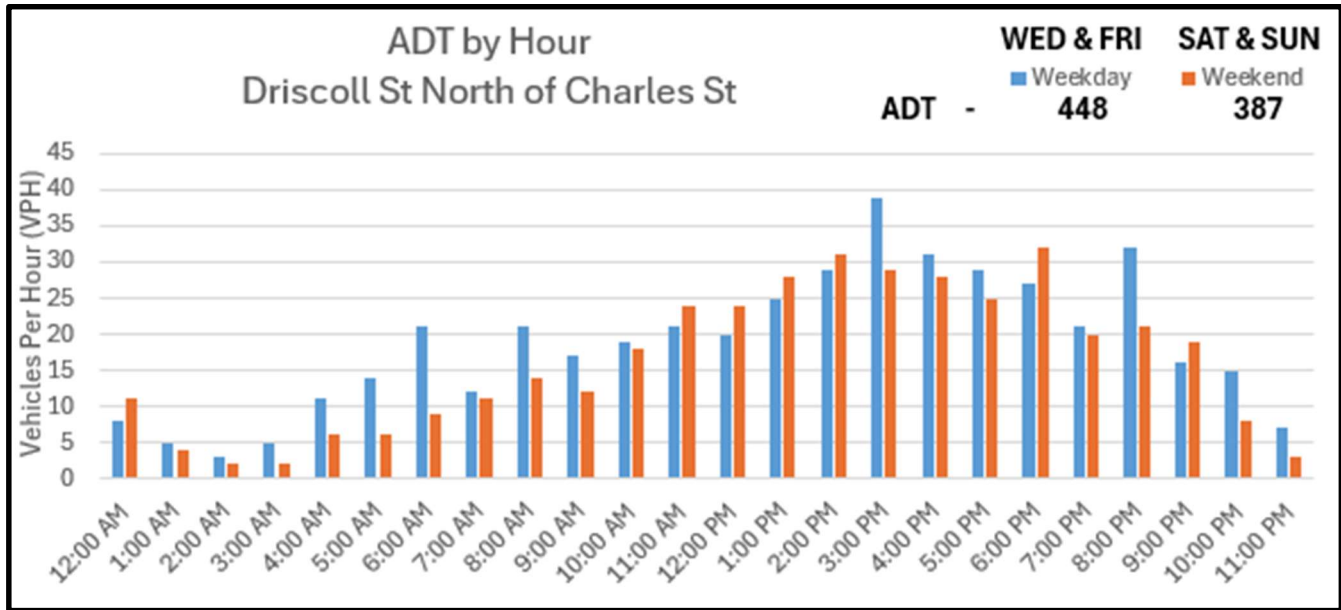
The Traffic Section conducted multiple 24-hour bi-directional volume counts with a traffic counter that was placed on Driscoll St just north of Charles St. These counts were conducted on Wednesday 04/29/2026, Friday 05/08/2026, Saturday 05/09/2026, and Sunday 05/10/2026. The Sunday count was a 18-hour partial count from 12 a.m. – 6 p.m. due to equipment limitations, with the remainder (6 p.m. – 12 a.m.) being extrapolated data based on the hourly percentages from Saturday. See Exhibit 1 for an hourly breakdown of the count data.

Wednesday and Friday were treated as weekdays, based on their similar volumes, while Saturday and Sunday were treated as weekends. The data was processed using *vehicles per hour* (VPH) for the unit of measurement.

- The weekdays had an average daily traffic (ADT) of 448, with the highest traffic hours occurring from 3 p.m. – 4 p.m. and 8 p.m. – 9 p.m. (39 and 32 VPH respectively)
- The weekend days had an average ADT of 387 with the highest volume occurring from 6 p.m. – 7 p.m.

Overall, the collected traffic volume data is consistent with what is expected for low-volume residential streets and is considered to be appropriate for use with the *L.2 Residential Smart Local* typical cross section.

Exhibit 1



### On-Street Parking Data Collection

The Traffic Section deployed a video collection device at the northern end of Driscoll St where it collected continuous footage from Monday 05/04/2026 to Sunday 05/10/2026. The number of parked vehicles on each side of the block (north of Charles St) was logged on an hourly basis.

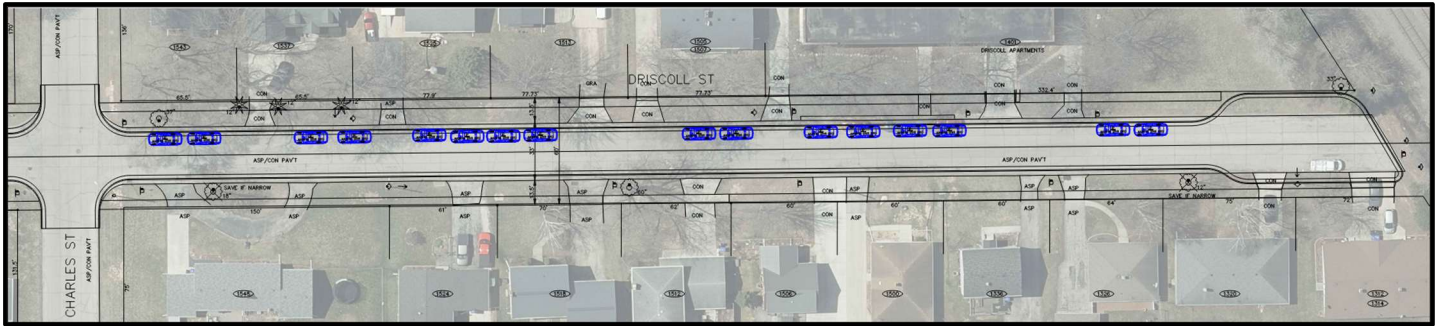
The data was broken down into weekday (Monday – Thursday) and weekend (Friday – Sunday) based upon similar parking behaviors between the groups. Saturday was also shown separately in order to clearly show the highest parking hours observed.

It was found that weekdays had on average two to five parked vehicles throughout the entirety of the day and the weekends had three to six parked vehicles throughout the entirety of the day. Saturday evening had the most parked vehicles from 8 p.m. to 1 a.m., with eight to ten parked vehicles during that timeframe.

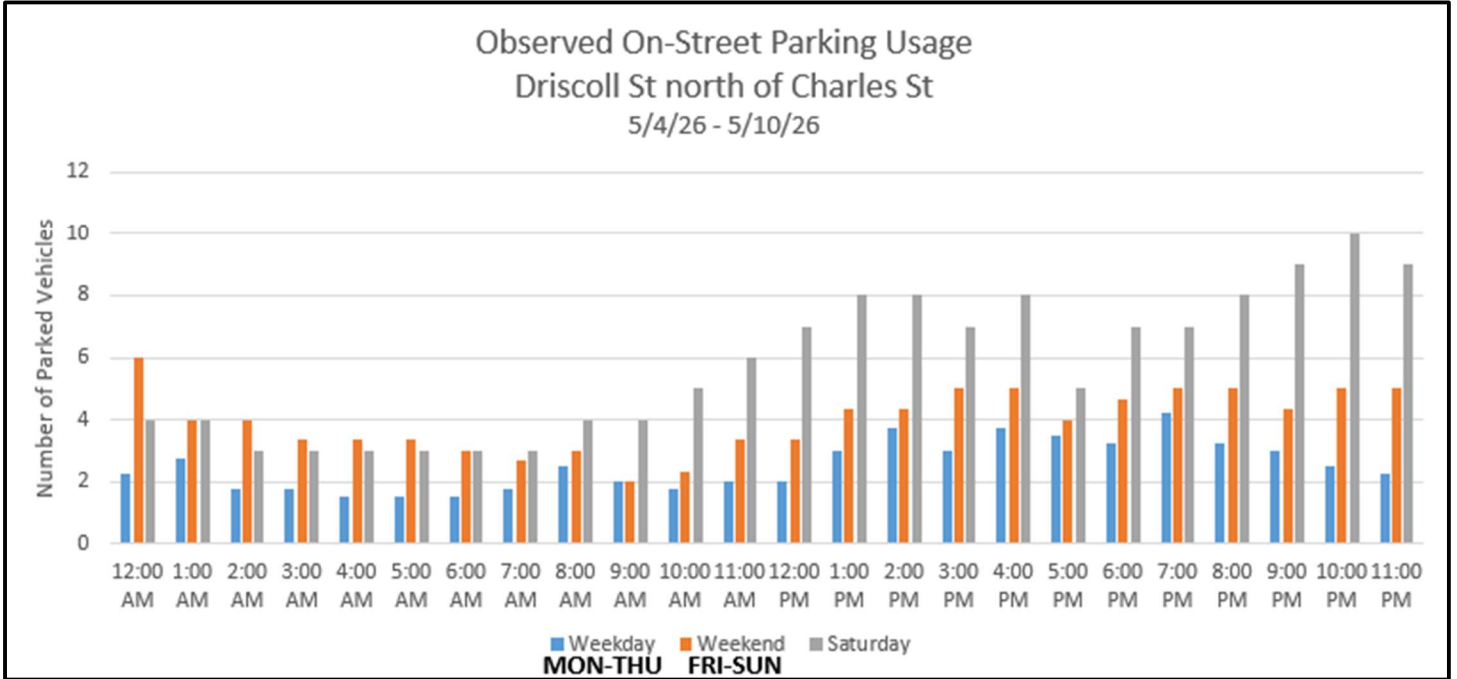
In order to create some context for the parking data, parking utilization rates (PURs) were calculated, which were based on the percentage of available parking spots in use at any given time. PURs were calculated for both the existing parking configuration (38 available spots) and the proposed parking configuration (16 available spots).

Overall, based on the proposed parking configuration, the on-street parking data collected indicates the average PUR for the block in question would fall at or below 50% for 97% of the hours in a week. The remainder of the week (4 hours on Saturday evening and early Sunday morning), the PUR would max out at 63%. This indicates sufficient parking capacity would remain on the street if the proposed parking configuration were enacted. See Exhibits 2 – 4 for assumed parking layouts and hourly parking breakdowns.

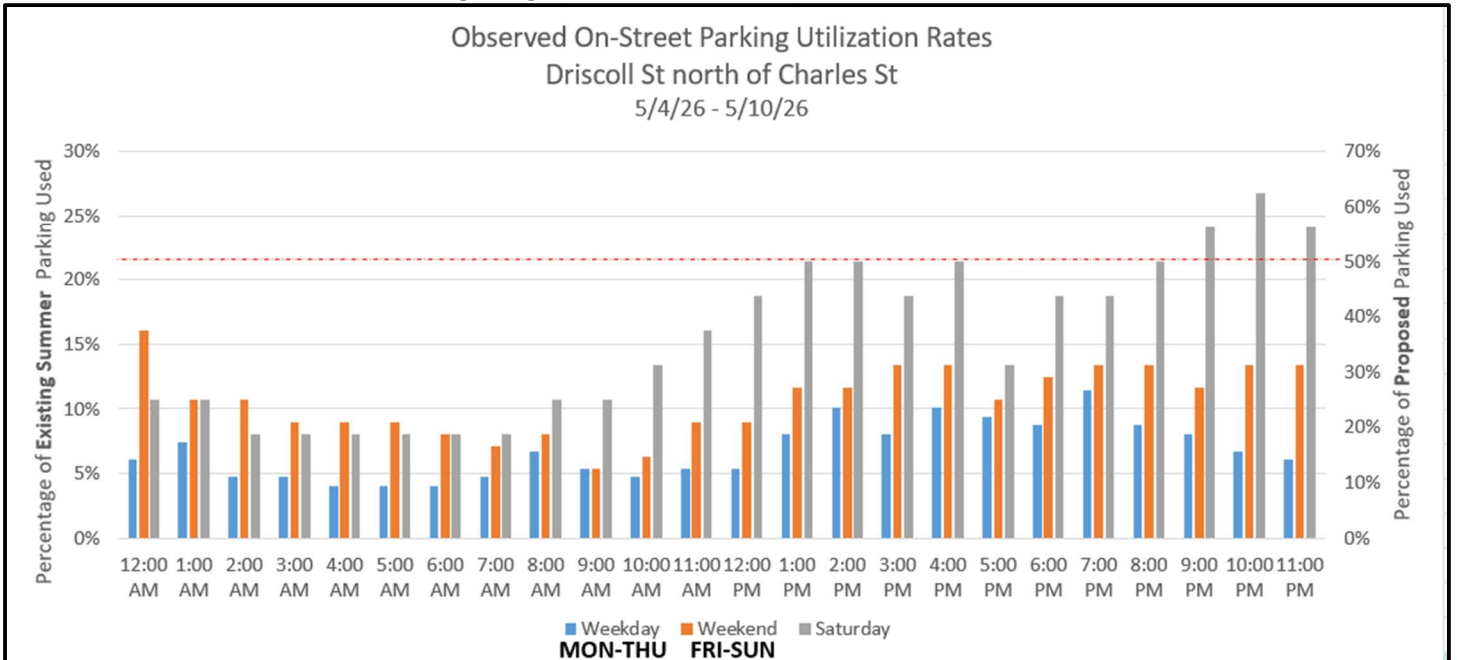
**Exhibit 2 - Proposed Parking Layout**



**Exhibit 3 – Observed On-Street Parking Usage (number of vehicles)**



**Exhibit 4 – Observed On-Street Parking Usage (Percent Utilization)**



## Conclusion

DPW requests design approval for 2028 Paving Reconstruction of Driscoll Street from Prospect Avenue to Railroad Tracks/terminus as follows:

- New asphalt pavement and concrete curb & gutter – 26' from face of curb to face of curb
- New 5-foot concrete sidewalks constructed along both sides of Driscoll St, within the project limits
- On-street parking prohibited along one side of Driscoll St, within the project limits

*This request matches the original design approval recommendation as presented at 04-20-2026 Municipal Services Committee*