



DEPARTMENT OF
**PUBLIC
WORKS**

MEMORANDUM

Date: January 6, 2026
To: Municipal Services Committee
From: Hilary Pattermann, Parking Utility Manager
Subject: **Request to Approve** Gibson Loft for One Designated Stall in Red Ramp

Gibson Loft recently purchased 211 W College Avenue, Appleton, WI 54911. The request is for one designated stall on Level 3, Red Ramp located at 134 S. Superior Street nearest the pedestrian access to the property between 211-213. This request is to reestablish a previous designated stall held by King Brokerage Ltd in the same location.

Per the Designated Stalls in Parking Ramps Policy (April 2013), requests meeting the policy criteria below are subject to review and approval by Municipal Services Committee and Common Council.

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 Approval for designated stalls may be rescinded by the Common Council if business fails to use the space for its intended purpose or the business fails to pay annual fee.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.

This request meets the approval criteria and if approved is subject to the annual fee of two times the monthly parking permit fee as outlined in the Downtown Parking & Meter Bag Policy. The designated stall doesn't include permit access to the ramp, discounts of permits or validation stickers.

Gibson Loft

211 W College Ave, Appleton, WI 54911

gibsonappleton@yahoo.com

December 9th, 2025

City of Appleton Department of Public Works

Appleton, WI

RE: Request for Renewal of Designated Parking Stall

To whom It may concern, On behalf of Gibson Loft and the upstairs residential unit at the Gibson building, I am submitting this formal request to renew our designated parking stall in the City of Appleton's Red Ramp. This request is based on our long standing arrangement with the City of Appleton, which granted pedestrian access and designated parking. As outlined in that agreement, Gibson Loft (formerly under prior ownership) was granted designated access to the Red Ramp, including:

- Physical access to Level #3 of the Red Ramp via the controlled door at 211–213 West College Avenue.
- The continued approval and operation of the previously assigned parking stall directly outside the Level 3 entrance of the Gibson building, in the same row as the Hilton Appleton Paper Valley walkway access.
- Allowance for uninterrupted use of that stall for operational, safety, and business access needs.

We are requesting renewal of the same stall historically assigned to Gibson Loft, located on Level 3 of the Red Ramp directly adjacent to the building's pedestrian access door. Please find the required information as outlined in the Designated Stalls in Parking Ramps Policy:

1. Name of Business & Representative: Gibson Music Hall Representative: Samuel Winch
2. Parking Ramp Requested: Red Ramp – City of Appleton
3. Number of Stalls Requested: One (1) stall for renewal One
4. Drawing / Location Description: Stall located directly outside the Level 3 entrance of the Gibson building ramp, on the same row as the Hilton Appleton Paper Valley walkway. Attached is a drawing as well as a photo of location.
5. Purpose of Request: Renewal of existing designated stall for business/venue operations.
6. Requested Term: Full 2026 calendar year.

We appreciate your review of this request and are available to provide any additional details or documentation needed to support approval.

Sincerely, Gibson Loft



Photo of the space that we currently have.

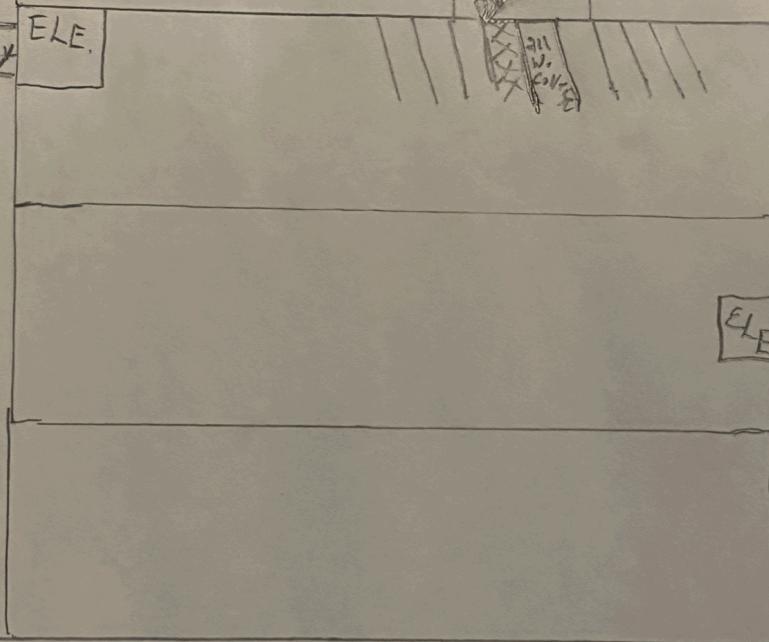
North
College Ave.

3rd Floor
Red Ramp



Walk to Paper Valley

W
e
s
t



ELE. = Elevator

South

Drawing of the location.

**PEDESTRIAN ACCESS TO LEVEL #3
OF THE CITY OF APPLETON
RED RAMP fka MIDTOWN RAMP**

Agreement between the City of Appleton (the City) and SOMA Corp for the purpose of providing direct pedestrian access from 211-213 West College Avenue to the third level of the Red Parking Ramp (fka Midtown Parking Ramp), 134 South Superior Street. This Agreement is subject to and in realization of the following:

1. All costs incurred with regard to providing this pedestrian access shall be the responsibility of SOMA Corp.
2. SOMA Corp shall be aware that the Radisson Paper Valley Hotel has an existing agreement with the City whereby they can control access and parking on Levels 3, 4, and 5 of the City of Appleton's Red Parking Ramp.
- X 3. This agreement continues the physical access of one (1) door from 211-213 to the Red Ramp and the loss of one (1) parking space. Therefore because of the above-mentioned agreement, the Radisson Paper Valley Hotel shall be signatory to this agreement indicating their approval of the continued loss of one space and physical access via the door located on the third floor of the ramp.
4. Any additional signage or lighting shall be at the cost of SOMA Corp and shall be subject to approval by the City.
5. The location of the access is as indicated on the drawing attached hereto as Exhibit A.
6. SOMA Corp shall be responsible for meeting all applicable, City, State and Federal codes for this access.
7. SOMA Corp shall carry liability insurance coverage naming the City of Appleton as an additional insured. SOMA Corp shall maintain insurance at the level of the Insurance Requirements for City of Appleton "Large Exposure Jobs" attached hereto as Exhibit B.
8. In consideration of this agreement, SOMA Corp agrees to indemnify, defend, and save harmless the City of Appleton, and their employees, elected and appointed officials, agents, and volunteers from and against all claims, suits, damages, costs, losses and expenses in any manner resulting from, arising out of, or connected with the aforementioned pedestrian access. SOMA Corp agrees to

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.



CITY OF APPLETON

Department of Public Works
Engineering Division
100 N. Appleton St. Fl. 5
Appleton, WI 54911-4702
p: 920-832-6474
<https://www.appleton.org/government/public-works>

April 2024

CITY OF APPLETON DOWNTOWN PARKING & METER BAG POLICY

I. General Information

DOWNTOWN APPLETON PARKING		ON-STREET PARKING STALLS	RED RAMP	GREEN RAMP	YELLOW RAMP	LIBRARY PLAZA LOT
			N/E corner Superior & Lawrence	S/E corner Division & Washington	N/W corner Morrison & Washington	200 block N. Appleton
Allowable Parking Hours		5a.m.-2a.m.	24 hrs/day 7 days/week	24 hrs/day 7 days/week	24 hrs/day 7 days/week (No parking 2-5 a.m. w/o permit)	24 hrs/day 7 days/week (No parking 2-5 a.m. w/o permit)
On-Duty Attendant	Availability	n/a	Yes (hours vary)	Yes (hours vary)	Yes (hours vary)	No
	Rates	n/a	\$10/Vehicle with Event > 1,000 attendees	\$10/Vehicle with Event > 1,000 attendees	\$10/Vehicle with Event > 1,000 attendees	No
Parking Meters	Availability	Yes	No	No	No	Yes
	Parking Time Limit	Gray/Yellow : 2 hours (12 hrs n/o Wash. St.) Red : 30 minutes	n/a	n/a	n/a	3 hours (gray) 1 hour (blue) 30 min.(red)
	*Hours of Enforcement	(Mon-Sat.) Gray : 9 a.m.-6 p.m. **Yellow : 8 a.m.-6 p.m.	n/a	n/a	n/a	9 a.m.-6 p.m. (Mon-Sat.)
	Rates	\$1.00/hr.(gray) \$0.50/30 min.(red) \$0.25/hr.(n/o Wash. St.)	n/a	n/a	n/a	\$0.75/hr. (gray/blue) \$0.50/30 min (red)
Pay-On-Exit Machines	Availability	n/a	Yes	Yes	Yes	n/a
	Parking Time Limit	n/a	no time limit			n/a
	*Hours of Enforcement	n/a	24 hours (Mon.-Sat.)	24 hours (Mon.-Sat.)	24 hours (Mon.-Sat.)	n/a
	Rates	n/a	\$3 for 0-4 hours; \$6 for > 4 hours(per day) \$50 Lost Ticket, Required on Exit - Non-Refundable			n/a
Parking Permits / Access Cards	Availability	n/a	Yes (card access)	Yes (card access)	Yes (card access)	n/a
	Parking Time Limit	n/a	no time limit			n/a
	*Hours of Enforcement	n/a	24 hours (Mon.-Sat.)	24 hours (Mon.-Sat.)	24 hours (Mon.-Sat.)	n/a
	Rates	n/a	\$40/month plus tax (unlimited entries/day)	\$40/month plus tax (unlimited entries/day)	\$40/month plus tax (unlimited entries/day)	n/a

* Excluding New Years Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.

** Yellow meters are Commercial Truck Loading-Zone-Only from 8:00 a.m. to 3:00 p.m. (Mon.-Fri.)

II. Citations

- A. Expired Meter
 - 1. First and second tickets in calendar year: \$5.00
 - 2. Third through fifth tickets: \$10.00
 - 3. All tickets after fifth: \$50.00
- B. Time Limit or Posted Restricted Parking: \$20.00
- C. Parking too close to hydrant/driveway/intersection: \$20.00
- D. 2 a.m. – 5 a.m.: \$25.00
- E. No Stopping, Standing or Parking and Special Event Restrictions: \$40.00
- F. Handicapped Parking: \$300.00

III. Meter Bags

- A. Types and Typical Uses
 - 1. Standard (red cloth) Meter Bags (sold in full-day increments only; installed and removed by Parking Staff)
 - a. Construction vehicles/dumpsters working at downtown businesses
 - b. Requests from City Departments (tax collection, elections, P&R sign-ups)
 - c. Other special circumstances approved by Committee/Council
 - 2. Standard (blue cloth) Meter Bags (sold in full-day increments only; installs and removed by Parking Staff and the Hilton Appleton Paper Valley Hotel)
 - a. Hotel guest parking for vehicles that cannot access the parking ramps (i.e. trucks, buses, trailers).
 - b. Other special circumstances approved by Committee/Council
 - 3. Temporary (plastic) Meter Bags (sold in half-day or full-day increments, can be installed by various City entities, ADI or event organizers)
 - c. Weekend Farmers Market
 - d. Special Events in the Downtown area
 - e. Various events at the Radisson Hilton Appleton Paper Valley Hotel, Copper Leaf Hotel and Performing Arts Center.
 - f. Specific requests from ADI and downtown businesses
 - g. Other special circumstances approved by Committee/Council
- B. Criteria for Approval
 - 1. Meter bag requests shall be evaluated by the City Engineer or designee and shall only be issued for essential/logistical reasons, not for convenience.
 - 2. Applicants shall seek side street alternatives when possible before requesting meter bags on College Avenue.
- C. Fees
 - 1. Standard Bags: \$9.00/meter/day plus tax, except Sundays and City recognized Holidays
 - 2. Temporary Bags: \$5.00/meter/half-day plus tax, referenced in Section III, A, 3
 - 3. No meter bag fees will be charged for City Sponsored Special Events (Memorial Day Parade, Flag Day Parade, Christmas Parade, Police Week Vehicle Display)
 - 4. Requests for waiver of fees or reduced fees for non-City sponsored events must be approved in advance by Committee/Council.
- D. Enforcement: Unauthorized vehicles parked in reserved/bagged parking stalls are subject to immediate towing without warning.

IV. Pre-Paid Ramp Validation Stickers

- A. Valid from date of purchase through December 31 of same year purchased.
- B. Non-refundable.
- C. Fee Schedule: \$3.00 (0-4 hours); \$6.00 (> 4 hours, per day), no pro-rated rates
- D. Deduct tax for tax-exempt customers.