



May 14, 2013

To: City of Appleton Department of Public Works
From Appleton Downtown Inc.

Please accept this letter of request for a loading zone parking stall to be located in Soldiers Square to replace stall number 131.

There are several businesses in this block that could benefit from a short term 15 minute loading stall. These businesses are currently experiencing challenges with order pickups and delivers and contacted ADI for assistance.

We feel this request meets the criteria established in the Downtown Loading Zone Policy. There are currently no loading zone stalls in Soldiers Square.

Thank you for your consideration of this request.

A handwritten signature in cursive script, reading "Jennifer Stephany".

Jennifer Stephany
Executive Director
Appleton Downtown Inc.

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 Approval for a loading zone may be rescinded by the Common Council if property owner fails to use the space for its intended purpose or if the loading zone negatively impacts other downtown businesses.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.

