



CITY OF APPLETON

MEMORANDUM

Date: 2/3/26

To: Municipal Services Committee

From: Eric Lom, P.E., City Traffic Engineer

Subject: • Request to Approve Ordinance changes related to Resolution 1-R-26 (parking removal on 700E & 800E College Av)

At the 1/26/26 meeting of the Municipal Services Committee, Resolution 1-R-26 (attached for reference), which seeks to remove all on-street parking on 700 and 800 blocks of E. College Avenue, was referred to DPW staff.

Staff Response

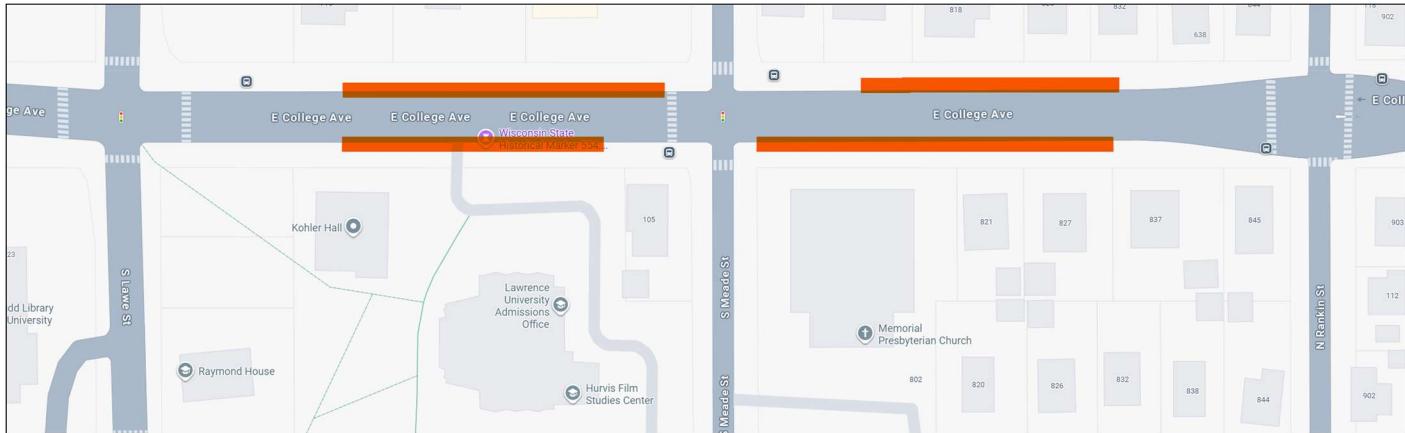
On-street parking is currently allowed from 8 a.m. to 1 p.m. on Sundays on portions of the 700 and 800 blocks of E. College Avenue (see Figure 1 below). This arrangement was put in place many years ago at the request of the adjacent church to allow for sufficient parking for Sunday services.

The current configuration, which allows parking in marked traffic lanes, is highly unusual in our region. Because of this, drivers do not expect it, increasing the likelihood of erratic maneuvers and serious crashes. Fortunately, Memorial Presbyterian Church has recently stated in writing that they would not object to the removal of the parking (see attached letter of support).

For these reasons, staff recommends parking be removed on these blocks to improve safety. To accomplish this, the following ordinance action is needed.

1. Create: "Parking be prohibited on College Avenue from Lawe Street to Rankin Street."

Figure 1 – Areas where parking is allowed (8 a.m. to 1 p.m. on Sundays)



Resolution #1-R-26
Calling for the Removal of Street Parking on College Avenue

Date: January 21, 2026

Submitted By: Alderperson Schultz – District 9; Alderperson Smith – District 4
Referred To: Municipal Services Committee

WHEREAS, College Avenue continues to serve as a primary travel corridor into downtown Appleton and has recently been reconfigured from two travel lanes to one lane in each direction, and

WHEREAS, the transition from two lanes to one lane into the primary downtown corridor creates conditions that require clear sightlines, predictable traffic flow, and additional safety measures for motorists, cyclists, and pedestrians; and

WHEREAS, on-street parking anywhere along this corridor contributes to congestion, sudden lane changes, reduced visibility, and increased risk of collisions during this critical transition zone;

NOW, THEREFORE, BE IT RESOLVED, that the City of Appleton remove on-street parking along College Avenue in the affected transition zone, primarily between the College Avenue bridge and Drew Street, to improve traffic safety, reduce conflicts, and support the safe and efficient movement of all users entering downtown.



MEMORIAL PRESBYTERIAN CHURCH
PRESBYTERIAN CHURCH (U.S.A.)

January 15, 2026

Alderman Martyn Smith
7 S. Meadows Dr.
Appleton WI 54915

Dear Alderman Smith,

You were very helpful in facilitating the removal of the dying tree in front of the church last fall. We are hoping you can assist us in another matter.

In the fall of 2011, we learned that the city intended to eliminate all on-street parking on College Avenue between Drew Street and the new College Avenue bridge, which would include the block in front of Memorial Presbyterian Church. We requested, and were granted, an exemption from the ban for Sunday services, for which we were very appreciative. Ever since then, the signage has indicated that there is no on-street parking allowed in the block in front of the church, except from 8:00 a.m.-1:00 p.m. on Sundays.

In 2015, we were gifted property one block south of the church, on Meade Street, which we subsequently converted into a second parking lot. The Session re-evaluated the need for on-street parking in front of the church at their regular meeting on January 13, 2026. They voted to notify the city that if the city wants to eliminate on-street parking along College Avenue in front of the church entirely, we would have no objection.

We would very much appreciate it if you could assist us in conveying our decision to the appropriate persons or departments. If you are not the person to contact, please let us know who we should contact instead. Thank you once again for your help.

Sincerely,

Linda A. Boldt

Linda A. Boldt, Clerk of Session

Pastor Michael J. Goodwin

Rev. Dr. Michael J. Goodwin, Pastor