

Resolution #15-R-23

Resolution for a downtown parking facility and management study

Submitted By: *Aldersperson Doran – District 15*

Date: *December 6, 2023*

Referred To: *Municipal Services Committee*

Whereas downtown parking is an important component to support local businesses and provide downtown visitors adequate places to park; and,

Whereas the City of Appleton Department of Public Works currently maintains and operates three parking ramps providing roughly 2,700 parking stalls for permit and hourly parking, about 700 on-street metered parking stalls, three public skywalks and two surface lots; and,

Whereas the City of Appleton Department of Public Works has a desire to optimize best practices for publicly-owned parking assets and analyze the value and condition of said assets; and,

Whereas operating municipal parking utilities are a fiscal challenge and municipalities around the country have, for a variety of reasons, sold municipally-owned parking ramps, or leased ramps and on-street parking stalls to private management companies to generate much needed one-time and on-going revenues; now

Therefore be it resolved that the Appleton Common Council directs city staff to prepare a request for proposals to develop a parking facility strategic plan, to include a study to assess the value and conditions of the city's publicly-owned parking assets, to look at best management practices and options, including the sale or lease of parts or all of the parking utility, and to develop a downtown marketing and promotional campaign.