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MEMO

TO: Mayor McFarland and Committee Members
FROM: Jaynellen J. Holloway, P.E.
DATE: September 22, 2022
RE: Finance Committee Agenda Narrative for September 26, 2022

Agenda Items:

Discussion: City of Watertown Downtown Parking Study

BACKGROUND

Discussion: City of Watertown Downtown Parking Study: The City worked with the Wisconsin Economic Development Corporation Downtown Development Program Director to secure a grant for the City of Watertown Downtown Parking Study earlier this year. SRF Consulting Group, Inc. was awarded the contract to perform the study. The main objective of the study was to establish baseline for the existing parking supply and demand in downtown Watertown, estimate potential future demand from planned developments and programming, identify both existing and future parking constraints, and recommend strategies and an implementation plan to help mitigate future parking deficits. Attached is a copy of the study to review and discuss at Monday night's meeting.

Attachments:

Discussion: City of Watertown Downtown Parking Study:

- Parking Study Overview (Cliff notes)
- Parking Study