



Memo

To: Finance Committee

From: Mayor McFarland

Date: June 16, 2022

Re: Downtown Parking Opportunity

Background Information

CCLS, a nonprofit organization, has relocated from their building on the third block of Main Street to the old Chase Bank building on the 5th block of Main Street. The property came with additional parking capacity that they do not anticipate needing. The listing agent for the old CCLS building will also be listing their parking spaces at their new property for sale and has approached the City for first consideration of purchase.

The agent is selling 27 parking stalls for \$89,500.





Providing parking to Downtown Business owners and employees

Residents, property owners and business owners in downtown Watertown have been communicating their concerns with inadequate parking options. Businesses, in particular, have expressed that their employees face parking challenges – having to choose between taking up valuable spots on Main Street that would otherwise be available for customers or moving their vehicles every few hours to avoid parking tickets. The City and the Redevelopment Authority have had parking studies performed, further validating the need for a new strategy regarding parking downtown. The City's engineering department is currently working with a consultant on a third parking study as well. One option City staff have considered is finding opportunities to lease parking to downtown businesses and their employees.

What other Communities are doing:

- **Fond du Lac:** Downtown employees and frequent visitors find parking permits to be cost-effective and convenient. Rates per month
 - Lot 17 - \$10
 - Lots 1, 7 - \$14
 - Lots 9, 10, 11, 14 - \$18
 - Permits can be purchased at the Fond du Lac City/County Government Center.
- **Hudson:** Downtown Employee Parking Permit
 - \$100/annually or \$10/month
 - Proof of business ownership or employment in a specific district is required. Pay stub.
 - Permit allows parking for a maximum of 8 hours at approved permitted lots and spaces.
 - Enforcement hours are 10am – 8pm Monday through Saturday.
 - PERMIT HOLDER IS NOT GUARANTEED A PARKING SPACE.
 - Permits may not be registered under more than one vehicle and may not be transferred temporarily. Permits are per license plate.
- **Burlington:** Residential parking permits.
 - Residents who live in the downtown and do not have alternate parking may purchase an annual parking permit for \$120 per year.