



Finance Committee Agenda Item

Meeting Date:	December 19, 2024
Agenda Item:	Parking Permits
Staff Contact (name, email, phone):	Rachelle Blitch, rblitch@whitewater-wi.gov , 262-473-1380

BACKGROUND

(Enter the who, what when, where, why)

Prior to June 2014, parking permits were valid for a six-month duration. In June 2014, the City transitioned to permits that were valid for a year running June 1st through May 31st. The sale is timed at the beginning of May in order to accommodate any students that have a summer downtown resident lease starting June 1st.

Lot D is the most coveted lot and typically sells out the first day. As of October 30, 2024, only lots D, G, H and J are sold out. Parking permits are prorated: \$200 if purchased at the start of the sale through October, \$150 November through January, \$100 in February, \$75 in March, \$50 in April and \$25 in May. Total permits available by lot: Lot D – 10; Lot E – 23; Lot G – 25; Lot H – 28; Lot J – 8; Lot K – 53; 4th St – 11; Center St – 13.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

1997 – [Ordinance 11.18.010](#) Municipal Parking Lots – Defined

1997 – [Ordinance 11.18.020](#) Municipal Parking Lots – Parking Limitations

FINANCIAL IMPACT

(If none, state N/A)

Parking permits bring an average revenue of \$29,000 per year.

STAFF RECOMMENDATION

N/A

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Parking Permit Online Instructions
2. Downtown Parking Map 2023