

From: [Brad Marquardt](#)
To: [Taylor Zeinert](#)
Subject: RE: Public Works Committee Thoughts
Date: Friday, July 12, 2024 2:50:00 PM
Attachments: [image001.png](#)
[Downtown Resident Parking Permit Brochure - ENGLISH.pdf](#)

Is this on all streets downtown? Can someone count the number of signs that would need to be changed? PWC will undoubtedly ask what the cost will be. We will probably have to have two signs for every current one sign. Current signs say 2 Hr Parking, No parking 2am – 5 am. Not sure we can fit 2 hr parking 7am – 4 pm, 4 hr parking 4 pm – 2 am, no parking 2 am – 5 am all on one sign.

Technically, 4 hour parking would start at 2:00. Actually I guess someone could park legally for 6 hours starting at 2:00. Is there a problem with this?

Who would pay for the new signs?

If businesses want more foot traffic downtown, we should be encouraging people to park in the parking lots we have which have 10 hour parking and are no more than two blocks from a business. See page 2 of the attached.

From: Brad Marquardt <BradMarquardt@whitewater-wi.gov>
Sent: Friday, July 12, 2024 10:59 AM
To: Taylor Zeinert <tzeinert@whitewater-wi.gov>
Subject: Public Works Committee Thoughts

Brad,

I am hoping to get your thoughts and the Public Works Committees thoughts on slightly changing Downtown Parking. The proposal would be having 2 hour parking from 7 AM to 4 PM. Then having 4 hour parking after 4 PM.

Let me know your thoughts!


Thanks,

Taylor Zeinert

Economic Development Director
Community Development Authority Director



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 *Think before you print. Please consider the environment before printing this e-mail.*



DOWNTOWN RESIDENTS DISPLAYING THE RESIDENT PARKING PERMIT MAY ONLY PARK IN DESIGNATED LOTS MARKED WITH THE ABOVE SIGN.

PARKING IN OTHER SPACES AND/OR EXCEEDING TIME LIMITS IN OTHER PUBLIC PARKING AREAS WILL RESULT IN TICKETING AND POSSIBLE TOWING AT THE OWNER'S EXPENSE.

Locations – City of Whitewater Downtown Resident Parking Permits are only valid in the locations designated and signed (above) for permit parking. A map of all downtown designated permit spaces is provided with this brochure. Permit parking spaces are clearly identified with signage in municipal lots.

Display – All parking permits must be displayed on the vehicle's **rear windshield (driver's side)**. Motorcycles may display decals on a front windshield, front fork, rear shock, fender, or oil/battery cover.

Vehicles must be pulled into the parking stall so that the permit is easily viewed (no backing into the stall).

When applying decals to windows make sure surface is clean, dry and warm. Do not apply decals to cold windows. All outdated permits are to be removed from vehicles.

Exemptions – Service or delivery vehicles while operating in regulated areas.

Enforcement – **PARKING PERMITS ENTITLE RESIDENTS TO PARK IN THE ASSIGNED LOT ONLY.**

Enforcement (continued)

- ◆ Each Resident Parking Permit is valid ONLY for the lot it is issued and marked for.
- ◆ Any vehicle parked in the wrong municipal or parked without a permit is subject to a fine of \$20 and, where appropriate, towing at the owner's expense.
- ◆ If permit owners find their assigned lot full between the hours of 6:00 pm and 8:00 am they must contact the Whitewater Police Department to have violators ticketed and towed.

PARKING TICKET APPEAL PROCESS

If you feel that you have received a parking ticket in error, you may contact the Whitewater Police Department at (262) 473-0555 option 1, or by visiting the Department at 312 W. Whitewater Street.

Invalid reasons for appeal include (but are not limited to):

- ◆ Lack of knowledge of the City's parking regulations.
- ◆ Appointment conflicts or tardiness going to or returning from appointments.
- ◆ Inability to find a legal parking space or the lot is full.



Revised January 2022



RESIDENT PARKING PERMITS

Purpose – Parking permits for residents are required for all residential city lots due to limited parking spaces. Eligible residents are entitled to purchase one Resident Parking Permit.

Eligibility – The residents occupying living quarters adjacent to lots signed for permit parking may purchase Resident Parking Permits. **Residents must provide satisfactory proof of residency, such as a current lease.**

Guaranteed Parking Hours – The parking permit guarantees a permitted space from **6:00 pm to 8:00 am daily.**

Purchase – All parking permits are sold at the Whitewater Police Department lobby window, 312 W. Whitewater Street, between 8:00 am and 4:30 pm, Monday through Friday.

- ◆ Permits are sold annually (June 1st through May 31st) at a cost of **\$200 per year.**

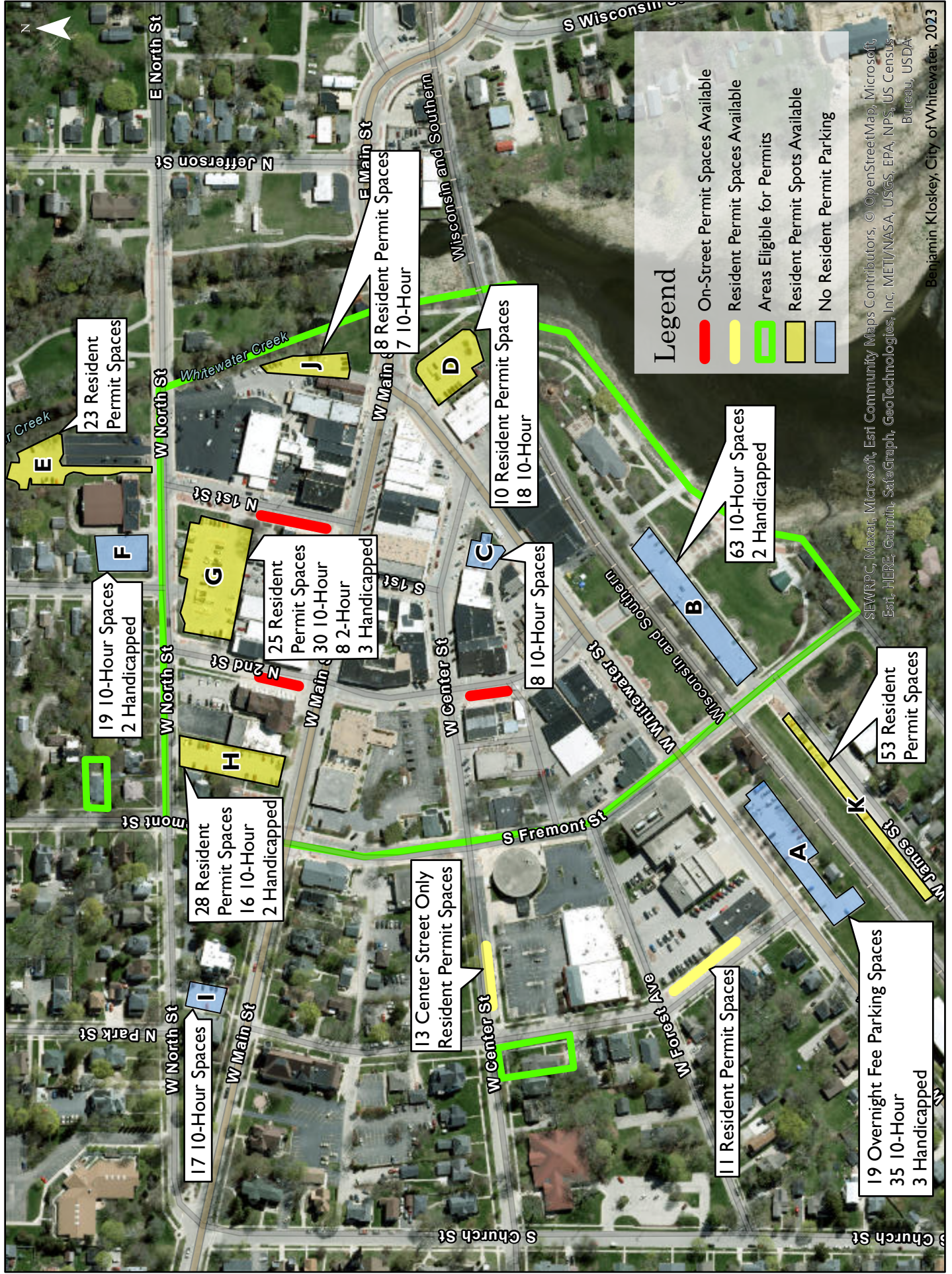
Refunds – Permits may be returned to the Police Department lobby window, 8:00 am through 4:30 pm, Monday through Friday for a prorated refund if the permit holder moves from the downtown area.

PERMITS MAY NOT BE SOLD OR TRANSFERRED TO ANOTHER PERSON.

Stolen or Lost Permits – If your permit is lost or stolen a new permit must be purchased. If the permit is stolen in the City of Whitewater, report the theft to the Whitewater Police Department.

On-Street and Municipal Lot Parking Downtown Whitewater

As of October 19th, 2023



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 Benjamin Kloskey, City of Whitewater, 2023