



OFFICE OF THE CITY ADMINISTRATOR & DIRECTOR OF COMMUNITY DEVELOPMENT

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Good Neighbors & City Government—8/1/13

Earlier this summer, after the parking study commissioned by the City Council indicated the lack of enforcement (no surprise) was the primary reason for the lack of parking at peak times in the Downtown area, I asked Mark Walther, the City's Community Services Director, to make Downtown parking enforcement a priority. Mark has done a good job of making it a priority, and his work and the City's follow-up may help the City avoid an expensive new parking ramp (\$4 million or more) and costly annual maintenance costs of about \$100,000/year out of the City's operating budget.

In all of this, a primary goal is to provide visitors and customers with available parking to patronize our Downtown businesses and to seek City services without having to drive out of the way. Having good turnover parking is critical to that goal, and our hope is that all Downtown business owners and employees will also seek more remote parking like the Terrace Avenue lot. Given the interest we all have in good health, walking an extra block or two will certainly help. Nonetheless, if a person has to drop something off, he/she can still park anywhere in the Downtown for 2 hours without getting a ticket. If one has a disabled parking sticker, he/she also has access for those spaces in the City lot by the Senior Center and in the space in front of the City Recreation Department at City Hall.

I'm asking our own City employees, in addition to other Downtown employees and business owners, to support these efforts. Downtown employees can do so by parking in the Terrace Avenue (non-restricted) lot, or by parking on the street outside of the 2-hour parking zone. Downtown employees are asked not to park in the lot by the Senior Center, as we are trying to make that available for seniors participating at the Center and for visitors and customers to our Downtown. We also request that Downtown employees don't park in the Library public lot which is posted for 2-hours. That parking lot is very important for Library patrons as well as Downtown business customers and visitors.

If you park in Downtown Middleton and receive a \$10 ticket, please keep in mind that the bigger picture is to avoid a costly parking ramp and annual maintenance costs.

Our hope in all of this is to keep Downtown Middleton a thriving and fun place to do business, have fun and enjoy the many amenities we have to offer in the Good Neighbor City. Thanks for your support of these efforts!

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