



AGENDA  
City of Milton  
Community Development Authority  
Monday, May 21, 2018  
2:30 PM  
MILTON CITY HALL  
Council Chambers, 710 S. Janesville Street

1. **Call to Order**
2. **Approval of Agenda**
3. **Discussion and Possible Action Regarding a Parkview Drive "Business Parking Only" Request**

Documents:

[Memo - Parkview Drive Parking Request.pdf](#)  
[Parkview Drive Parking Map.pdf](#)  
[2017MiltonParkingStudy.pdf](#)

4. **Discussion and Direction Regarding City Entrances (Gateways)**

Documents:

[Entrance Classifications.pdf](#)

5. **Code Enforcement Update ~ Spring Courtesy Sweep**
6. **General Items**
7. **Schedule Next Meeting Date**
8. **Motion to Adjourn**

\*\*Please note that upon reasonable notice, at least 48 hours in advance, efforts will be made to accommodate the needs to disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's Office at 868-6900, 710 S. Janesville Street, Milton, WI 53563.

\*\*Notice is hereby given that a majority of the Common Council may be present at this meeting at the above mentioned date and time to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the City Council will not take any formal action at this meeting.

Posted by Leanne Schroeder on May 18, 2018 at Dave's Ace Hardware, Piggly Wiggly, Milton City Hall.





## Office of the City Administrator

**To:** Mayor Welch, Common Council Members  
**From:** Al Hulick, City Administrator  
**Date:** May 15, 2018  
**Subject:** Discussion and Possible Action Regarding a Request for "Business Parking Only" Along Parkview Drive

---

### Summary

The owners of Parkview Café have approached City staff several times over the past few years about altering parking along Parkview Drive and within the Parkview Drive public parking lot. The concern they have expressed to staff is that parking in front of and near their business is being primarily occupied by patrons of the Splash Pad on the corner of Parkview Drive and East High Street. They are requesting that the first 12 stalls within the western portion of the Parkview Drive Public parking lot be designated as "Business Parking Only."

### Background

The Splash Pad was constructed in 2013. Since that time, the owners of Parkview Café have contended that patrons of the Splash Pad have occupied a large number of stalls in front of and near their business. In 2014 the City installed "Business Parking Only" signs in front of the 6 public stalls that are directly in front of their business along Parkview Drive. In 2015 the City added additional stalls along Parkview Drive directly across from Bank of Milton and along East High Street adjacent to the Splash Pad.

In 2017, the Janesville Area MPO conducted a parking occupancy study within both downtowns. The results of that occupancy study are attached. The study indicated that occupancy of the on-street and off-street parking lots within the Goodrich Square Downtown was roughly 32.5%. The study was conducted at 10:30 am and 2:30pm. However, the study did not account for the times in which Parkview Café feels parking is the most heavily utilized by combined patrons of their business and the Splash Pad (11:00am to 2:00pm).

Staff met with the owners of Parkview Café again on May 9<sup>th</sup>, and they indicated these changes have not been effective enough in moving parking for the Splash Pad patrons further away from their business. Therefore, they have requested that the "business parking only" designation be expanded to include the first 13 stalls within the Parkview Drive Public Parking Lot.

### Analysis

Staff appreciates the concerns expressed by the Parkview Café ownership. However, Staff also has several concerns about this request including precedent for other business, any restriction of



parking erodes the perception of it being “public,” and lastly enforcement. However, if the Council does choose to grant the request of the Parkview Drive Café, staff would be amicable towards this request understanding that enforcement would be nearly impossible and there may be a precedent established that could cascade into other unintended consequences.

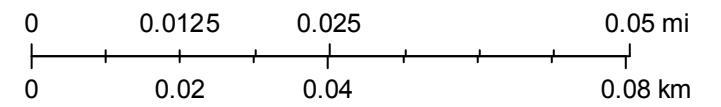
# Parkview Drive Parking Request



May 9, 2018

Parcels

1:1,016



# **Downtown Parking Study**

**Milton, WI**  
**2017**



**Completed:**  
Summer, 2017  
Janesville Area Metropolitan Planning Organization

**Contents**

**INTRODUCTION** .....2

**PARKING IN THE DOWNTOWN STUDY AREA** .....2

**OFF-STREET PARKING** .....3

**ON-STREET PARKING** .....3

**EVENING PARKING**.....4

**SUMMARY AND CONCLUSION** .....4

**Appendix** .....5

## INTRODUCTION

The 2017 parking occupancy survey was conducted on Thursday July 20<sup>th</sup> and Tuesday July 25<sup>th</sup>. The Planning Services Department surveyed the area over two days, at mid-morning (10 am) and mid-day (2 pm) periods, in order to obtain information on the average daily occupancy during business hours. Additional evening surveys were conducted on Tuesday August 1<sup>st</sup> and August 3<sup>rd</sup> at 6 pm.

The study area consists of City of Milton's two downtowns: Junction Square (Figure 1) and Goodrich Square (Figure 2). From land use data, the two downtowns have different characteristics. Junction Square has more restaurants, while Goodrich Square has more office. Additionally, the Goodrich Square splash pad and park attract recreational users. Based on this, the two downtowns may have different patterns in terms of parking demand. For this reason, the series of tables and maps separately display parking conditions for the two downtowns.

## PARKING IN THE DOWNTOWN STUDY AREA

The two downtown parking inventories consist of mainly all-day parking with some accessible, reserved and one 20-minute parking space. Of the currently available 486 public parking stalls in two downtowns, there are 171 (35%) on-street and 315 (65%) off-street parking spaces. Of the on-street spaces, 131 are all-day, 11 are accessible and 5 are reserved. For the off-street parking, which is composed of 295 all-day stalls, 16 accessible, 30 reserved, and one 20-minute parking stall. To see the complete inventory and occupancy rate, refer to the appendix.

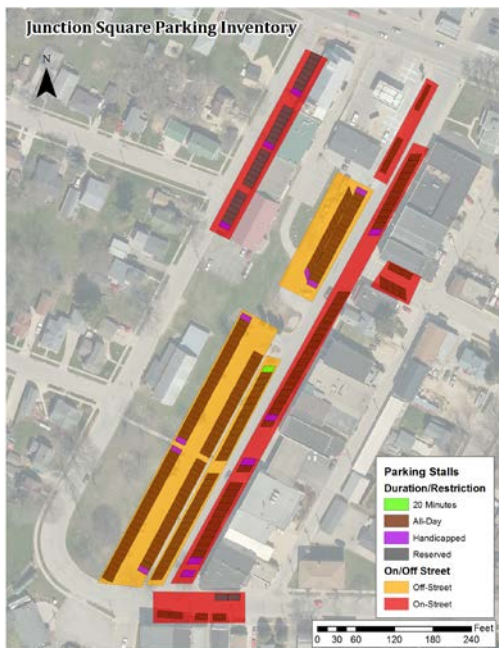


Figure 1. Junction Square Parking Inventory



Figure 2. Goodrich Square Parking Inventory



## OFF-STREET PARKING

### Inventory

Of the parking spaces in the two downtowns, 65% are located in off-street parking lots. Junction Square has 161 stalls located in off-street lots, which is 63% of the square's parking inventory; Goodrich Square has 154 off-street stalls, which composes 67% of the downtown's parking.

### Occupancy

Both downtowns had daytime occupancies around 30% (Figure 3). Three reserved parking stalls on Goodrich Square are located behind the commercial building on Parkview Drive, which are reserved for the shop owner, so are occupied during business hours.

Off-street Parking										
Downtown	20 Minutes		All Day		Accessible		Reserved		Total	
	Inventory	% Occ.	Inventory	% Occ.	Inventory	% Occ.	Inventory	% Occ.	Inventory	% Occ.
Junction	1	0%	150	30%	10	3%	0	-	161	28%
Goodrich	0	-	145	32%	6	4%	3	67%	154	32%

Figure 3. Off-street parking inventory and occupancy

## ON-STREET PARKING

### Inventory

There are 94 and 77 on-street public parking stalls for Milton Junction and Goodrich Square respectively. Milton Junction has 27 reserved and 3 accessible stalls on Front Street, which are mainly for customers of the adjacent businesses.

### Occupancy

The Goodrich Square had higher all-day parking occupancy at 35% compare to Milton Junction's 28%. One accessible parking stall was occupied on Milton Junction during survey.

On-street Parking										
Downtown	All Day		Accessible		Reserved		Total (exclude reserved)		Total (include reserved)	
	Inventory	% Occ.	Inventory	% Occ.	Inventory	% Occ.	Inventory	% Occ.	Inventory	% Occ.
Junction	60	28%	5	20%	29	42%	65	28%	94	32%
Goodrich	71	35%	2	0%	4	44%	73	34%	77	34%

Figure 4. On-street parking inventory and occupancy

## EVENING PARKING

Overall, evening parking occupancy is close to day time, with an overall rate of 30%. Goodrich Square has slightly higher occupancy rate of 31% compared to 28% for Milton Junction. The reserved parking stalls on Front Street on Milton Junction shows a huge drop of occupancy rate. This is caused by the closure of adjacent businesses. On-street parking occupancy rate is higher than day time for the two downtowns, which can be caused by evening dining parking demand. The 48% on-street parking occupancy on Milton Junction can verify this.

EVENING Parking Occupancy						
Downtown	On/Off	20 Minutes	All Day	Accessible	Reserved	Total
		% Occ.	% Occ.	% Occ.	% Occ.	% Occ.
Junction	Off-Street	0%	27%	0%	-	25%
Goodrich		-	28%	0%	67%	28%
Junction	On-Street	-	48%	20%	7%	34%
Goodrich		-	37%	0%	50%	37%
Junction	Total	0%	33%	7%	7%	28%
Goodrich	Total	-	31%	0%	57%	31%

Figure 5. Evening parking occupancy

## SUMMARY AND CONCLUSION

The results of this study indicate that adequate parking is available in Milton's two downtowns. At the time of the study, average total parking occupancy was 31%. Average occupancy rates for the two downtowns are 30% and 33% respectively. Occupancy rates throughout the city suggest that the downtown parking availability more than meets demand.

The highest parking demand happened in the evening in Milton Junction with 48% occupancy rate of on-street parking due to diners frequenting the restaurants. Otherwise, rates were below 40% or even 30%. This means that even with the highest demand time, the supply is still far greater than demand.

## Appendix:

This table shows the parking inventory and percent occupancy by two downtowns.

Location	Duration	Junction Square			Goodrich Square			Total		
Off-street Parking	Parking type	Inventory	% Inventory	% Occupancy	Inventory	% Inventory	% Occupancy	Inventory	% Inventory	% Occupancy
	20-Minute	1	100%	0%	0	0%	-	1	0%	0%
	Accessible	10	63%	3%	6	38%	4%	16	5%	3%
	All Day	150	51%	30%	145	49%	32%	295	94%	31%
	Reserved	0	0%	-	3	100%	67%	3	1%	67%
		Total	% of Off-street Parking	% Occupied	Total	% of Off-street Parking	% Occupied	Total Spaces	Total % Inventory	Total % Occupied
Location	Totals	161	51%	28.0%	154	49%	32.0%	315	65%	29.9%
On-street Parking	Parking type	Inventory	% Inventory	% Occupancy	Inventory	% Inventory	% Occupancy	Inventory	% Inventory	% Occupancy
	20-Minute	0	-	-	0	-	-	0	0%	-
	Accessible	5	71%	20%	2	29%	0%	7	4%	14%
	All Day	60	46%	28%	71	54%	35%	131	77%	32%
	Reserved	29	88%	42%	4	12%	44%	33	19%	42%
		Total	% of On-street Parking	% Occupied	Total	% of On-street Parking	% Occupied	Total Spaces	Total % Inventory	Total % Occupied
Location	Totals	94	55%	32.2%	77	45%	34.4%	171	35%	33.2%
Total Parking	Parking type	Inventory	% Inventory	% Occupancy	Inventory	% Inventory	% Occupancy	Inventory	% Inventory	% Occupancy
	20-Minute	1	100%	0%	0	0%	-	1	0%	0%
	Accessible	15	65%	8%	8	35%	3%	23	5%	7%
	All Day	210	49%	29%	216	51%	33%	426	88%	31%
	Reserved	29	81%	42%	7	19%	44%	36	7%	43%
		Total	% of total Parking	% Occupied	Total in NW	% of total Parking	% Occupied	Total Spaces	Total % Inventory	Total % Occupied
Totals		255	52%	29.5%	231	48%	32.5%	486	100%	30.9%

<b><u>Entrance</u></b>	<b><u>Classification</u></b>	<b><u>Signage</u></b>	
South John Paul Road	A	Way Finding	
Parkview Drive	A		
East STH 59	A	Welcome	Way Finding
North Clear Lake Avenue	A	Welcome	Way Finding Designations
South Janesville Street	B	Welcome	
West CTH M	B	Way Finding	
East High Street	B		
North John Paul Road	C		
North Janesville Street	C	Way Finding	
East CTH M	C		
Serns Road	C		
Vincent Street	C		