

July 6, 2021

Submitted to: Municipal Services and Director of Public Works: Paula Vandehey  
From: Creative Downtown Appleton Inc. (CDA)

**Public parklet pilot program proposal:**

We are requesting approval for an August - September 2021 pilot program for an on street parklet to be located in parking stalls STN 102 and STN 104 on State Street adjacent to the Mile of Music mural.

We would propose to work with City departments to craft a full parklet policy proposal for the City of Appleton throughout the pilot program to bring to City Council for consideration.

**What is a parklet:**

A Parklet is an extension of the sidewalk over an on-street parking space(s) that serves as a small public park. Streets make up a large amount of public space in urban areas. Parklets help to take back some of that space and create areas for people to gather or relax in a space that is open and accessible to all. The goal of a Parklet is to create a more comfortable and inviting pedestrian experience.

Attached is a list of communities within the state of Wisconsin that have active parklet programs.

**Why a parklet in Downtown Appleton.**

Public seating matters. We have had a positive response from our stationary parklet between the 222 building and the Copper Rock as well as during our participation in the International Park(ing) Day events for several years. Public seating on the east of College Ave in Houdini Plaza provides a gathering point for residence, and visitors. The West end has limited public seat aside from the sidewalk benches and private business sidewalk cafes. A public parklet provides access for the public to sit, eat, converse and gather in a unique urban setting. A public parklet is not associated with any one business and is not licensed for alcohol consumption.

**The features of the proposed Public Parklet include:**

- The parklet is a prefabricated Street Deck unit by Archatrak. Images and the installation manual are attached with unit specifications.
- The size of the unit would be 6 feet wide by 32 feet long. It is a steel frame on raised support pedestals. The decking is low maintenance porcelain pavers. The fence panels and planters are also steel.
- **Access:** the unit is an ADA compliant design. The elevated adjustable steel frame allows for curb level entry and free flowing street drainage.
- **Safety:** LED lighting and reflective tape along the top railing would be added. The steel fence and planters add additional safety while still providing visual sight into the unit as shown in the attached images.
- **Comfort:** the unit would be furnished with powder coated commercial grade tables and chairs that can be bolted in if needed.
- **Artful elements:** The eight steel planters will be wrapped with a mural vinyl image embracing world instruments and their influence in original music. (similar to the traffic control boxes). All coordination for the artwork will be managed by CDA.

**Additional features:**

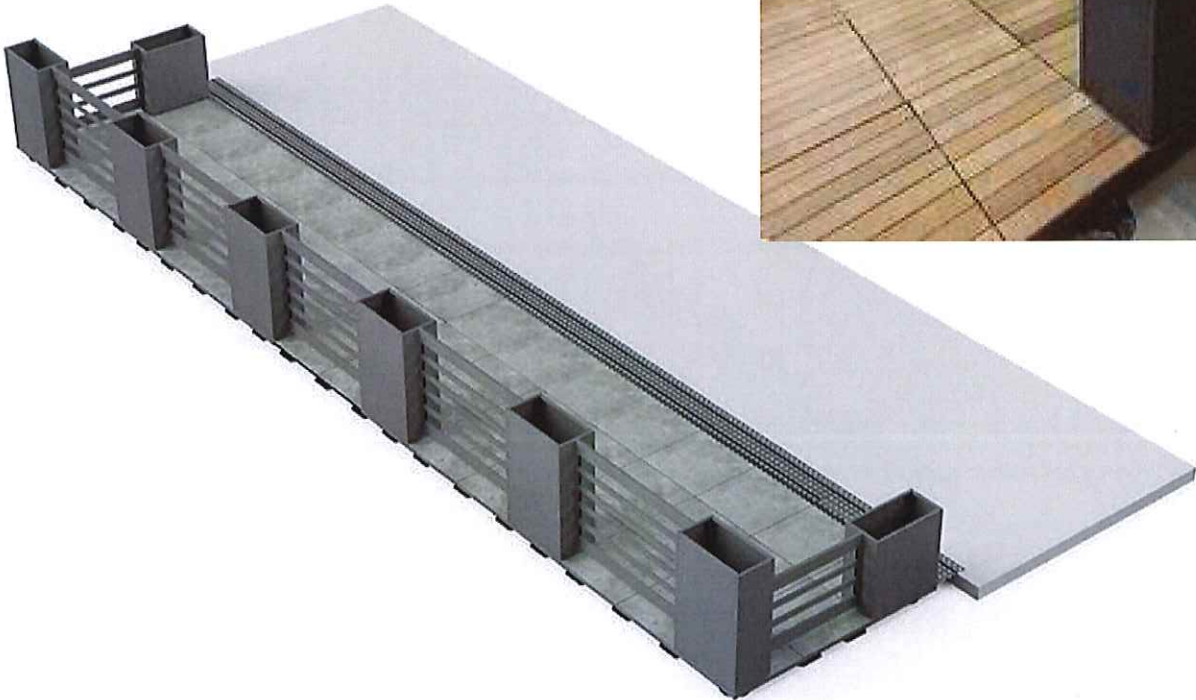
- We would like to add a bike rack in the shape of a musical note to the sidewalk. Image attached. We would work with DPW on placement and installation
- The fence planters will be planted with eatable fragrant herbs. With signs inviting the public to enjoy.
- We would like to add a pet waste station and leash hooks to welcome our furry friends.
- Signage on the unit will include a Public Welcome sign that acknowledges our sponsors and any additional ordinance language the City would like to include. Such as: no open intoxicants allowed.

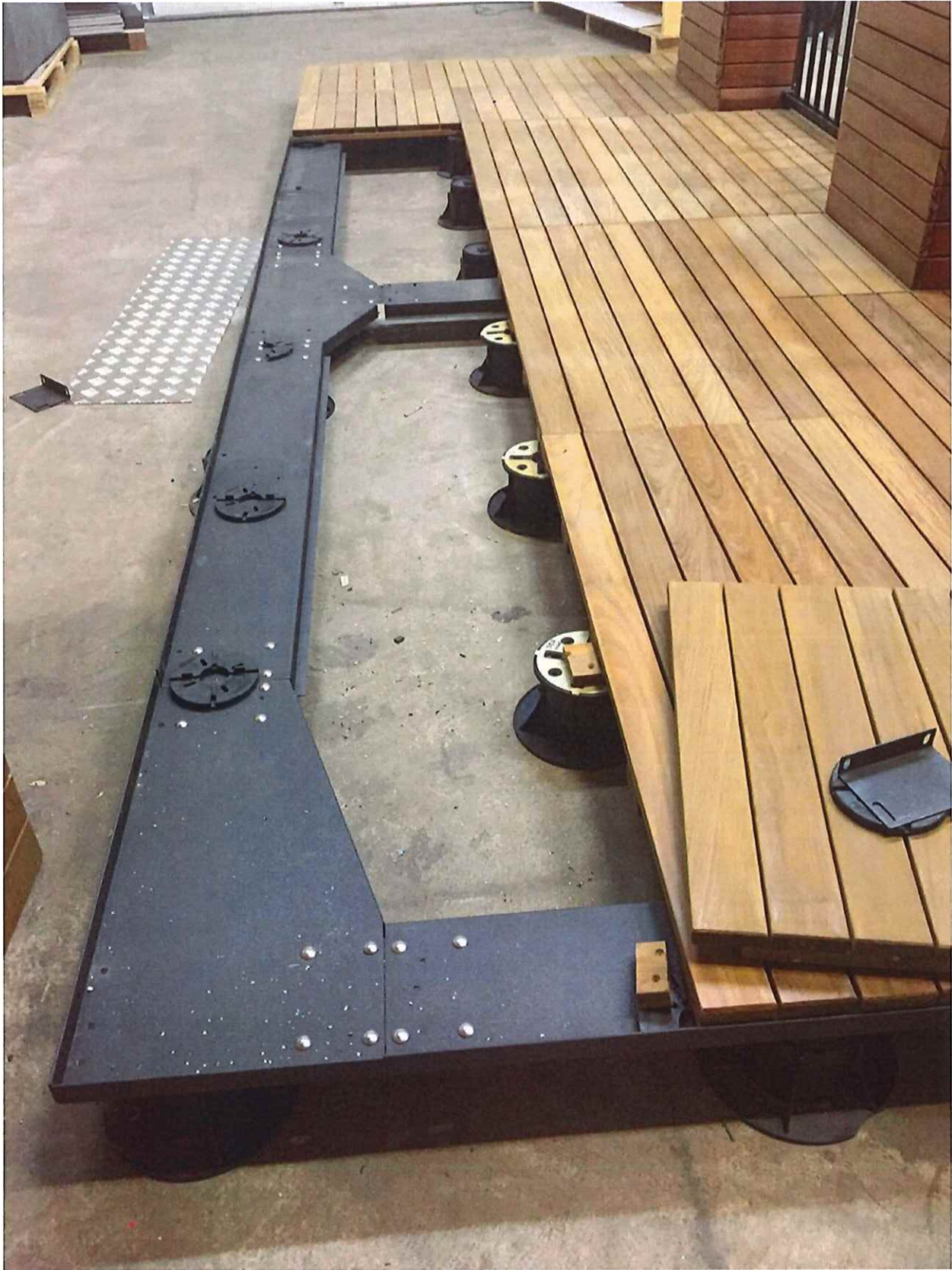
**Installation:** CDA will coordinate installation of the unit. We will source a team to complete the install. We would ask for the City to provide an inspection of the unit. The unit will be removed before Oktoberfest and stored for the winter. CDA will coordinate installation of additional features such as the bike rack, signage, planter wraps and pet waste station.

**Maintenance:** CDA will be responsible for daily cleaning of the parklet and any related maintenance or repair of the unit.

**Ownership and Insurance:** the parklet unit will be owned by CDA and included within our liability insurance policy. We will work with the City on requirements to provided needed certificate of insurance listing City of Appleton as additionally insured.

**Expenses:** CDA will cover all expenses related to the purchase, install and maintenance of the parklet unit, features and furniture as well as fees related to lost parking revenue.







Location for proposed 32x6 ft Parklet  
State Street STN 102 & 104.



**Wisconsin communities with parklet policies. (Not exhaustive)**

- Green Bay
- De Pere
- Wausau
- Milwaukee &
- South Milwaukee
- La Crosse
- West Allis
- Manitowoc
- Fondu Lac
- Shorewood (Village)
- Wauwatosa
- Whitewater
- Eau Claire
- Madison – Streatery program

Bike rack

