



# **DOWNTOWN PARKING UPDATE**

**February 18, 2026**

# PRESENTATION GOALS

- First of Multiple Discussions Regarding Downtown Parking
  - Parking Inventory vs Obligations
  - Not Discussing Ramp Maintenance
  - Not Discussing Parking Enforcement
- Overview of Downtown Parking
  - Inventory
  - Obligations
- Staff Recommendations
  - Short Term and Long Term



**STALLS LOT NAME**

- 24 Red Lot A
- 68 Red Lot B
- 35 Red Lot C
- 93 Red Lot D
- 16 Orange Lot
- 77 Yellow Lot
- 24 Green Ramp Zone A\*
- 36 Green Ramp Zone B\*
- 290 Green Ramp Zone C\*
- 24 Green Ramp Zone D\*
- 551 Green Ramp Zone E\*
- 35 Teal Lot
- 124 Blue Lot
- 70 Purple Lot
- 62 Brown Lot
- 31 Bronze Lot
- 51 Gold Lot
- 63 Silver Lot

**1,695 TOTAL**

# CITY PARKING OBLIGATIONS

- 1994 Future Neenah Development Corporation Canal Lot easements
- 2005 Alta Resources – Ramp Constructed
- 2008 Plexus HQ
- 2011 Affinity (now Ascension)
- 2015 Plexus Design Center
- 2019 ThedaCare HQ
- 2020 201 W. Wisconsin



# PARKING RAMP OBLIGATIONS

Alta:  
**507**

Plexus:  
**295**

Tadych:  
**10**

Alta Visitor:  
**24**

Public / W Wisconsin  
Businesses:  
**36**

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**Total: 872**

Alta has 24 stalls on the first floor and 507 stalls on the upper floors for 531 total stalls

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Plexus was originally given 375, but transferred 24 to the Brown Lot and 56 to Alta in the ramp leaving them with 295.



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← Jason Tadych, developer of 201 W. Wisconsin, was guaranteed at least 10 in the ramp

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36 spaces are marked off for the public and for W. Wisconsin Businesses

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# SURFACE PARKING LOTS

- Ascension (formerly Affinity)
- Purple Lot (70 spots) will be removed from inventory once site redevelops
- Blue Lot privately owned
- No permitted parking on Brown Lot (per WDNR) – Plexus has 50 spots
- City still owes 74 spots to Plexus overall (ramp or surface lot)

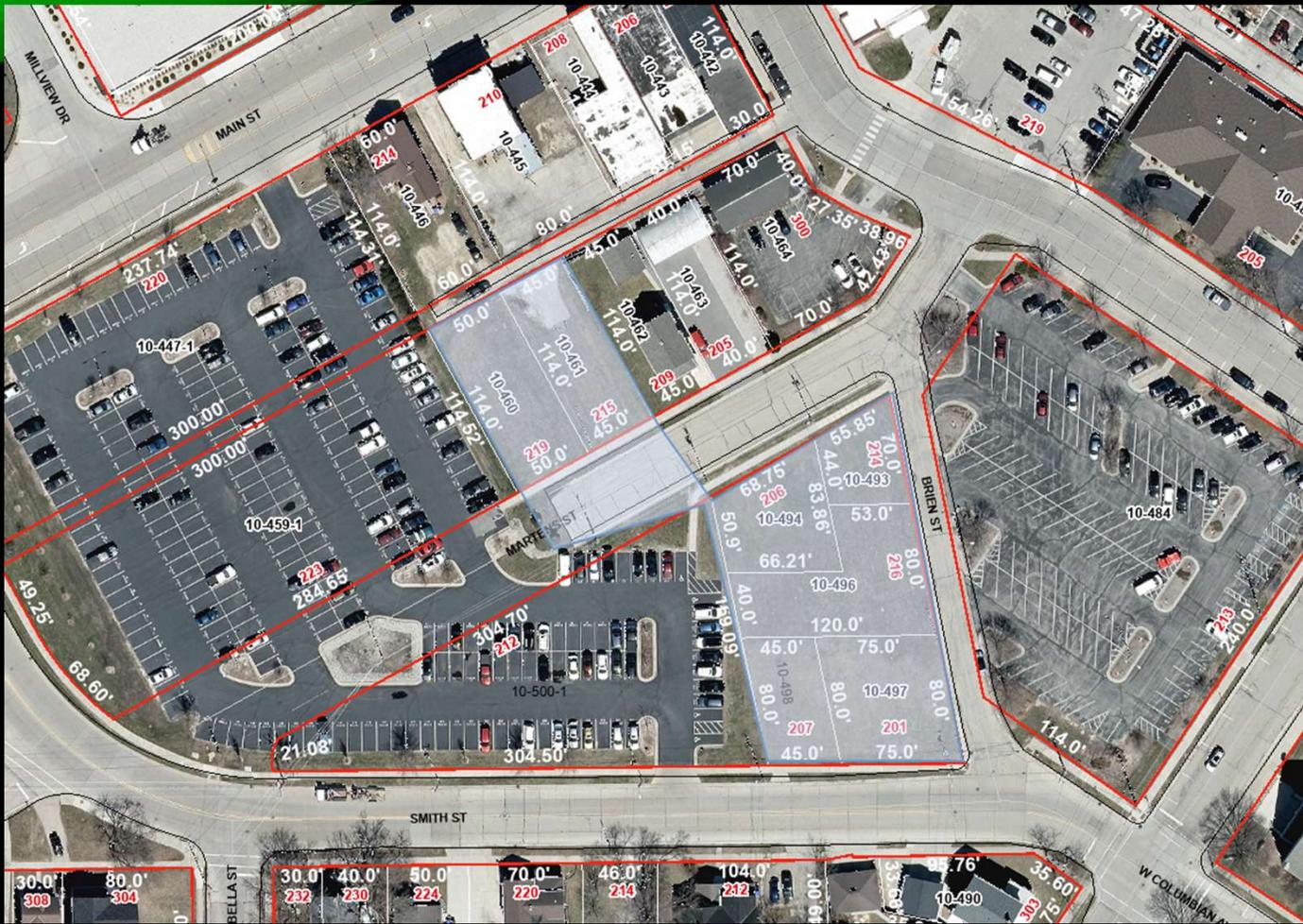


# ACTUAL PERMITS

- Over 200 available spots (not permitted) in downtown parking system.
- Ramp is oversold at 104%, but is still below industry standard of overselling permits from 15%-30% above actual capacity.



# Future Parking Needs





# DOWNTOWN PARKING RECOMMENDATIONS

## Short Term:

- Amend Alta's Parking Agreement
- Create a Master Parking Agreement with Plexus to accommodate their move out of Brown Lot and address their parking needs
- Determine Ascension's parking needs and amend their agreement
- Remove Parking Ramp from CIP
- Utilize already-borrowed funds (over \$1M) in TID#10 to potentially acquire property and construct a surface parking lot

## Long Term:

- Review all parking agreements to ensure all are consistent with necessary information
- Review parking permit process