

PARKING

FREQUENTLY ASKED QUESTIONS

Why isn't Parking Free in Downtown Sheboygan?

The costs associated with offering and maintaining public parking is paid for by the property owners, and in some cases, business owners. Property taxes paid to the City of Sheboygan are not allocated for the maintenance of public parking within the four distinct parking districts, called parking assessment districts.

Revenue generated through the parking meters and parking permits offset the expenses incurred to maintain public parking. In Riverfront and South Pier, where parking is free, the property owners within these assessment districts pay 100 percent of costs to offer and maintain public parking.

What are Parking Assessment Districts?

Parking districts are distinct areas with set boundaries and specific ordinances related to parking. These are also referred to as assessment districts as property owners within each district are assessed for the cost of maintaining public parking. There are four parking assessment districts: Downtown, Riverfront, South Pier and S 12th Street.

Why does the City use Parking Meters?

Meters might be unpopular but they are a form of parking regulation. They prevent long-term parking by tenants and employees, while promoting vehicle turnover. This form of regulation allows customers to park closer to area businesses and attractions. Meters (and permits) generate sustainable and dedicated revenue which is reinvested into the parking district for maintenance. The revenue also offsets expenses, which in turn reduces the assessments paid by property owners. Without meters, the expenses incurred would be funded 100 percent through assessments.

Why do other Communities offer Free Parking?

While we cannot provide an official explanation for neighboring communities both with or without free parking, we can suggest that each community's policies are different. In Sheboygan, assessments are used to fund parking (which is different than using tax revenue generated through property taxes).

Paid parking typically generates a revenue stream by charging user fees and are fairly common in municipalities the size of Sheboygan and larger. Parking, especially surface lots and parking ramps, are very expensive to maintain. They require routine maintenance. It's unlikely a community with a parking ramp or surface parking lots in their city center (downtown) is offering free parking.

Street parking is also a very common offering in many communities and typically tends to be inexpensive. This is another reason communities do not charge for parking.

Do Meters deter and hurt Businesses?

Parking meters help keep the closest parking stalls open and available for customers. The further a customer must walk to a destination, the more unlikely they are to visit that business or event. Meters keep parking fair and accessible and promote availability. Parking is essential to any business. Sheboygan's downtown has a mix of office, retail, restaurants, housing, entertainment, etc. Each type of business requires different parking. Meters have been in Sheboygan's downtown for decades with little evidence to support businesses or the downtown are negatively impacted by the use of parking meters.

How can I pay for Parking at Meters?

Customers may pay using valid US coins at any on-street or off-street parking meter.

Customers may also pay using a smartphone by scanning the QR code on the meter. The QR code allows a customer to make a payment using a credit or debit card on their smartphone.

Customers may also download the HotSpot Parking app and pay through the app.

Meters are \$0.75 per hour. Additional fees apply for payments using the QR code, also called "Fast Pay".

Why Pay the Parking Meters?

Failure to pay the meters between 8:00 a.m. and 5:00 p.m. on weekdays may result in a parking ticket.

Revenue generated directly supports businesses and property owners as it reduces their assessment for public parking.

Revenue supports maintaining safe and accessible parking lots as well as maintaining and promoting a beautiful streetscape. Flowers, weeding, garbage cleanup, and signage are all funded using revenue from meters and parking permits. Revenue is directly reinvested into promoting and supporting businesses and property owners. It does not get allocated to other City departments or other City activities and expenses.

Who is the Parking Utility?

The Parking Utility is the department tasked with maintaining public parking in each of the parking assessment districts. The department consists of two full-time maintenance workers, a part-time supervisor, administrative and seasonal staff. The Parking Utility also utilizes contractors for snow removal, asphalt repair, landscaping and flowers.

The Parking Utility is overseen by the Sheboygan Transit Commission and is under the direction of the Director of Parking & Transit. The Parking Utility shares a building and customer service office with Shoreline Metro.

Where can I find more info on Public Parking?

Information on parking in Downtown, Riverfront and South Pier can be found at www.shorelinemetro.com/parkingutility.

Information on parking elsewhere in the City can be found at <https://sheboygandpw.com/>.

How can I contact the Parking Utility?

Please contact the Parking Utility at:

Phone | (920) 459-3285

Email | parkingutility@shorelinemetro.com

In-Person | 828 Pennsylvania Avenue (inside the Shoreline Metro Bus Station)

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