Curbside Pickup for Downtown Stoughton

A pilot project sponsored by the City of Stoughton Public Safety Committee

Summary

Downtown businesses and customers could benefit from a reserved curbside pickup space similar to those in other business areas in Stoughton. Curbside pickup is free, fast, and convenient, especially when Main Street parking is unavailable, and reduces the risk of close contact between business employees and customers during the pandemic.

This plan introduces logistics for a reserved curbside pickup space downtown, beginning with a single marked space as a pilot project to gauge interest. Feedback from downtown businesses and customers is a priority. When the pandemic threat is minimal or passes, curbside pickup could continue if it is effective.

Outcome of interviews and surveys

On the basis of interviews with 18 merchants and 6 survey responses, the recommendation for a curbside pickup space that would best serve merchants for a pilot project is the one around the

corner from Fosdal's Bakery and Viking Brew Pub and near Autumn Pearl, Cheeser's, and Next Generation, who were enthusiastic about the project.

East side of Forrest Street, just south of Main Street. **Benefits:** Four merchants were in favor of this spot, an alternative to parking in a yellow parking zone on Main Street and off the highway. **Drawbacks:** Removes a downtown parking space from public use.

Location options

Convenient curbside pickup spots for a pilot project are located just off Highway 51/Main Street for downtown businesses within a block of Forrest and Main. Other sites for consideration after the pilot project: Street parking on Forrest north of Main, city parking lot at Division and East Washington Streets, and Main Street alleys.

East side of Forrest Street, just south of Main Street	**Southwest corner of the City Hall parking lot.** Pedestrian crossing to the south protects access.
Southeast corner of the City Hall parking lot. Pedestrian crossing to the south protects access.	**West side of Forrest Street, just south of Main Street**

Pilot project plan

Contact: Joyce Tikalsky, jtikalsky@ci.stoughton.wi.us, 608-205-8158, 109 West Prospect St.
Input about interviews with downtown businesses and customers: Stoughton Chamber of Commerce, Stoughton Downtown Revitalization Committee, District 2 Alders, and downtown merchants. (https://www.visitstoughton.com/see-do/shopping, https://www.visitstoughton.com/eat-drink).
Schedule: 6-month pilot project in 2021.

Questions for downtown merchants and customers before the pilot project begins:

1. Would a dedicated parking space for customer curbside pickup be good for business downtown? Comments:

2. Choose the space you recommend for the project.

3. Would you suggest other spaces? (optional)

4. Do you have other ideas for supporting downtown business during the pandemic? (optional)

Track usage: Joyce will check with city staff and merchants at the end of the project to gauge usage. In August 2021, usage was low. Usage could improve after customer information cards are distributed to merchants.

Related projects

Signage: "Reserved parking. Curbside pickup or delivery only, 5:30 AM-10 PM" [updated March 31, 2021].

The start and end times reflect downtown business hours. A merchant recommended "Curbside pickup or delivery only." Brett Ebert recommended "Reserved parking" and a designated span of usage time (municipal communication, March 10, 2021), and provided example artwork.

A merchant suggested: "Curbside pickup or delivery only" instead of "Call when you arrive."

❏ Street marking, if needed

❏ Enforcement approach to be determined by Chief Greg Leck. Set hours to accommodate a variety of businesses (see merchant list).

❏ Maintenance to be determined by city staff in affected departments.

Costs: Signage, $26.

Fees: None

Related to: Planning Commission, Public Works Committee, and City of Stoughton departments

Possible City of Stoughton promotion of feedback and pilot project:

- ❏ Handout based on pages 1 and 2 of this plan for in-person interviews with downtown businesses.
- ❏ Online Google Form option for responses by downtown businesses and others.
- ❏ City of Stoughton Facebook page
- ❏ Press release for the *Stoughton Courier Hub*
- ❏ Stoughton Chamber of Commerce newsletter or website
- ❏ Other: _____

Pilot project oversight: Police Department, Planning Department, Public Works Department

Plan start date: Following Public Safety Committee and City Council approval.

Resolution for consideration by the City Council pending completed by Chief Leck. City Council approval pending.

Pilot project end date: October 31, 2021.

Review for continuation: Public Safety Committee, City Council, city staff, downtown businesses, customer feedback

Continuation after the pilot project begins: As soon as practical. Note that COVID-19 vaccinations are not expected to be widely available until Spring 2021 at the earliest. Public Health Madison and Dane County expect vaccinations to continue for many months (Source: PHMDC Facebook post 2/15/2021, (https://www.facebook.com/151406551595514/posts/3944560078946790/).

Next steps

Task	By	Target deadline	Done?
Send the draft plan to Alderperson Greg Jenson, Chair of the Public Safety Committee, for review.	Joyce Tikalsky	ASAP	DONE
Review the updated draft plan to check for clarity, completeness, and suitability for the next available Public Safety Committee meeting agenda.	Greg Jenson and Greg Leck	December16, 2020	DONE
Share the project plan with, and administer survey questions, to reviewers: District 2 alders, Phil Caravello on behalf of the Stoughton Downtown Revitalization Committee, and Sarah Ebert on behalf of the Stoughton Chamber of Commerce, and downtown merchants.	Joyce Tikalsky	Plan shared February 2, 2021.	DONE
Collect city staff review for implementation, lead times for materials, and schedule. Contact: Rodney Scheel	Joyce Tikalsky	February 18, 2021	DONE

Public Safety Committee plan review and approval. Vote to recommend the project to the City Council for the agenda, further discussion, and possible action at the next City Council meeting.	Public Safety Committee	March 31, 2021	DONE
Update the plan and schedule if needed. Submit to the City Clerk for the next City Council agenda.	Joyce Tikalsky	April 6, 2021	DONE
City Council approval vote	City Council	April 13, 2021	DONE
Order and install signage.	Brett Ebert	April 30, 2021 target completion	DONE
Implement the plan and distribute press releases	Public Safety Committee		
Review the plan for additional input, plan changes, and continuation of the pilot program. Write a report. Notes: 1. There is a need for a loading zone on the south side of Main Street at the Forrest Street corner. In Madison, "spaces designated as Freight **Loading Zones** may be used by anyone while actively engaged in **loading** or unloading. Total time **parked** shall not exceed 30 minutes." (City of Madison, "Parking Utility." Retrieved April 21, 2021, from https://www.cityofmadison.com/parking-utility/street-parking/unmetered-street-areas. 2. It is important to find a way to keep everyone in the loop about the project status — especially staff, not only business owners. **Distribute small stacks of postcard-sized cards with basic information.**	Joyce Tikalsky		

For reference

Merchants included in the online survey

Bold type indicates merchants who would be most affected by the pilot plan.
+ Indicates responses by April 6 that were generally favorable to the pilot project.

McGlynn Pharmacy, 100 East Main - Monday-Friday 9:00 AM - 6:00 PM, Saturday 9:00 AM - 2:00 PM

+ Main Street Kitchen, 120 East Main - Monday, Tuesday, Wednesday 11:00 AM - 4:00 PM; Thursday, Friday, Saturday 11:00 AM - 6:00 PM

A Day in the Country, 134 East Main - Thursday 10:00 AM - 4:00 PM, Friday 10:00 AM - 4:00 PM, Saturday 9:00

AM - 3:00 PM

+ All Through the House, 144 East Main - Tuesday-Friday 10:00 AM - 6:00 PM, Saturday: 9:00 AM - 5:00 PM, Sunday - Closed

Stoughton Floral (offers curbside pickup) - 168 East Main - Monday-Friday 9:00 AM -3:00 PM, Saturday 8:00 AM-12:00 PM

Big Sky (offers curbside pickup; reply pending) - 176 East Main - Friday-Saturday - 5:00-7:00 PM, Closed Sunday-Thursday.

Wildwood Cafe (offers curbside pickup), 218 South Forrest - Wednesday-Saturday 8:00 AM-2:00 PM, Sunday 8:00 AM-1:00 PM, Closed Monday-Tuesday

+ Broodminder, 174 East Main - Specialized products for beekeepers; internet business. Would not use curbside parking, but thought it would be good for downtown.

+ Wendigo, 121 East Main - Wednesday-Thursday 4:00-10:00 PM, Friday-Saturday 4:00-11:00 PM, Closed Sunday-Tuesday

+ IttyBitty Bookstore (reply pending), 123 East Main, Suite 2B, Sunday 12:00-6:00 PM, Closed Monday-Saturday

+ Diamonds Select, 139 East Main, Tuesday-Friday 10:00 AM-5:00 PM, Saturday 10:00 AM-2:00 PM, Closed Sunday-Monday

Insty Cash and Pawn, 143 East Main - Monday-Wednesday 2:00-6:00 PM, Thursday-Friday 10:30 AM-6:30 PM, Saturday 10:00 AM-4:30 PM

+ Lon's Tailgaters, 161 East Main - Monday-Tuesday 11:00 AM-2:00 AM, Wednesday-Saturday 11:00 AM-2:00 AM, Sunday 9:00 AM-11:00 PM

+ Next Generation (offers curbside pickup), Tuesday-Friday 12:00-5:00 PM, Saturday 10:00 AM-5:00 PM, Closed Sunday-Monday

+ Cheesers (offers curbside pickup), Monday-Friday 10:00 AM - 5:00 PM, Saturday 9:00 AM - 5:00 PM, Closed Sunday

+ Autumn Pearl, Monday-Friday 10:00 AM - 5:00 PM, Saturday 9:00 AM - 5:00 PM, Closed Sunday

- Woodland Studios, Tuesday-Friday 11:00 AM - 5:00 PM, Saturday 10:00 AM - 5:00 PM, Closed Sunday-Monday. In favor only if City Hall parking is used.

+ Viking Brew Pub (offers curbside pickup) - Wednesday-Thursday 4:00-8:00 PM, Friday 3:30-8:00 PM, Saturday 12:00-8:00, Sunday 12:00-6:00 PM, Closed Monday-Tuesday. Offered excellent suggestions.

+ Fosdal's Home Bakery (offers curbside pickup on Main Street) - Tuesday-Saturday 5:30 AM- 5:00 PM, Sunday 7:00 AM-12:00 PM, Closed Monday

-/+ Design Team Salon called 7-27-2021, asking for wording change on signage. 608-873-3333

Google Survey Form for Merchants

Easy, shortened link: **tinyurl.com/Stoughton-curbside**

Long form link:
https://docs.google.com/forms/d/e/1FAIpQLSdmEHgzXpxFdjUVQNE7JA5paiO0H2aQg0wmSqBIpVk-C7KYug/viewform?usp=sf_link

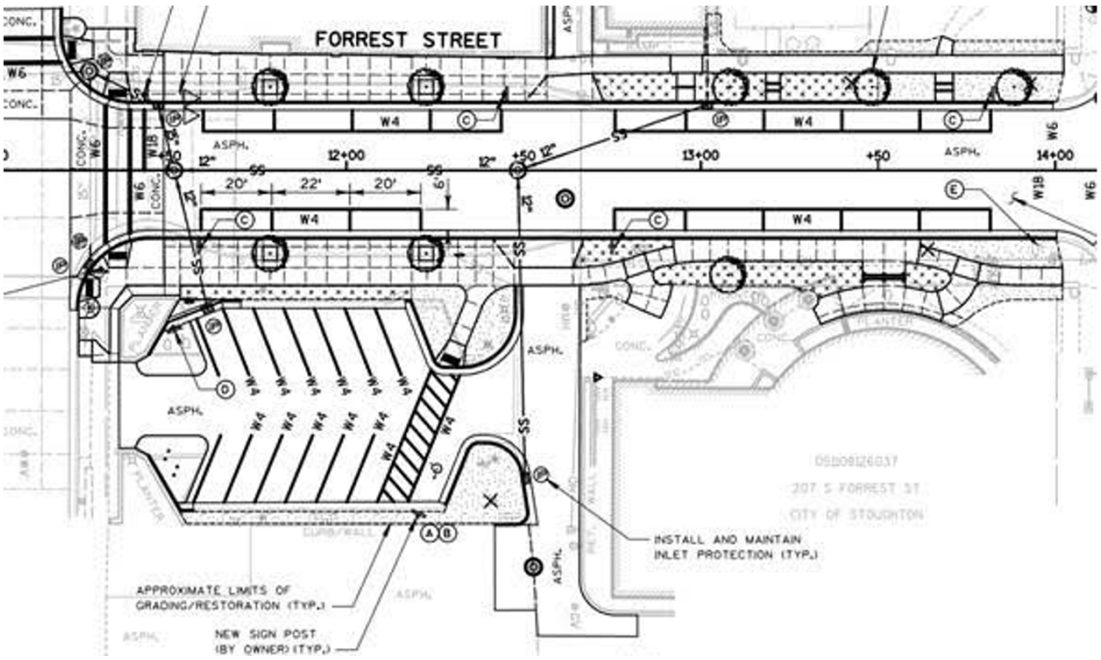
Public link to this document:
https://docs.google.com/document/d/1_zKmHCrKcwvNnn0ysfCERTY57jgrSMlqosreiUwVqxQ/edit?usp=sharing

Merchant comments:

- Chose the southeast corner of Main and Forrest. "Would prefer the first parking spot in front of Viking Brew Pub LLC. We've used this spot (and the next spot) for nine months now. In my opinion, the City Hall parking lot is not a good option. We don't have the manpower for curbside across the street. We are the only business doing curbside or carry out at this time and at 25% of our business in this category, we can't afford to deliver, etc., to a central location elsewhere. Match curbside near each business, if possible. Sign should read, 'Curbside pickup or delivery only.' "
- "Prefer [southeast corner of Main and Forrest]. One should be enough. Our customers have a hard time finding parking now with the spots available."
- "Prefer option 1, southwest corner of the City Hall lot. I don't think I or my customers would use this, but it's nice to have the option."
- Two merchants mentioned making patio dining a "permanent" option. "It adds character to the entire city ambience downtown."
- Another merchant would like the curbside pickup parking spot to continue after the pandemic.
- Four merchants mentioned they would not have time to drop pickups across the street in the City Hall lot, especially during busy times.
- Barriers between the street and sidewalk didn't work well.
- Concerns about speeding on Main Street
- "Not really workable for me."
- Considered the possibility of an alley window for food pickup, but that would not be allowed currently.
- Not sure how this would work for most businesses. If I wanted to do curbside, would do so in front of my store.
- Problem with trash in the alley, south of the 100 block East Main.

City Hall Parking Lot

The lot is used for a variety of purposes downtown, including visits to the post office. An electric hookup is available on the northeast corner.



Downtown Parking Powerpoint Presentation

https://static1.squarespace.com/static/54ac5e65e4b0b6dc3e27cc0c/t/59943ba1914e6bd7aeaad40c/150288 68 19408/Parking+PPT.pdf

2020 holiday parking actions, Public Safety Committee, October 29, 2020, and City Council, November 10, 2020. The extension of time limits for holiday parking downtown was discussed and recommended forward to the City Council on October 28, 2020, by the Public Safety Committee. Council approval followed November 10, 2020 (R-171-2020).

Satellite view

Other background

Edmonds, Washington, https://myedmondsnews.com/2020/09/surveys-provide-snapshot-of-how-edmonds-businesses-are-faring-during-covid-19