



# Agenda Cover Memorandum

Meeting Date: February 10, 2014

Meeting Type:  COW (Committee of the Whole)  City Council  Budget Workshop

Item Title: Ordinance establishing a 15-Minute Parking Zone on Brophy Avenue, east side, from Higgins north to first alley

Action Requested:

- Approval
- For discussion
- Feedback requested
- For your information

Staff Contact: Sarah Mitchell, City Engineer

Phone Number: 847/318-5455

Email Address: smitchel@parkridge.us

Background:

Dunkin Donuts has recently opened at the northeast corner of Higgins and Brophy. Due to the quick parking turnover of their customers, the owner has requested that on-street parking along the east side of Brophy, from Higgins north to the first alley, be changed from "2 Hour Parking, 9AM-4PM, except Saturdays, Sundays & Holidays" to "15-Minute Parking". There are approximately four (4) parking spaces in this area.

The owner has approached Alderman Maloney about changing the parking designation, who asked that this matter be placed on the Agenda for discussion.

We will discuss this issue.

Recommendation:

Budget Implications:

Does Action Require an Expenditure of Funds:  Yes  No

If Yes, Total Cost: \$

If Yes, is this a Budgeted Item:

Yes  No  Requires Budget Transfer

If Budgeted, Budget Code (Fund, Dept, Object)

Attachments:

- Correspondence from Reena Panjwani of Dunkin Donuts



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January 22, 2014

Sarah Mitchell  
City Engineer  
505 Butler Place  
Park Ridge, IL 60068

Re: Parallel Street Parking on Brophy Ave. off of Higgins in Park Ridge

Dear Sarah,

It was a pleasure speaking with you yesterday. As discussed, we recently opened a Dunkin Donuts Baskin Robbins at the shopping plaza at 742 W. Higgins Rd. in Park Ridge.

The growth of our new business depends upon convenient, easy access to our premises. Our business relies heavily on customers finding open, available parking spaces. If customers do not find a space in the moment, they will go elsewhere.

There are existing parallel parking spaces just next to our tenant space on Brophy Ave. See Exhibit A. The spaces are currently identified with a parking signs that reads: "2 HR PARKING 9AM-4PM EXCEPT SAT SUN HOLIDAY." Since these locations are directly in front of our location, it is very difficult for us to sustain our business when customers park in these spaces for 2 hours Mon-Fri and for the full day on weekends. We would like to request that these parallel spaces be changed to read "15 MIN PARKING."

We have a large amount of carryout customers that seek quick, fast service. These few existing spaces, identified with new shorter time limits, would be very convenient for our customers. Please note that the landlord is also supportive of this request.

We are aware that there are other businesses in the area that require their patrons to stay for longer periods of time. Even with the change to these few spaces, there would be 20+ public parking spaces that have the 2 Hr. limit along Brophy Ave.

Shorter Term parking would improve customer access, which would increase sales potential and ensure the viability of our new location. It would also generate additional sales tax revenue which would help the entire community. This will be our 2<sup>nd</sup> Dunkin Donuts location in Park Ridge. We are happy to do business in Park Ridge and are proud to serve the local community. Owning a business these days is very competitive. We've invested in this location because we feel confident that we can serve this community. We sincerely hope that the City of Park Ridge will consider this request.

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Please call me directly on my cell phone 847-338-2750 or email me at DunkinBaskinFun@gmail.com if you have any questions or would like additional details. I look forward to hearing from you.

Best Regards,  
Reena Panjwani  
Dunkin Donuts Baskin Robbins  
PNR Franchisee Group  
Director of Development

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