



Agenda Cover Memorandum

Meeting Date: June 12, 2017

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

Item Title: Uptown Parking Study Presentation of Final Report

Action Requested: Approval For discussion Feedback requested For your information

Staff Contact: Wayne Zingsheim, Director of Public Works Phone: 847/318-5247 Email: wzingshe@parkridge.us

Background:

At the September 19, 2016 City Council meeting a contract was approved with Gewalt Hamilton Associates to conduct a parking study of the Uptown area. Over a period of several months, GW representatives obtained background information, documented existing conditions, considered future development, reviewed feedback from key stakeholders (through a staff led public outreach effort), and ultimately developed operational strategies and recommendations.

Representatives from Gewalt Hamilton will be presenting their final report to the Committee on the Uptown Parking Study. A copy of the presentation and the final report are included in the packet and are available on the City website.

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 Amendment

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

Attachments:

- Gewalt Hamilton Presentation
- Park Ridge Uptown Parking Study

Park Ridge Uptown Parking Study



Bill Grieve, P.E., PTOE, Senior Transportation Engineer
Justin Opitz, Transportation Planner

Park Ridge Uptown Parking Study



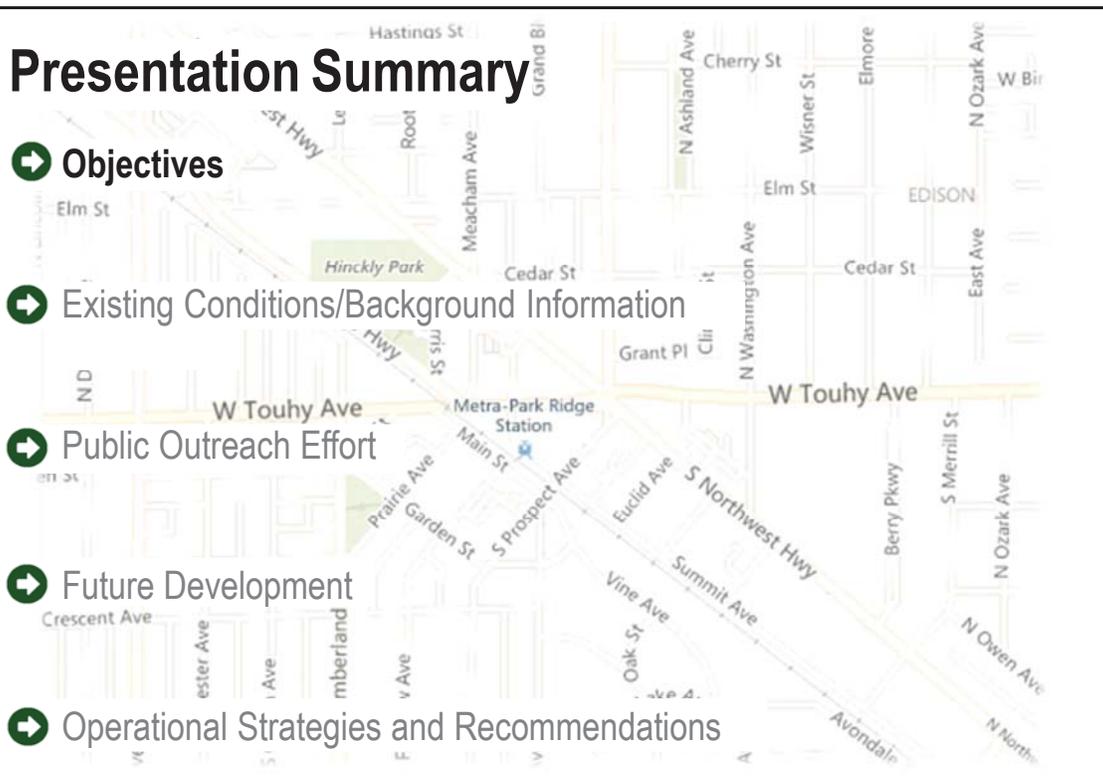
Presentation Summary

- ➔ Objectives
- ➔ Existing Conditions/Background Information
- ➔ Public Outreach Effort
- ➔ Future Development
- ➔ Operational Strategies and Recommendations

Park Ridge Uptown Parking Study



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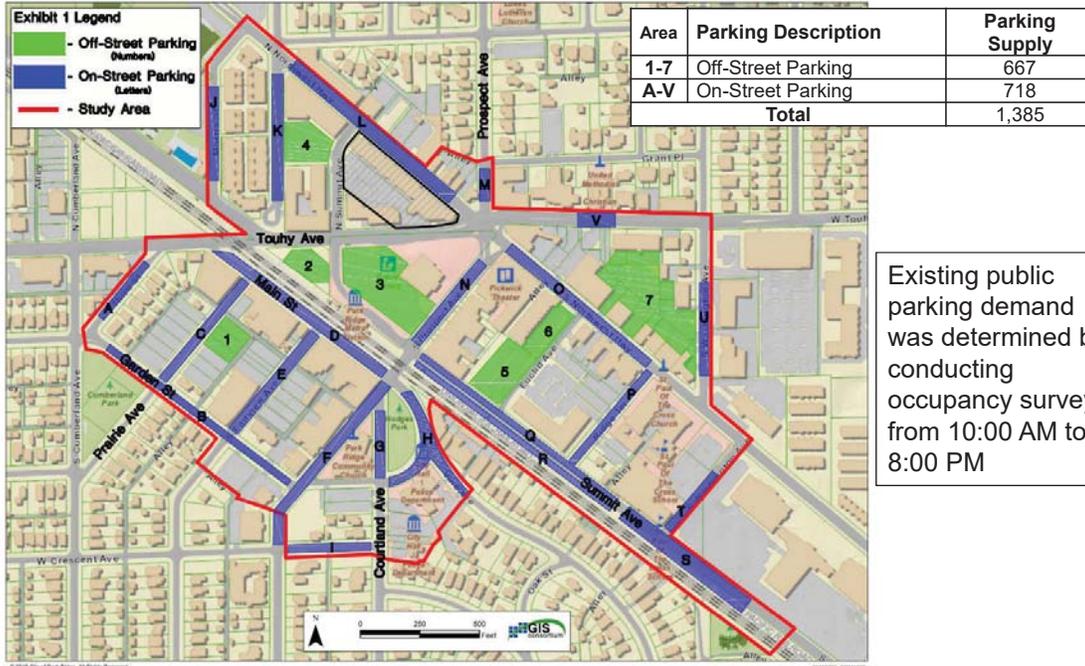
Objectives

- Document the current status of parking operations throughout Uptown (Existing Conditions).
- Create a study that involves multiple stakeholders throughout the study process including: City staff, elected officials, business owners, and Park Ridge residents.
- The final study provides a basis for addressing parking issues within Uptown and document viable recommendations for consideration.

Presentation Summary

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Existing Conditions



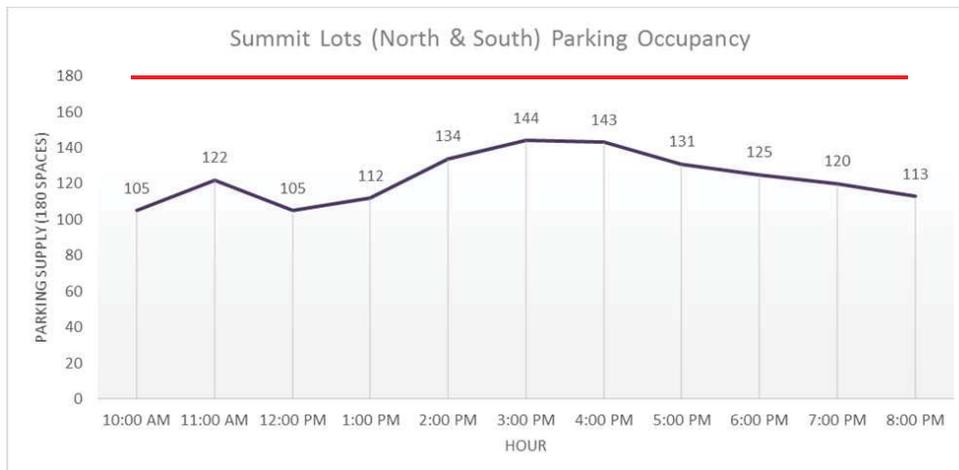
Total Occupancy

- Weekday peak parking demand occurred at 12:00 PM.
- Parking demand dropped off steadily thereafter.



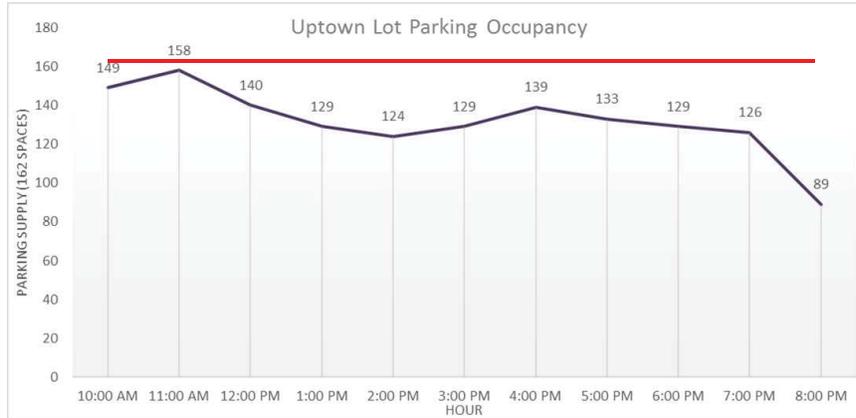
Summit Lots

- Experienced a good amount of use as the 3-Hour Free Spaces never dropped below 60%.
- Peak periods at 3:00 PM and 4:00 PM, which is likely due to the type of businesses located there, such as a bank, hair salon, and tax advisory office.



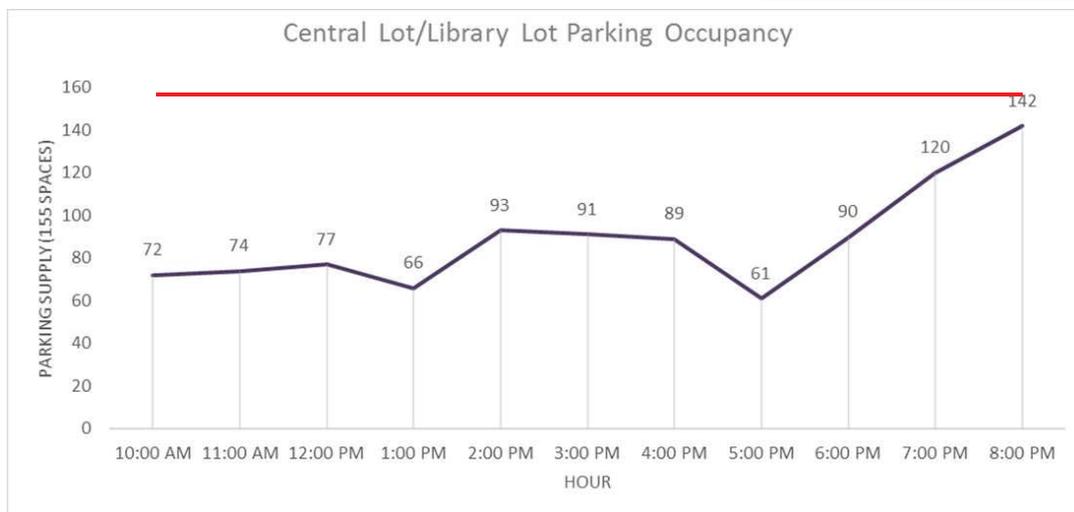
Uptown Lot

- The 3-Hour Free Parking was well utilized during the weekday at all hours, especially during noon (lunchtime) hours, when occupancy was near 100%.
- The Metered (12-Hour) Parking saw approximately 80% use during the peaks at 10:00 AM and 11:00 AM; however, it was used less during all other hours.



Central / Library Lot

- The lot did not experience capacity issues until 8:00 PM when it was 92% full, which is likely due to an event such as a movie at the Pickwick Theatre.



Existing Conditions Summary

- In general, there is an adequate supply of parking in Uptown.
- There are some areas where the demand is close to reaching the available supply, which gives the impression that the parking supply is inadequate.
- Thus, the challenge is to provide as much prime patron parking as possible, while still finding parking for business employees.

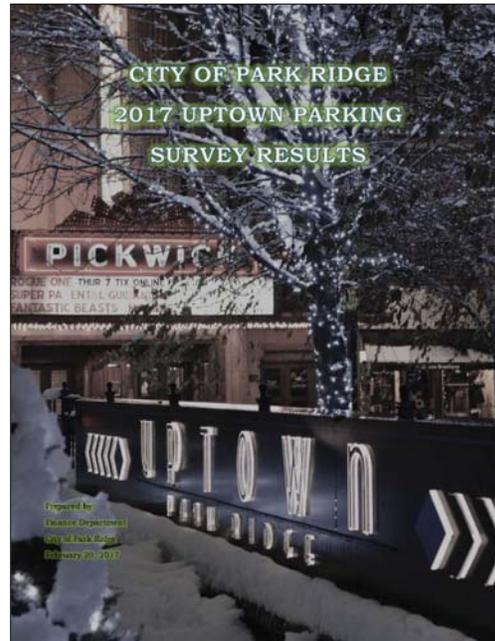


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Public Outreach - Uptown Parking Survey

- Survey was conducted by the City of Park Ridge, with community outreach input provided by Teska Associates.
- A total of 669 responses and 1,283 comments were collected while the survey was active for just over 7 weeks.

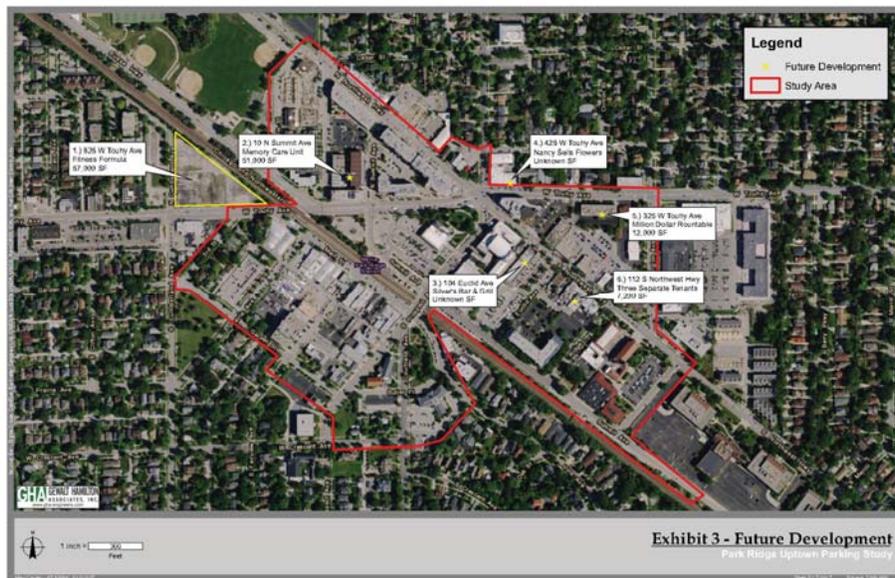


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Future Development

- Difference between the required amount of parking and what is to be provided (23 spaces) is very small.



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Operational Strategies - Enforcement

- Parking Enforcement Officers (PEO's) should focus efforts on spaces that have shorter time restrictions.
- Implement policy that standardizes the employee permit parking process.
 - ✓ Employers have to apply through a specific department (i.e. Finance, Police, Parking Enforcement) in order to obtain permits.
 - ✓ Permits would allow employees to park in low occupancy off-street and on-street areas, such as the Central / Library Lot.



Operational Strategies - Signage

- 1) Uptown Lot above 85% capacity during all hours.
 - Repurpose 3-Hour Free spaces to 90-Minute Free spaces



Operational Strategies - Signage

2) Meacham Avenue and Morris Street are signed 2-Hour Free.

- Repurpose to 3-Hour Free



Operational Strategies - Signage

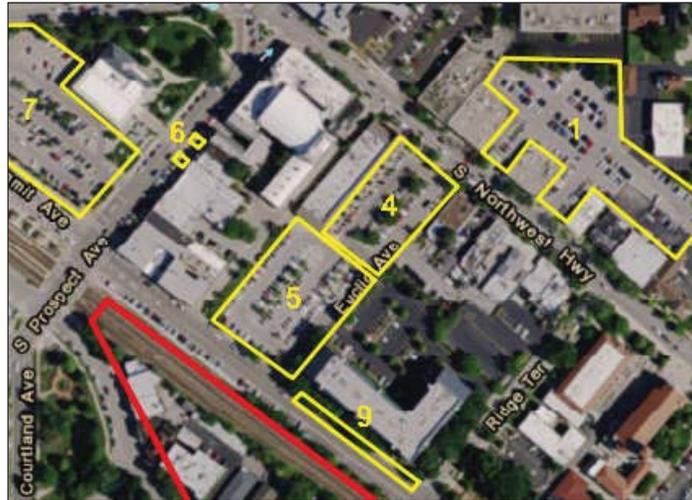
3) Remove 8:00 – 10:00 AM restriction on parking along north side of Busse Highway.

- Gain approximately 40 spaces



Operational Strategies - Signage

- 4) Repurpose 24, 3-Hour Free spaces with 90-Minute Free spaces.
- 5) Repurpose 24, 5-Hour Meter spaces with 3-Hour Free spaces.



Park Ridge Uptown Parking Study

Operational Strategies - Signage

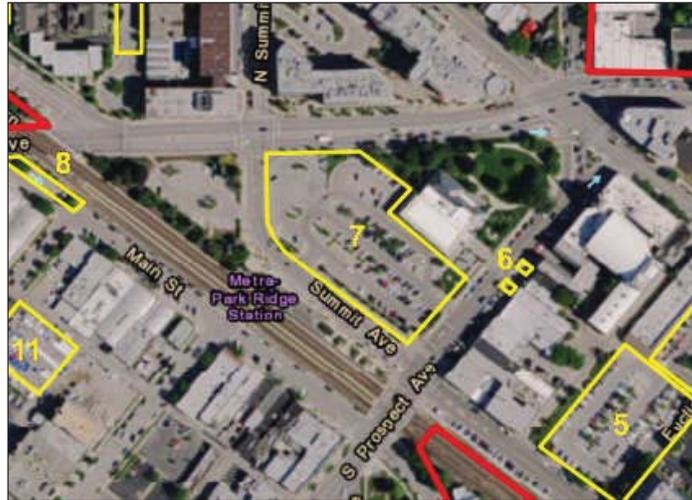
- 6) Repurpose 2 spaces along Prospect Avenue to 15-Minute Short Term spaces (pilot location).



Park Ridge Uptown Parking Study

Operational Strategies - Signage

- 7) Repurpose 20 spaces in the Central / Library Lot to commuter permit parking.



Park Ridge Uptown Parking Study

Operational Strategies - Signage

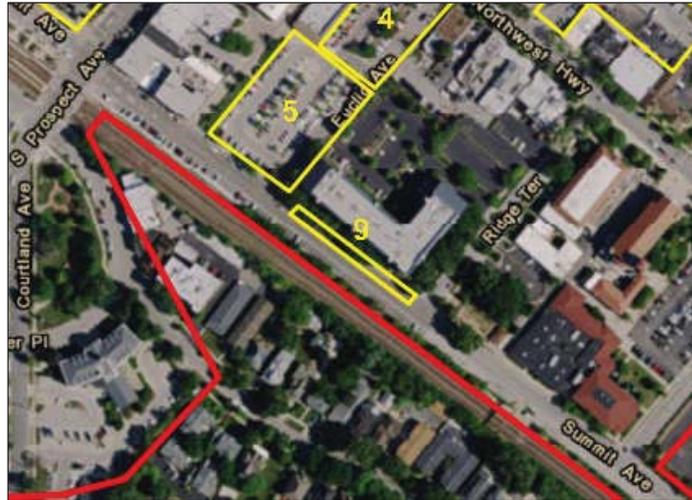
- 8) Repurpose 9 spaces along northwest end of Main Street for commuter permit parking.



Park Ridge Uptown Parking Study

Operational Strategies - Signage

- 9) Repurpose 10 spaces along Summit Avenue, from Ridge Terrace to Euclid Avenue, for commuter permit parking.



Operational Strategies - Signage

- Potential gain of 79 new commuter parking spaces.
- All commuter permit parking spaces be designated 3-Hour Free after 11:00 AM.



Operational Strategies – Bicycle Parking

- Bicycle parking provided in the following areas:
 - Metra Station
 - Library
 - Main Street
 - Vine Avenue near Hodges Park
 - Northwest Highway near the Uptown Lot
 - Summit Avenue near the Shops of Uptown



- City of Evanston: Ordinance requires Bicycle Parking for public hospital, university or college building, and shopping centers.
- Other Municipalities: One space of Bicycle Parking per 5% of required auto parking or minimum of 2 bicycles spaces.
- Adopt City of Evanston method until an official Multimodal or Master Transportation Plan is commissioned.

Recommendations – Pricing and Electronic Parking Meters

- Question #8 on the Parking Survey: “How satisfied are you with the cost to park in Uptown?”
 - 46% satisfied/very satisfied
 - 32% neutral
 - 22% dissatisfied/very dissatisfied
- Multiple comments received suggest displeasure of using coins (quarters, dimes, etc.).
- Metered and paybox parking should be converted to electronic parking meters and pay stations.



Recommendations – Pricing and Electronic Parking Meters

- 10) Examine viability of electronic paybox station along the south side of Busse Highway.



Recommendations – Pricing and Electronic Parking Meters

- 11) Examine viability of electronic paybox station at the commuter pay lot along the southeast side of Prairie Avenue.



Recommendations – Parking Lot Acquisition

12) Purchase the parcel directly west, across Cumberland Ave, of the new Fitness Formula Clubs (FFC) building and construct a commuter/employee parking lot.

- However, regularly examine all available options.



Recommendations – Parking Garage?

- When examining if a parking garage is viable, the Uptown area should be looked at as a whole.

- Entire study area never reached above 68% occupancy



Thank You – Questions?



Prepared for The City of Park Ridge
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Justin Opitz

Park Ridge Uptown Parking Study

GEWALT HAMILTON
ASSOCIATES, INC. **35**