



Parking Consultants/  
Engineers, Inc.

July 17, 1990

Mr. Randall Derifield  
Director of Community Preservation  
and Development  
City of Park Ridge  
505 Park Place  
Park Ridge, Illinois 60068

Re: Park Ridge  
WALKER #E4779.00

Dear Randy:

We are pleased to submit herewith our draft final report for consideration by the City of Park Ridge. Our most significant findings are:

- o Parking problems in the South Park area are primarily due to employee "poaching " of short-term spaces. No changes, other than vigilant enforcement, are recommended.
- o Even at historical peak activity levels, there are spaces available in the CBD. However, there are localized shortages in spaces and thus a perceptual deficit of parking. The City of Park Ridge has three potential courses of action:
  - 1) Accept the problem and take no action.
  - 2) Encourage utilization of more distant spaces through changes in parking management tactics as recommended herein.
  - 3) Build a structure at the Library lot.

If the City decides to pursue the third option, two structure options at the Library lot are suggested for further consideration. The smaller option would provide a 191 space, two-level structure and 71 spaces in a lot on the remaining space for \$1,250,000. About 80 spaces would be added. An annual subsidy of \$100,000 to \$150,000 is projected to be required with the current pricing policy. The structure could be lengthened if Summit Street is realigned, adding up to 200 spaces, with the project cost rising as much as \$2,000,000. The required annual subsidy would increase to \$200,000 to 250,000 per year.

-continued-

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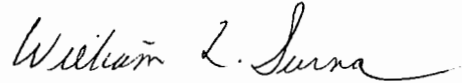
Mr. Randall Derifield  
Director of Community Preservation  
and Development  
City of Park Ridge  
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Following City review of this full draft report of the study, we will incorporate our comments and issue a final report. It has been a pleasure working with you and the City staff on this parking study and we thank you for the excellent cooperation in assembling the needed data. If you have any questions, please call.

Sincerely,



Mary S. Smith, P.E.  
Vice President



William L. Surna  
Parking Specialist

MSS/WLS/sf  
PKRDMGMT

cc:Bill Grieve

1990 PARKING MANAGEMENT STUDY

Central Business District

South Park Area

Prepared for

CITY OF PARK RIDGE, ILLINOIS

Prepared by

Walker Parking Consultants/Engineers, Inc.

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as a Consultant to

Metro Transportation Group

Bloomington, Illinois

July 17, 1990

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## EXECUTIVE SUMMARY

In a community-developed long-range plan, entitled "Vision 2000", the citizens of the City of Park Ridge, Illinois, identified traffic and parking as problem areas, and recommended six specific actions affecting public parking needs in the community:

- Explore options to address parking problems throughout the community
- Consider appropriateness of multi-level parking
- Develop a community policy regarding expansion of parking
- Build beautified underground parking at a central location, i.e., the Library Lot
- Improve parking at the Cumberland L Station
- Better manage available parking resources

As a first step towards achieving several of these goals, the City included a parking study for two business districts with known (or at least perceived) parking problems in a comprehensive traffic study commissioned in late 1989. The Metro/WALKER team was thereby retained by the City to conduct a parking management study for the two business districts, the Central (CBD) and South Park (SPBD).

The area of the Central Business District observed for this study includes an area two to three blocks wide that runs parallel to the railroad tracks. The South Park study area may be most easily described by the fact that it includes all properties fronting on Talcott Road and Devon Avenue, from Cumberland on the east to Vine on the west.

### EXISTING PARKING PATTERNS

#### Central Business District

The total actual parking capacity in the central business district study area is 3,771 spaces. A system of parking operates at optimum efficiency when occupancy is at 85% to 90%. The existing "effective" supply of parking spaces in the CBD totals 3,270 spaces.

Two field studies of parking occupancy were conducted in December, 1989, to encompass day/evening parking needs on a weekday as well as daytime demand on a Saturday during the peak shopping season.

There was an extremely wide range of occupancy observed across the study area in each of the time periods. The total percent of occupied spaces ranged from a low of 37% at 8 a.m. to a high of 61.8% at 1 p.m. Blocks with substantial parking availability were located just one block away from each of the high occupancy blocks. This is indicative of localized demand concentrations and a resistance to walking even relatively short distances.

In the evening on Thursday, the overall percentage of occupied spaces declined throughout the survey period from a high of 49.5% to a low of 24.6%. Good utilization occurred only in the most active shopping areas, and occupancy dropped in almost all locations except block 22 and block 8. Such a pattern is to be expected, as the office/financial/professional uses would not generate significant parking in the evening, and patrons of the retail/restaurant/theatre establishments on block 10, as well as library patrons, were parking in the library lot.

On Saturday, December 2, the overall percent of occupied spaces ranged from a low of 25.4% to a high of 46.5%. The peak overall occupancy occurred at 11 a.m. Although the overall occupancy was lower, some blocks showed higher utilization than either the daytime or the evening on Thursday. These blocks included 10, 12, and 18.

Parking turnover represents the average number of vehicles parked per space over a set period. On the Thursday observed, parking turnover was generally high along Prospect and Northwest Highway. On Saturday, turnover increased, even after adjustment for the longer observation period. Turnover exceeded 5.0 along Northwest Highway (blocks 5, 10, and 11), as well as on Prospect in Block 10 and Main Street in block 23. The library lot on block 8 achieved a turnover of 3.0.

The Park Ridge Department of Community Preservation and Development performed parking occupancy surveys in the CBD for approximately one week each in the months of August and December for the past several years.

The highest recorded occupancies were in the 80 percentiles and recorded Thursday and Friday in August of 1986, followed closely by the same days in August of 1989. The highest December occupancies were in the mid 70's, while the mean of all time periods is around 70%. The Saturday recordings, taken only in 1986 were in the mid-sixties. The December, 1989 recordings by WALKER were well below the historical occupancies at 60.8% on Thursday and 50% on Saturday.

We therefore must conclude that due to whatever combination of weather, current market place and other influences, the field surveys represent an average, if not below average, rather than a peak condition. We can reasonably assume that on busier days, the intensity of use, particularly as represented by turnover, of the most convenient spaces will increase until effective supply is reached if not exceeded, and then utilization of more distant spaces will improve.

Given that utilization was found to be high only at a few block faces in the December 1989 studies, the type of condition represented by the peak August 1986 occupancies would still not reach the effective supply of the entire system. However, there would undoubtedly be a perception of a parking problem, as people are forced to park at the fringes of the CBD. Some potential patrons would not find parking at an acceptable distance and might terminate the trip to the CBD without stopping.



## SOUTH PARK AREA

The actual capacity of the area totals 897 spaces. The effective supply is 771 spaces.

Similar studies over the same time periods were conducted in the South Park study area. During the Thursday daytime period the overall percentage of occupied spaces peaked at 51.4% at noon. During this and the other survey periods at South Park, some of the on-street block faces had occupancies of 100% or greater, but off-street occupancy was much lower, reducing overall occupancy.

During the evening on that day, the total percentage of occupied spaces declined fairly regularly from 45.8% at 2 p.m. to 18.1% at 9 p.m. It is interesting to note that the on-street parking was better utilized in the evening, with more block faces achieving 90% or better occupancy than in the daytime.

On Saturday, December 2, 1989, the overall percentage of occupied spaces peaked at 57.5% at about noon. Although the overall occupancy of parking is only 6% higher than on the Thursday, the utilization and turnover of street spaces was much higher, compensated for by lower use of off-street parking. This is likely due to the lower presence of employees in spaces reserved for their use.

## SUMMARY OF CURRENT PARKING CONDITIONS

Based on both the historical data and that collected in December 1989, we conclude there is an adequate supply of parking in the CBD and in South Park. Even in the most heavily utilized time periods, the demand does not reach the effective supply. However, it is clear that the spaces are not as conveniently located as desired. The perceived shortage of spaces is compounded by the restriction of some spaces to certain users. The situation is also aggravated by the fact that the most convenient spaces are full most of the time.

It is our opinion that parking problems in the South Park area are extremely localized, and limited to employee abuse of two hour time limits on a few block faces. These problems do not justify major changes in policy and can be minimized by improved enforcement, one of the tactics to be discussed later in this report.

## PARKING MANAGEMENT TACTICS

### Pricing Tactics

Pricing is a major force in determining parking conditions in any business district. In general, parking pricing in Park Ridge reflects a policy of treating parking as a public service rather than as a business. The public policy is to provide free parking to shoppers and customers, in order to support the retail base of the area, and to charge only the most nominal fees to employees. The fees charged almost certainly do not even cover the full cost of operation, if that is defined to include administration, fee collection, enforcement and maintenance.

It is also necessary to consider pricing when discouraging long-term parking in spaces intended for short-term users. The fact that short-term parking is free makes it more difficult to do this. The cost of receiving a ticket must become part of the cost of parking in short-term spaces.

The CBD in Park Ridge has an added component in the pricing equation because of the commuter station. Permits are the least expensive system of operation, and therefore, it is preferable to encourage full-time employees and commuters to purchase permits. The Park Ridge rate scale does not do so. Further, it is cheaper for the full-time employee to "feed" a five-hour meter than to park at a twelve-hour meter.

To facilitate understanding of parking by non-residents, a city/village sticker survey was performed on January 5, 1990. Vehicles registered in Park Ridge totaled 53%.

In view of the above considerations, it is our recommendation that the City of Park Ridge's system be structured as follows:

- two hour free parking within a recommended zone.
- a buffer zone of long-term on-street meters immediately outside the two hour zone;
- free, unrestricted parking on streets outside the buffer zone;
- long-term parking for employees within the two hour free parking zone should be at the rate of \$100 for six months, with 5-hour meters increased to \$0.10 per hour and 12-hour meters increased to \$0.25 per three hours, and;
- commuter permits in the lots closest to the train station should be at \$100 for six months for Park Ridge residents and \$150 for six months for non-residents.

There are a few other pricing tactics which are employed in CBD's primarily as demand reduction techniques, but which are difficult to employ in Park Ridge because of the relatively low parking fees.

We do not see a sufficient intensity of demand nor a sufficient deficit of parking to make a park-n-ride program feasible at even a nominal charge. A "free" trolley which circulates to the under-utilized spaces on the perimeter at peak times may well require less of an annual subsidy and would certainly incur a lower risk than a structure at a central location such as the library. It would probably not, however, totally resolve the localized parking shortages in the prime shopping area.

#### CONTROLS/ENFORCEMENT/REVENUE COLLECTION

The controls and the associated revenue collection procedures for the near term recommended changes would not change other than the possible shift of long-term meters to permits for all-day parkers. However, the current program is very much of an "honor" system. It is believed employees and some business owners will sometimes park for long periods of time in these

free two hour spaces. They may skirt enforcement by moving the vehicles every two hours. There is also meter "shaving" in that those who stay all day may only pay the fees for 5 or 6 hours even though they fully intend to stay longer.

A more effective enforcement technique to discourage long-term parking in the short-term spaces would be to implement time limits within the recommended two hour parking zone.

In 1989, 76 percent of the tickets issued for overtime meter violations were paid. There was an 86 percent payment rate for tickets issued for time limit violations within the CBD. In the South Park Area, overtime limit tickets were paid 84 percent of the time. These ticket disposition rates are very good. Therefore, no changes to ticket collection procedures such as the use of hand-held ticket issuing devices and computerized ticket tracking are warranted.

In the South Park area, under-utilized 12-hour meters along Talcott Road on Blocks 28 and 29 should be removed.

Other tactics for on-street parking, such as preferential carpool spaces and residential parking permits do not appear appropriate for the problems existing in Park Ridge.

#### OFF-STREET PARKING

Since the mid-70's, a concern for energy conservation and competition with foreign imports (from countries where smaller cars are the norm) has resulted in significant "downsizing" of newly manufactured vehicles. Lots which were designed under older standards can frequently be reconfigured to gain a significant number of spaces. WALKER's latest research indicates that 45-46% of all vehicles on the road nationwide are small cars.

A vehicle mix survey revealed that 36% of the vehicles observed were compact. As the percent of compacts among vehicles sold in each year since 1980 has been quite stable at just over 50%, we expect the mix of vehicles on the road in Park Ridge to creep up 1-2% per year and then stabilize near 50%.

We strongly recommend the use of "one-size-fits-all" designs, rather than having separated small-car-only stalls. It is becoming increasingly difficult to determine the dividing line between small and large cars.

We suggest that the zoning ordinance be amended to:

- provide appropriate one-size-fits-all dimensions for the mix of vehicles present in Park Ridge;
- provide more dimensions to insure good design
- provide dimensions for 75 degree angles in the table;
- permit reduction of stall width to 8'-3" for predominately long-term parkers; and,

- permit reduction of the module by 1'-0" for facilities in which all spaces would have a curb, wheel stop, or continuous bumper guard.

Use of the recommended geometrics will benefit the City of Park Ridge and, in fact, all those who must provide parking, in two ways by:

- Gaining spaces in existing facilities by "restriping"; and
- Building any new facilities as economically as possible while maintaining a level of comfort appropriate for Park Ridge.

Restriping a parking lot for downsized vehicles is generally among the most economical solutions to parking problems, although the gains may be limited. The physical dimensions of the Uptown Parking Court efficiency of the existing striping negate possible gains through restriping. The parking lots associated with the Summit Shopping development can be restriped for a net gain of about 23 parking spaces.

As previously noted, the Vision 2000 plan recommended study of the construction of a structure at the Library Lot. Before developing alternatives for the Library site, we did review other potential sites in the CBD. The physical dimensions of the Uptown Parking Court do not provide adequate space for an economical parking structure. The library lot offers more potential for shared parking. The dimensions of the library site also lend themselves to several different structure configurations. Therefore, our review indicates that the library lot is the most likely site for a structure.

A comprehensive analysis of supply and demand has not been undertaken. There is, as previously discussed, a localized need for additional spaces. The library is also studying expansion plans and the traffic engineering analysis (being prepared separately under the same contract) has indicated that it might be desirable to extend Summit Avenue to the Busse/Touhy Intersection. Both of these developments would most likely reduce the current lot capacity.

Beyond that, the number of parkers captured at the facility on a regular basis will depend upon what fee schedule is employed. If fees are subsidized down to the current level, it is possible that as 50 to 100 additional spaces (over and above replacement of spaces lost due to library and street expansion) could be utilized on a regular basis. The City may also wish to provide an increment of spaces to foster an improved business climate in the CBD. When dealing with relatively small structures, there are also some increments in structure size that are the only practical or economical way to build a facility. Therefore, we have looked at several different structure sizes, and determined the associated costs of each.

Eleven alternatives of various sizes and shapes were evaluated. The most cost-effective scheme is a two-bay, two-level flat floor structure oriented east-west along Summit Street. (In the smaller version there would be 191 spaces in the structure and 71 spaces in the remaining surface lots (depending upon the design of the expansion of the Library) A maximum of 80 spaces would be gained for a projected cost of \$1,250,000.

A longer version, 2A, would add up to 200 spaces (depending again on the Library expansion) at a projected cost of \$1,935,000.

The total cost per added space is lowest for Alternative 2A. The 2A and 5A alternatives assume that Summit Avenue will be realigned and about 200 spaces will be added. Among options with less than 100 spaces added, 2 is preferred, while 5A is the most desired among options with more than 200 added spaces. The lowest estimated annual cost per added space is \$751, for Alternative 2A. In order for the structure to "break even" about \$63 per space per month needs to be collected.

If parking fees are similar to those currently charges, there will be a significant annual deficit. For example, if 100 monthly permits are sold at \$25 per month for either 2A or 2, there would be \$30,000 of income annually. If the remainder is free, two hour parking, there will be annual deficits of \$216,200 for 2A and \$125,650 for 2.

We seriously question the wisdom of constructing structured parking for employees when there are under-utilized spaces available one to two blocks away. If fees at this facility are high enough to pay for the spaces, employees will park elsewhere. If employee fees are raised everywhere, the fees at the structure could be moderated, but poaching of short-term spaces by employees would probably increase. A number of commuters, however, might be willing to pay a premium to park in a covered, convenient space, especially if the commuter lot is eliminated by the possible changes to Summit Street. Any structure would then necessarily serve primarily short-term parkers. Therefore, we believe consideration should be limited to the smaller facilities, such as 2 or 2A.

It is important to remember that there does not exist a large deficit of parking in the CBD. There is a localized shortage of spaces. This is not to say that there is not some negative impact on the land uses in the immediate area of the localized shortages. However, every parking system has an "elasticity" of demand that is affected by a number of factors such as price, intensity of demand, and convenience. Employee parking is much more elastic than customer parking, but a significant increase in parking fees could affect the shopper's decision as to whether to patronize downtown Park Ridge. If parking fees for a structure are high enough to make the facility self-supporting, it is likely that the demand for parking in the current areas of localized shortages will reduce, and that the structure will not be filled. A substantial subsidy from other funds will be required to provide free parking to the short-term parker and low cost parking for employees.

New municipally-owned parking structures in all but the most urban cities are virtually all subsidized to some extent. The most common sources are:

- General fund obligation of the City,
- Revenues from other parking facilities and/or meter revenues,
- Special assessment districts in where property owners are taxed to pay any deficits,

- Tax increment financing,
- Other financing programs of the City, State or Federal government, or
- Other revenue sources such as grade level retail space.

The analysis of alternative structure schemes is designed to help the City of Park Ridge quantify the amount of subsidy that would be required and weigh this against the impact of the current localized shortage of spaces. Only the community can determine if the potential relief is worth the subsidy necessary to insure that a parking structure is a positive development for the community. Another factor to remember is that parking alone does not a successful CBD make. There are many other issues affecting the erosion of the American downtown and those communities that have been successful in bucking that trend have taken a multi-disciplined approach, of which parking structures are but one facet.

## INTRODUCTION

Most Midwestern business districts developed before the second World War have difficulties addressing the needs of parking. Because these areas were designed before the private automobile became the predominate mode of transportation, most buildings do not provide adequate parking for tenant, employee and customer needs. Further, the density and interplay of activity is important to its identity as a business district. It is not appropriate, much less possible, for building owners to each acquire adjacent property and develop parking. Therefore, city governments took on the role of providing parking. However, as land costs and the demands on City resources have escalated, it has become more difficult for cities to provide all the parking required. Meanwhile "suburban" developments designed with convenient traffic and parking are competing for tenants and, in turn, customers. Some cities have built parking structures, but this generally requires subsidy from other funds that could be used for other needs. Therefore, many cities have fallen behind in the effort to keep pace with parking needs.

However, lack of convenient parking is one of the contributing problems to the decline of the American "downtown." Many cities are thus struggling with how to deal with parking problems. Because parking structures are ever more expensive to own and operate, cities have begun to look more carefully at management of the resources they already have. In a community-developed long range plan, entitled "Vision 2000", the citizens of the City of Park Ridge, Illinois, identified traffic and parking as problem areas, and recommended six specific actions affecting public parking needs in the community:

- Explore options to address parking problems throughout the community,
- Consider appropriateness of multi-level parking,
- Develop a community policy regarding expansion of parking,
- Build beautified underground parking at a central location, i.e., the Library Lot,
- Improve parking at the Cumberland L Station, and
- Better manage available parking resources.

As a first step towards achieving several of these goals, the City included a parking study for two business districts with known (or at least perceived) parking problems in a comprehensive traffic study commissioned in late 1989. The Metro/WALKER team was thereby retained by the City to conduct a parking management study for the two business districts, the Central (CBD) and South Park (SPBD).

The scope of this study, as amended during the progress of the work, is as follows:

- Review pertinent reports, studies, and statistical data regarding the study area.
- Conduct a meeting to gather input and concerns of the community. Make contact with concerned parties identified by the city.
- Inventory existing public and private spaces including a breakdown of on-street parking within the influence area. Also, record hourly, daily, or monthly parking fees.
- Record the occupancy of all spaces during the inventory process.
- Determine turnover and duration characteristics at municipal lots and on-street spaces by means of license plate surveys or other appropriate methods.
- Conduct vehicle sticker survey at commuter parking lots to determine origin of commuter vehicles.
- Conduct vehicle mix studies in selected parking facilities to assist in analysis of the potential to gain spaces in existing facilities by modifying zoning ordinance requirements relating to stall and aisle size.
- Review operational layout, usage, and control of selected existing parking facilities (both public and private) within the study area.
- Review current parking management tactics and techniques, including, but not necessarily limited to, the following:
  - Methods of designating parking areas (e.g., reserved, commuter, shopper, long-term, short-term, etc.)
  - Strategies for controlling the use of parking facilities,
  - Enforcement and policing of parking area,
  - Collection and revenue policies for public facilities,
  - Zoning requirements, and
  - Marketing.
- Recommend changes to parking management tactics and methods of operation.
- Review existing layout of the existing parking lots, both in the field and on existing drawings. Prepare, as necessary, sketches of recommended changes to lot layouts.



- Prepare preliminary sketches depicting suitable parking structures on the Library site.
- Prepare preliminary cost estimates for the construction of the parking structures.
- Prepare a preliminary economic analysis for the parking structures. The total project cost, financing costs, and annual operating costs will be estimated. Potential annual revenues will also be forecasted, and projected revenue shortfalls or excesses will be calculated. The economic analysis will not include detailed proforma statements.
- Prepare a study report.

#### STUDY AREA

The area of the Central Business District observed for this study, shown in Figure 1, includes an area two to three blocks wide that runs parallel to the railroad tracks. As the tracks run at an angle to the street grid system, the area is quite irregular. Its north/east boundary follows Elm Street from Busse Highway east to Meacham, south one block to Cedar and then east to Prospect, south to Grant Place, and east again to Washington. The east boundary runs south along Washington to the railroad tracks and then southwest along Oak Avenue. The boundary along the south follows Crescent Avenue and then Garden Avenue all the way to Chester Avenue, then north one block to Touhy Avenue, east to Clifton Avenue and then north-west back to Busse Highway.

The South Park study area, shown in Figure 2, may be most easily described by the fact that it includes all properties fronting on Talcott Road and Devon Avenue, from Cumberland on the east to Vine on the west.

The blocks in each study area have been numbered as shown on the figures for ease of reference in the report. The location of off-street parking areas have also been identified and numbered using a two part system; the first number is the block number and the second is the number of the lot within that block.

## EXISTING PARKING PATTERNS

### CENTRAL BUSINESS DISTRICT

#### Parking Supply

Table 1 shows the existing supply of parking spaces within the CBD, delineating on-street and off-street parking spaces by block. The total actual parking capacity in the central business district study area is 3,771 spaces.

An important concept in studying a diverse parking supply is that of effective supply. A parking supply needs a "cushion" of extra spaces to allow for vacancies created by restricting lots to certain users, the dynamics of vehicles moving in and out of parking stalls, misparked vehicles, snow cover, and to reduce the need to extensively search for the last few available spaces. A system of parking thus operates at optimum efficiency when occupancy is at 85% to 90%. If this cushion is not provided, there will likely be a perception of a parking shortage even though vacant spaces exist in the system.

For this reason, it is normally acceptable to have a parking supply approximately 10% to 15% over actual parking demand. Therefore, the "effective" parking supply is used for analysis of the adequacy of the parking system, rather than the total supply or inventory of spaces. Our experience in other communities and our observations of utilization of the spaces in Park Ridge were employed to determine effective supply factors for different types of parking in both business districts studied.

Generally, public and/or commercial lots are the most effectively used parking facilities; however, the system in Park Ridge contains relatively small, scattered facilities which may not be at desirable walking distances to the sources of demand. On-street spaces with two hour time limits are also highly effective, but subject to utilization fluctuations due to intensity of demand nearby. Therefore a ratio of 90% effective is employed for both the on-street and off-street public spaces. Off-street private spaces are usually the least effective, because the owners often intentionally hold spaces vacant to insure that there is always enough parking for their users. An 85% effective ratio is recommended for private spaces.

Therefore, the existing "effective" supply of parking spaces in the CBD totals 3,270 spaces. Figure 1, as previously presented shows the location and designation of the parking facilities within the study area.

TABLE 1  
EXISTING PARKING SUPPLY -CBD AREA  
Park Ridge, Illinois

Block Facility		Actual Capacity	Effective Capacity	Block Facility		Actual Capacity	Effective Capacity	Block Facility		Actual Capacity	Effective Capacity
1	Lot 1-1	75	68	9	Lot 9-1	100	85	20	Lot 20-1	10	9
1	Lot 1-2	33	30	9	Lot 9-2	145	123	20	Lot 20-2	9	8
1	Elm St.	12	11	9	Lot 9-3	8	7	20	Lot 20-3	8	7
1	Busse Hwy	76	68	9	Lot 9-4	6	5	20	Lot 20-4	11	9
1	Morris St.	21	19	9	Lot 9-5	27	23	20	Cumberland Ave.	8	7
				9	Lot 9-6	165	140				
2	Lot 2-1	7	6	9	Lot 9-7	43	37	21	Lot 21-1	106	90
2	Elm St.	12	11	9	Lot 9-8	165	149	21	Third St.	17	15
2	Meacham Ave.	12	11	10	Lot 10-1	91	82	21	Prairie Ave.	19	17
2	Northwest Hwy.	10	9	10	Prospect Ave.	36	32	21	Garden Ave.	11	10
				10	Northwest Hwy.	11	10				
3	Morris St.	24	22	10	Summit Ave.	10	9	22	Lot 22-1	55	47
3	Meacham Ave.	12	11					22	Lot 22-2	58	52
3	Busse Hwy	4	4	11	Lot 11-1	17	14	22	Lot 22-3	16	14
				11	Lot 11-2	15	13	22	Lot 22-4	5	4
4	Lot 4-1	21	18	11	Lot 11-3	57	48	22	Lot 22-5	61	52
4	Lot 4-2	39	33	11	Lot 11-4	na		22	Main St.	24	22
4	Lot 4-3	28	24	11	Lot 11-5	77	65	22	Fairview Ave.	18	16
4	Lot 4-4	8	7	11	Lot 11-6	15	13	22	Garden Ave.	8	7
4	Lot 4-5	10	9	11	Northwest Hwy.	10	9	22	Prairie Ave.	12	11
4	Lot 4-6	19	16	11	Ridge Terr.	16	14				
4	Cedar St.	26	23	11	Summit Ave.	12	11	23	Lot 23-1	69	59
4	Prospect Ave.	20	18					23	Lot 23-2	26	22
4	Northwest Hwy.	24	22	12	Lot 12-1	124	105	23	Lot 23-3	20	17
				12	Ridge Terr.	22	20	23	Main St.	24	22
5	Lot 5-1	80	68	12	Summit Ave.	10	9	23	Prospect Ave.	18	16
5	Meacham Ave.	21	19					23	Garden Ave.	5	5
5	Summit Ave.	12	11	13	Busse Hwy.	70	63	23	Fairview Ave.	14	13
5	Northwest Hwy.	14	13								
				14	Main St.	35	32	24	Prospect Ave.	13	12
6	Lot 6-1	111	100					24	Courtland Ave.	12	11
6	Summit Ave.	16	14	15	Vine Ave.	15	14				
6	Northwest Hwy.	7	6	15	Summit Ave.	161	145	25	Courtland Ave.	10	9
								25	Vine Ave.	33	30
7	Lot 7-1	14	12	16	Lot 16-1	102	87				
7	Lot 7-2	10	9	16	Lot 16-2	42	36	26	Lot 26-1	17	14
7	Grant Pl.	28	25					26	Lot 26-2	45	38
7	Washington Ave.	4	4	17	Car Dealer			26	Crescent Ave.	17	15
7	Touhy Ave.	8	7								
7	Prospect Ave.	6	5	18	Lot 18-1	126	107	27	Lot 27-1	76	68
				18	Touhy Ave.	7	6	27	Vine Ave.	19	17
8	Lot 8-1	182	164	18	Garden St.	13	12	27	Oak Ave.	13	12
8	Lot 8-2	40	36	18	Chester St.	11	10	27	Courtland Ave.	2	2
8	Prospect Ave.	12	11								
				19	Cumberland Ave	5	5				
				19	Garden St.	15	14				
										=====	
TOTAL										3,731	3,270

## Parking Occupancy and Turnover Surveys

Two field studies of parking occupancy were conducted in December 1989, to encompass day/evening parking needs on a weekday as well as daytime demand on a Saturday during the peak shopping season. Complete tables are provided in the Appendix; however, for simplicity of presentation, the overall peak occupancy on each block is shown in a series of Figures as follows:

Figure 3--Thursday, December 12, 8 am to 1 pm

Figure 4--Thursday, December 12, 2 pm to 9 pm

Figure 5--Saturday, December 2, 8 am to 5 pm

There was an extremely wide range of occupancy observed across the study area in each of the time periods. On Thursday, December 7, 1989, the number of parking spaces surveyed during the daytime period totaled 3,205, or about 85% of the system. The total percent of occupied spaces ranged from a low of 37% at 8 a.m. to a high of 61.8% at 1 p.m. In a few facilities occupancy exceeded 100% due to vehicles parked in aisles and other non-marked parking spaces; this occurred on blocks 4, 5, 11, 22, 23 and 27. However, the overall parking occupancy on each of these blocks as a whole was lower. The highest overall block occupancies occurred on block 22, which lies south of the tracks from Prairie to Fairview. Parking occupancy on this block exceeded the effective supply; the on-street parking was especially well utilized. The next highest utilization occurred at Block 10 which includes businesses along Prospect, the Pickwick Theatre and the Summit shopping center, followed by blocks 21 and 23, blocks on either side of the block with highest utilization. An isolated block at the east end of the study area, block 18 also had a peak occupancy of nearly 80%. Parking occupancies at all other blocks dropped substantially, with the next highest occupancies in the mid sixties. Blocks with substantial parking availability were located just one block away from each of the high occupancy blocks. This is indicative of localized demand concentrations and a resistance to walking even relatively short distances.

In the evening on Thursday, the overall percentage of occupied spaces declined throughout the survey period from a high of 49.5% to a low of 24.6%. Good utilization occurred only in the most active shopping areas, and occupancy dropped in almost all locations except block 22, which again had the highest occupancy, and block 8 which includes the Library Lot. Such a pattern is to be expected, as the office/financial/professional uses would not generate significant evening parking, and patrons of the retail/restaurant/theatre establishments on block 10, as well as library patrons, were parking in the library lot.

On Saturday, December 2, the overall percent of occupied spaces ranged from a low of 25.4% to a high of 46.5%. The peak overall occupancy occurred at 11 a.m. Although the overall occupancy was lower, some blocks showed higher utilization than either the daytime or the evening on Thursday. These blocks included 10, 12, and 18. Interestingly, the peak occupancy on block 22 which was the best utilized on Thursday, dropped substantially, from 94.2% to 51.8%. The utilization of Block 8, with both the commuter and library lots, on Saturday was much higher (83.3%) than

on Thursday in the daytime (59.8%), but lower than Thursday evening (91.0%.) It should be noted that the occupancy data for the Saturday survey period may be artificially low, due to cold, windy weather conditions. Some of the on-street spaces and off-street facilities were not used during the entire survey period.

For further illumination of public parking, Table 2 summarizes the overall occupancies of publicly owned spaces in the CBD in the three survey periods. These figures are not substantially different (less than 5% variance) than those for the entire study area as previously discussed. Of course, the public spaces include many on-street spaces in the fringe areas that are not well utilized. However, it can be concluded that the public parking, study area wide, is not utilized to its current effective capacity.

Parking turnover represents the average number of vehicles parked per space over a set period. Turnover is a measure of utilization that must be used carefully. It reflects the overall utilization of each space and is quickly affected by low occupancy; a vacant space is obviously not "turning over". A turnover study was conducted simultaneously with the occupancy studies in the daytime hours at on-street parking locations. Turnover was also studied at a few of the surface lots on the Saturday. License plate numbers of each vehicle were recorded on an hourly basis.

Turnover rates of 2 to 4 are considered good for a period of the length observed on the Thursday, while 2.5 to 5 turns would be considered good for the Saturday observed. Figure 6 delineates areas where parking turnover achieved this on either or both days. On the Thursday observed, parking turnover was generally high along Prospect and Northwest Highway, with the highest recording being 3.8 turns on Northwest Highway in Block 10 (adjacent to the Pickwick Theatre and the Summit shopping development.) On Saturday, turnover increased, even after adjustment for the longer observation period. Turnover exceeded 5.0 along Northwest Highway in blocks 5, 10, and 11, as well as on Prospect in Block 10 and Main Street in block 23. The Library Lot on block 8 achieved a turnover of 3.0, compared to a turnover of 0.6 in the nearby commuter lot. The latter was affected by low occupancy (29% average over the Saturday survey period).

#### Historical Parking Patterns

The Park Ridge Department of Community Preservation and Development has performed parking occupancy surveys in the CBD for approximately one week each in the months of August and December for the past several years. The data collected from recent surveys is summarized in Table 3, while the full data is in Appendix Tables A-1 through A-6.

It must be noted that the surveys by the City included only the public spaces; therefore, for "apples-to-apples" comparison, the City figures will be compared to the occupancy of the public spaces as previously presented in Table 2. The highest recorded occupancies were in the 80 percentiles and recorded Thursday and Friday, in August of 1986, followed closely by the same days in August of 1989. The highest December occupancies were in the mid 70's, while the mean of all time periods is around 70%. The Saturday recordings, taken only in 1986 were in the mid

sixties. The December 1989 recordings by WALKER were well below the historical occupancies at 60.8% on Thursday and 50% on Saturday.

We therefore must conclude that due to whatever combination of weather, current market place and other influences, the field surveys represent an average, if not below average, rather than a peak condition. We can reasonably assume that on busier days, the intensity of use, particularly as represented by turnover, of the most convenient spaces will increase until effective supply is reached if not exceeded, and then utilization of more distant spaces will improve.

Given that utilization was found to be high only at a few block faces in the December 1989 studies, the type of condition represented by the peak August 1986 occupancies would still not reach the effective supply of the entire system. However, there would undoubtedly be a perception of a parking problem, as people are forced to park at the fringes of the CBD. Some potential patrons would not find parking at an acceptable distance and might terminate the trip to the CBD without stopping.

## SOUTH PARK AREA

### Parking Supply

Table 4 lists the supply of parking spaces that were inventoried in the South Park area. It should be noted that the supply of parking spaces on the side streets south of Devon Avenue includes the spaces southward as far as the alley. The actual capacity of the area totals 897 spaces. The same relative effective supply percentages used in the CBD were applied for use at the South Park area. The resulting total effective supply is 771 spaces.

### Parking Occupancy and Turnover Surveys

Similar studies over the same time periods were conducted in the South Park study area. As before, the full tables are presented in the Appendix, while summary figures, similar to those for the CBD, have been prepared, as follows:

#### Peak Occupancy:

Figure 7--Thursday, December 12, 8 am to 1 pm

Figure 8--Thursday, December 12, 2 pm to 9 pm

Figure 9--Saturday, December 2, 8 am to 5 pm

#### Turnover:

Figure 10--both days

During the Thursday daytime period the overall percentage of occupied spaces peaked at 51.4%. The total peak observed occupancy occurred at noon. During this and the other survey periods at South Park, some of the on-street block faces had occupancies of 100% or greater, but off-street occupancy was much lower, reducing overall occupancy. On Thursday in the daytime, occupancies of on-street parking exceeded the effective supply (90% of total) around block 39 (south of Devon from Fairview to Prospect). The highest overall block occupancy during this survey period was 80% at block 41, followed by block 39 at 78.4%. Note however, that block 40 between the two had a peak occupancy of only 37.8%. This is indicative of even more localized parking patterns than in the CBD. The highest recorded turnover, 3.5, occurred on Block 40 along Devon Avenue, even though the occupancy on that block face was relatively low. This indicates extremely short term parking along that block face.

During the evening on that day, the total percentage of occupied spaces declined fairly regularly from 45.8% at 2 pm to 18.1% at 9 p.m. It is interesting to note, however, that the on-street parking was better utilized in the evening, with more block faces achieving 90% or better occupancy than in the daytime. Turnover data was not collected during this time period.

On Saturday, December 2, 1989, the overall percentage of occupied spaces peaked at 57.5% at about noon. Although the overall occupancy of parking is only 6% higher than on the Thursday, the utilization and turnover of street spaces was much higher, compensated for by lower use of off-street parking. This is likely due to the lower presence of employees in spaces reserved for their use. The block faces with the highest turnover were on Devon Avenue, Blocks 39, 40, and 41.

TABLE 4  
 EXISTING PARKING SUPPLY - SOUTH PARK AREA  
 Park Ridge, Illinois

Block Facility	Actual Capacity	Effective Capacity	Block Facility	Actual Capacity	Effective Capacity
28 Lot 28-1	30	26	37 Talcott Rd.	9	8
28 Lot 28-2	60	51	37 Devon Ave.	9	8
28 Talcott Rd.	9	8	37 Prospect Ave.	5	5
29 Talcott Rd.	10	9	38 Lot 38-1	52	44
30 Talcott Rd.	12	11	38 Lot 38-2	142	121
30 Lot 30-1	80	68	38 Talcott Rd.	10	9
31 Lot 31-1	17	14	38 Prospect Ave.	4	4
33 Lot 33-1	15	13	38 Devon Ave.	20	18
33 Lot 33-2	15	13	39 Lot 39-1	44	37
33 Lot 33-3	25	21	39 Lot 39-2	25	21
33 Talcott Rd.	9	8	39 Fairview Ave.	4	4
33 Crescent Ave.	3	3	39 Devon Ave.	10	9
34 Crescent Ave.	2	2	39 Prospect Ave.	5	5
34 Lot 34-1	10	9	40 Lot 40-1	30	26
35 Talcott Rd.	9	8	40 Brophy Ave.	3	3
35 Crescent Ave.	2	2	40 Devon Ave.	12	11
35 Lot 35-1	20	17	40 Fairview Ave.	3	3
35 Lot 35-2	6	5	41 Lot 41-1	25	21
36 Lot 36-1	20	17	41 Devon Ave.	12	11
36 Lot 36-2	86	73	41 Brophy Ave.	3	3
36 Lot 36-3	15	13			
36 Prospect Ave.	2	2			
36 Devon Ave.	9	8			
36 Courtland Ave.	4	4			
			TOTAL	897	771



## SUMMARY OF CURRENT PARKING CONDITIONS

Based on both the historical data and that collected in December 1989, we conclude there is an adequate supply of parking in the CBD and in South Park. Even in the most heavily utilized time periods, the demand does not reach the effective supply. However, it is clear that the spaces are not as conveniently located as desired. The perceived shortage of spaces is compounded by the restriction of some spaces to certain users. The situation is also aggravated by the fact that the most convenient spaces are full most of the time.

It is our opinion that parking problems in the South Park area are extremely localized, and limited to employee abuse of two hour time limits on a few block faces. These problems do not justify major changes in policy and can be minimized by improved enforcement, one of the tactics to be discussed later in this report. A review of parking management tactics follows, in order to study all of the methods available to overcome the real and perceived problems with parking in the CBD.

PARKING MANAGEMENT TACTICS

"Parking Management Tactics" is a term adopted by the Federal Highway Administration to describe the variety of parking policies and actions that can be employed by cities to alleviate parking and related transportation problems. This approach is also applicable to managing the scarce resources that the typical small city has available in its CBD. The five main categories of strategies or tactics pertain to:

- pricing,
- marketing,
- controls, enforcement and adjudication,
- on-street supply, and
- off-street supply.

There is no one tactic that can simultaneously achieve all the desired goals (minimize auto usage and traffic congestion, maximize transit patronage, provide adequate parking, and foster economic growth). This is partly due to some fundamental conflicts in the goals. For example, tactics which increase the parking supply are likely to reduce the incentive to use mass transit. Some of these strategies may be quickly discarded for failure to meet local goals and objectives. Others require more detailed consideration. Therefore the following paragraphs will discuss the variety of tactics available, document the City's current use thereof, and identify tactics, or changes therein, which merit more detailed consideration by the City of Park Ridge.

PRICING TACTICS

Pricing is a major force in determining parking conditions in any business district. Pricing of parking in publicly-owned facilities is, of course, set by public policy; pricing of private, commercial facilities is also influenced by public pricing policy. Pricing tactics have often been used by large cities to discourage driving and encourage other forms of transportation. Discouraging employees or patrons from driving to the CBD is clearly not an appropriate goal. Pricing can also be used in concert with other tactics to achieve desired goals.

The City currently provides parking of three types in the CBD:

2 hour free spaces . . . . .	730 spaces
5 hour meters . . . . .	88 spaces
12 hour meters and permits . . . . .	681 spaces

The five hour meters cost \$0.05 per hour or \$0.40 for an eight hour day. A person working full time (eight hours per day, 21 days per month) would thus pay \$8-9 per month. The 12 hour meters cost \$.25 for four hours (\$.50 per eight-hour day or about \$11 per month.) Permit parking is currently \$100 for six months, or \$16.67 per month.

In general, parking pricing in Park Ridge reflects a policy of treating parking as a public service rather than as a business. In the latter case, parking pricing would have to reflect the current land value, capital costs, and operating expenses incurred for a facility. "Market rate" parking would also reflect the demand for parking at a particular location. Instead the public policy is to provide free parking to shoppers and customers, in order to support the retail base of the area, and to charge only the most nominal fees to employees. The fees charged almost certainly do not even cover the full cost of operation, if that is defined to include administration, fee collection, enforcement and maintenance.

It is also necessary to consider pricing when discouraging long-term parking in spaces intended for short-term users. The fact that short-term parking is free makes it more difficult to do this. The cost of receiving a ticket must become part of the cost of parking in short-term spaces. In other words, long-term parking must be both inexpensive and the chances of receiving an expensive ticket must be high. Therefore, the cost for parking in the long-term spaces must be set at levels lower than the probable cost of receiving an overtime parking ticket.

The CBD in Park Ridge has an added component in the pricing equation because of the commuter station. Were it not for the commuter parking needs, it might be preferable to eliminate all meters, and provide free all day parking in locations where short-term customer needs are low. Operational costs would be reduced to that of enforcing the two hour time limit (possibly in a reduced area due to the reduction of employee "poaching") and maintaining the facility, be it street or lot. However, long-term parking rates in Park Ridge are also influenced in part by the fees charged at other commuter stations in the area. If long-term parking were free, more commuters would likely choose to come to downtown Park Ridge to park and ride the train, rather than use other facilities. This would only exacerbate the traffic and parking problems in the CBD. Free long term parking can, and, should still be provided at the more distant street spaces that are now under-utilized to encourage use. We propose a buffer zone of long term meters and/or permit parking between the free two hour parking and the free all day parking. The recommended zone for free two hour parking and the buffer zone is delineated in Figure 11.

Permits are the least expensive system of operation, and therefore, it is preferable to encourage full-time employees and commuters to purchase permits. The Park Ridge rate scale does not do so. Further, it is cheaper for the full-time employee to "feed" a five hour meter than to park at a twelve hour meter. It would therefore be our recommendation to increase the meter rates to \$.10 per hour in the five hour meters (\$21 per month for a full-time employee), and \$0.25 for each three hours in the 12 hour meters (\$15-16 per month) and leave the monthly rates for employees as existing.

Several other communities in the Chicago area have a tiered permit system, with different rates for employees, resident commuters and non-resident commuters. To facilitate understanding of parking by non-residents, a city/village sticker survey was performed on January 5, 1990. The purpose of the survey was to determine the parker's place of residence. Several long-term lots, with particular emphasis on commuter parking areas, were surveyed. The results of the survey are summarized in Table 5.

A total of 308 vehicles were surveyed for vehicle stickers. Vehicles with no registration decal visible totaled 42. Vehicles registered in Park Ridge totaled 163, or 53% of the total. Vehicles registered in Chicago comprised 9.7% of the total. Niles, Unincorporated Cook County, and Des Plaines were also frequently recorded municipalities. These neighboring municipalities, along with Park Ridge, comprised about 85% of the total recorded decals. We have also conducted a telephone survey of parking rates in other communities in the north and west suburbs. Parking fees are summarized in Table 6.

All of the cities surveyed have two hour free parking on-street, and Park Ridge has the lowest daily rate. Only Lake Forest charges a lower rate for resident commuters but does charge a higher rate for non-resident commuters. In view of the above considerations, it is our recommendation that the City of Park Ridge's system be structured as follows:

- Two hour free parking in the zone previously defined
- A buffer zone of long-term on-street meters immediately outside the two hour zone (also shown on Figure 11)
- Free, unrestricted parking on streets outside the buffer zone.
- Long-term parking for employees within the two hour free parking zone should be at the rate of \$100 for six months, with 5 hour meters increased to \$0.10 per hour and 12 hour meters increased to \$.25 per three hours.
- Commuter permits in the lots closest to the train station should be at \$100 for six months for Park Ridge residents. \$150 for six months for non-residents.

It should be noted that these are near-term rate recommendations. The development of additional spaces may require substantial increases in parking fees. The following provides "rules of thumb" for the monthly income per space which must be received for newly constructed parking to be self-supporting:

- |   |                        |
|---|------------------------|
| - Surface lot, on land already owned    | \$25 to 50 per month   |
| - Surface lot, land at \$5 per sq. ft.  | \$40 to 65 per month   |
| - Surface lot, land at \$15 per sq. ft. | \$70 to 95 per month   |
| - Surface lot, land at \$25 per sq. ft. | \$100 to 125 per month |
| - Above grade structure, land at \$0    | \$80 to 100 per month  |
| - Same, land at \$25 per sq. ft.        | \$125 to 175 per month |
| - Underground structure, land at \$0    | \$150 to 200 per month |
| - Same, land at \$25 per sq. ft.        | \$200 to 250 per month |

Clearly, if each space is to pay for itself, parking fees will have to increase substantially to develop additional spaces.

There are a few other pricing tactics which are employed in CBD's, primarily as demand reduction techniques, but which are difficult to employ in Park Ridge because of the relatively low parking fees. These

tactics are described briefly in the following paragraphs, along with the reasoning for not adopting them in Park Ridge.

Employers could subsidize transit, especially if they now subsidize parking. However, employers will only view this as an additional cost of doing business and generally do not voluntarily participate in such a program.

Likewise, there is little incentive for shared rides/car pooling. Until and unless parking fees increase substantially we do not see any reduction of parking demand due to increased use of (intra-city) transit and car-pooling.

One strategy that might be cost competitive with building structured spaces is park-n-ride. The benefits of a park-n-ride program are the reduction of vehicle trips to the downtown, better utilization of existing peripheral parking facilities, and the reduced need for new parking facilities, thus releasing land for other development. There are two possible types of park-n-ride programs--those using existing transit routes/services and those using special buses.

The first type is the easiest and least costly to implement. The transit system would identify existing lots along its routes, such as at churches and shopping centers, and obtain the property owners' permission to allow parking. One of the drawbacks is that the so-called liability insurance crisis has made it difficult to obtain permission to use existing lots unless the transit authority and/or City assumes all liability for both safety and security issues. The problem with this type of program is usually that the cost to the user is not low enough compared to the combination of convenience and cost of parking in the CBD.

The second type of park-n-ride program employs dedicated shuttles. This program is designed to be highly convenient to the user, with the shuttle operating on a headway of 10 minutes or less during peak hours. Depending on the location of the lot used for parking, more than one shuttle bus may be required which would increase the operating costs. If land must be acquired to develop a shuttle lot the costs could skyrocket. The programs have been most successful, in fact, when the lot is located on the edge of the CBD, in walking distance on nice days. The "Gus Bus" in Grand Rapids Michigan is an example of a successful program.

In either case, there must be a substantial ridership to justify the cost of the system. For example, the costs of a shuttle operation may run as high as \$10,000 per month for one bus, advertising, etc. If there are 100 regular users, the cost per user is \$100 per month. If there are 1,000 regular users the cost is \$10 per month. Frankly, we do not see a sufficient intensity of demand nor a sufficient deficit of parking to make either type of park-n-ride program feasible at even a nominal charge. However, a "free" trolley which circulates to the under-utilized spaces on the perimeter at peak times may well require less of an annual subsidy and would certainly incur a lower risk than a structure at a central location such as the library.

## CONCLUSIONS AND RECOMMENDATIONS

### Current CBD Conditions:

- o The total parking supply in the CBD study area is 3,771 spaces. The effective supply is 3,270 spaces.
- o There was an extremely wide range of occupancy and turnover observed across the study area in each time period. Occupancy and turnover in the immediate shopping areas along Prospect, Main and Northwest Highway were strong, but substantial numbers of parking spaces were available one to two blocks away.
- o The occupancies observed by WALKER were at least 10% below those in studies performed annually by the City in August and December since 1986. Due to whatever combination of weather, current market plan, etc., the 1989 field surveys represent an average if not below average day. However, the data still provides valuable insight into parking conditions in the CBD.
- o The type of condition represented by the peak August 1986 occupancies would still not reach the effective supply of the system. However, there would undoubtedly be a perception of a parking shortage in the prime shopping areas.

### Current South Park Conditions:

- o The total parking supply in the study area is 897 spaces. The effective supply is 771 spaces.
- o During the weekday studied, occupancy peaked at 51%. A peak of 58% was recorded on Saturday.
- o Highly localized parking patterns were observed in South Park. For example, occupancy was quite high on two blocks south of Devon, but quite low in the block in between. Employee "poaching" of two hour spaces appears to be the only problem in this district.

### Parking Management Tactics:

- o Parking pricing in Park Ridge reflects a policy of treating parking as a public service. The fees charged do not cover the full cost of operation.
- o The pricing/use assignment system should be structured as follows:

A two hour time limit zone, in which a vehicle may not be parked anywhere in the zone for more than two hours.

A buffer zone of long-term on-street meters immediately outside the two hour zone.

Free, unrestricted parking on streets outside the buffer zone.

104 flat?  
Long-term parking for employees within the two hour free parking zone should be at the rate of \$100 for six months, with 5-hour meters increased to \$0.10 per hour and 12-hour meters increased to \$0.25 per three hours.

Commuter permits in the lots closest to the train station should be at \$100 for six months for Park Ridge residents and \$150 for six months for non-residents.

- o Other pricing and/or demand reduction tactics are not feasible in Park Ridge due to low price structure.
- o There is not sufficient intensity of demand, nor a sufficient deficit to make a park-n-ride program feasible. However, a "free" trolley which circulates to under-utilized spaces on the perimeter in peak demand periods may require less of an annual subsidy than building a structure.
- o No changes to control, revenue collection, and ticket collection procedures are recommended.
- o Changes to the zoning ordinance provisions for parking design are recommended to incorporate dimensions reflecting the downsized American car, yet maintaining a level of comfort appropriate for Park Ridge.
- o The only lot identified which might benefit by restriping is the Summit Shopping development, wherein about 23 spaces can be gained.
- o The Library lot is the most desirable site for a parking structure if one is developed.
- o Eleven Alternatives of various sizes and shapes were evaluated. The most cost effective scheme is a two-bay, two-level flat floor structure oriented east-west along Summit Street. In the smaller version, there would be 191 spaces in the structure and up to 71 spaces in the remaining surface lots (depending upon the design of the expansion of the library.) A maximum of 80 spaces would be added for a project cost of \$1,250,000. A longer version, 2A, would add up to 200 spaces (depending again on the Library expansion) at a project cost of \$1,935,000.
- o With parking pricing as existing, and financing at 8% for 20 years, the smaller structure would require a subsidy of \$100,000 to \$150,000 each year, while the larger structure would require \$200,000 to \$250,000 of annual subsidy.
- o Given the costs of structural parking, and the availability of under-utilized parking, it is not recommended that structured parking should be built for CBD employees. Any structure should

be designed for short-term parking. If any "premium" monthly parking is provided, it should cost at least \$65 to \$75 per month, so as to pay for the cost of the space.

- o The City of Park Ridge and its citizenry must identify sources of subsidy or funding for any proposed parking deck at the Library Lot, and determine if the cost is worth the benefits (providing highly convenient short-term parking to support the CBD retail base.)
- o A parking deck should not be perceived as a cure-all, but rather, as one component of the economic development plan for the CBD.