

DOWNTOWN WESTERN PARKING SPRINGS STUDY

November 2018



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Transportation
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1. Introduction & Background

Introduction

Western Springs is a vibrant village in Cook County experiencing additional growth and development occurring within its downtown core, increasing the number of residents and visitors driving—and parking—on a regular basis. *Sam Schwartz* was retained by the Village to complete a parking study to determine parking behavioral patterns within the Village, identify major concerns raised by visitors, residents and business owners, project long-term parking demand, and develop recommendations. The existing conditions report presented below begins this process by summarizing some of the Villages existing characteristics, best practices in parking management, alternative transportation options, the parking inventory currently available, existing demand patterns, stakeholder interviews, online survey results, projected parking demand, and key findings.

Background Information

Western Springs is approximately 15 miles west of downtown Chicago, has a total land area of 2.79 square miles, and neighbors the village of La Grange to the east and Hinsdale to the west. According to the US Census, Western Springs has a population of 12,970, an average density of 1,692, and approximately 3,614 families. Since 2010, the population has increased by approximately 3% to 13,369.

Major roadways passing through Western Springs include Interstate 294 and Ogden Avenue (US Route 34). It is also served by the BNSF Railway, which services daily commuters from Aurora and Chicago on Metra, Chicago’s regional commuter rail provider. A mixture of residential, commercial, and retail uses are located in proximity to the Metra station and form the downtown core of Western Springs. During periods of peak demand in which Metra riders are arriving back from work and incoming visitors are traveling downtown, the core area experiences its peak number of drivers and parking, which can sometimes result in traffic and confusion along key corridors.

The following study will focus on the downtown area in which this congestion typically occurs, bounded by Hampton Avenue to the west, 42nd Street to the north, Gilbert Avenue to the east, and 45th Street to the south, as seen in **Figure 1**. This area consists of 41 blocks with a mixture of uses including civic, residential, retail, restaurant, and entertainment.

Figure 1: Study Area and Parking Type, Western Springs



2. Parking Management Principles & Strategies

Parking management is the oversight of a community's parking resources, with the goal of balancing supply and demand through pricing, time limits, and other regulations. Well-designed parking policies will ensure the continued health and vibrancy of a downtown. When parking is the dominating land use, it separates and expands the area of each individual stores or land use and forces shoppers to re-park and walk when completing each task, creating a car oriented landscape surrounded by surface lots as opposed to a walkable corridor that encourages cross-shopping and increases social interaction. Accordingly, best practices in parking management views parking as one of a downtown's overall mobility options necessary to serve the future of the community, as opposed to its primary land use.

Evolution of parking management

Typically, the amount of parking supplied influences its demand, making it impossible to determine the optimal supply without considering the long-term costs and benefits of increasing the number of spaces. Although each city and municipality approaches these issues differently, trends have emerged in how to handle parking demand issues. Most communities begin by providing free parking for residents, visitors, and employees. However, as development continues to occur, more visitors come downtown, and main commercial corridors become congested and negatively impact the area's ability to attract shoppers or other pedestrians. Accordingly, local governments tend to put parking regulations in place, including timed signage, establishing boundaries for specific users, and increasing enforcement fees.

If the demand for available spaces, complaints, and frustration of visitors continues to increase, cities often construct additional parking in the form of a surface lots or garages. Although increasing the supply of parking will reduce the number of complaints short-term, the longer term issues are likely to occur as the demand for parking will inevitably increase and—if this practice is continued—the downtown will quickly be dominated with parking and the city will have spent a large portion of its revenue on increasing its parking supply as opposed to improving the downtown physical appearance or economic initiatives. Often times, there is enough supply throughout a city's downtown to accommodate the demand, however, it is in areas that are not directly in front of the driver's ultimate destination, perceived as dangerous, or in locations that people are not aware of. Parking management works to balance this demand and supply. Below are several best practices to manage supply and “right-size” the parking system.

- 1) Encouraging a “Park Once” environment.** One of the most valuable aspects of a downtown is that drivers are able to complete a variety of tasks within a single area. For example, a shopper might come downtown to grab lunch with a friend at Solstice, go to a hair appointment at Salon Noemi, pick up some necessities at Village Hardware, and grab a coffee on the way out—all within the same downtown. Ideally, a driver would be able to do all those things while only using one parking space, as opposed to getting back into their car and parking in a separate lot for each.

The park once strategy allows people to complete tasks quickly, conveniently, and in a lively, safe environment, while encouraging walking and social interaction. The particular characteristics that enable people to do a lot of different things in a small area are distinctly what makes downtowns attractive places to live and visit—density, mix of uses, and walkability; each of these characteristics are enhanced in a park once environment.

- 2) **Introducing pricing policies to manage demand.** In an effort to balance parking demand and encourage parkers to use the system in its entirety, parking management strategies can be used to shift the demand to some of the downtowns more underutilized areas. Parking pricing policies align supply with demand, typically increasing the rate of parking in high demand areas and decreasing the rate of parking in low demand areas. This is intended to encourage those who are parking long term to park in areas with lower demand, while ensuring that spaces are available for incoming shoppers.

Transportation Demand Management strategies aim to reduce congestion by promoting alternative transit modes and increasing the accessibility to a downtown while enhancing its walkability and vibrancy. Ultimately, these efforts encourage downtown visitors to use an alternative mode or park once when traveling to and from the downtown.

- 3) **Reinvest parking funds to the community.** One of the main reasons people are opposed to paying for parking is because the revenue typically doesn't fund any immediately tangible benefits. Reserving a portion of the generated revenue and putting it back into the community to increase safety efforts, promote alternative transportation modes, or enhance physical improvements ties the payment to a benefit, and makes parkers more likely to support these changes.

What Motivates Parkers

Prior to discussing existing rates and proposed alterations, it is important to identify who is currently parking where and what motivates them. Gaining an understanding of existing parking behavior within a downtown will allow us to more effectively shape policies that will alter their behavior. Although each person acts in their individual self-interest when parking, the majority of parkers can be identified as one of three types, based on their behavior: *Convenience Parkers*, *Reasonable Parkers* and *Bargain Parkers*. The defining characteristics of each are presented below:

1. **Convenience Parkers:** Convenience parkers are generally new or occasional visitors traveling to downtown for a relatively short period of time to shop, eat, or run errands. They are typically unfamiliar—and sometimes even uncomfortable—with the higher concentration of activities within a downtown and would like their parking experience to be as seamless as possible. They prioritize convenience and are willing to pay or park in a timed area for a space in close proximity to their destination. This user group is also the most likely to give up and drive to an alternative location to shop, eat, or run errands if they are unable to locate a space.
2. **Reasonable Parkers:** Reasonable Parkers are frequent visitors, nearby residents or customers who are typically familiar with the area, making medium length trips to meet a friend for coffee, shop for the day, or go out to dinner. They may also be part time or full time employees who are willing to pay a higher price to park closer to their job. Like all user groups, Reasonable Parkers prefer free parking but are willing to pay or walk, as long as it is within reason and they understand why their choice is logical.
3. **Bargain Parkers:** Bargain Parkers are residents, employees, or long-term shoppers frequently making long term trips downtown. As the name implies, bargain parkers avoid paying for parking at any cost. They are the most willing to circle the block to locate a space, walk a few blocks away, or alter their commute in order to save money. Some thrifty parkers may even decide to walk or bike instead of paying for parking, or they may decide to shop somewhere else altogether if they can't find free parking.

Each type of parker has different priorities. These priorities can be managed by implementing parking management policies that distribute parkers throughout a downtowns parking system. In a typical downtown, the most desirable parking spaces are on-street along commercial corridors in which the majority of businesses and retail activities take place, closely followed by on-street spaces along side streets. Surface lots are less desirable, but are still easily accessible for patrons to enter and exit. Structured parking facilities, or remote surface lots are typically the least popular due to the perceived hassle associated with getting in and out of them, although winter weather conditions can make garages more desirable than surface lots.

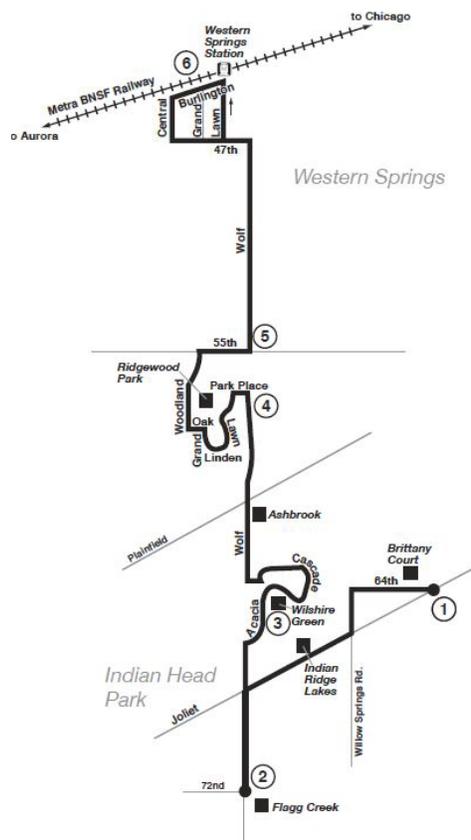
3. Existing Conditions

Western Springs has a robust parking system that accommodates a variety of users through a combination of timed regulations, pricing structures, and enforcement. Gaining a full understanding of the systems current inventory, utilization patterns, and the alternative transportation options will ensure that the recommendations will reflect Western Springs unique parking needs and improve the parking experience of its various users.

Alternative transit modes

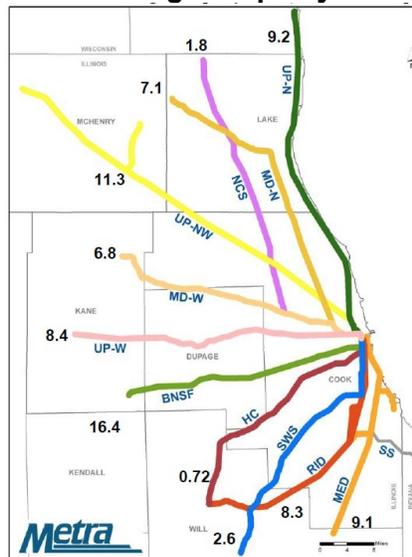
i. **Pace.** Pace is the suburban bus division of Chicago’s Regional Transportation Authority, operating 213 routes across 6 counties in the Chicago land region. As seen in **Figure 3**, Western Springs is serviced by Route 669 which travels from 72nd Street in Indian Head Park up to the Western Springs Metra Station, with 6 stops in between. There was an average weekday boarding of 35 passengers in 2016, a 15% increase from the previous year.

Figure 3: Pace 669 Route



ii. **Metra.** Metra is the Commuter Rail Division of the Regional Transportation Authority (RTA), providing commuter rail passenger service to a total of eleven lines throughout the metropolitan Chicago region. The BNSF Railway runs directly through Downtown Western Springs, connecting daily commuters from Aurora and Chicago. In 2015, Metra’s BNSF line experienced a total ridership of 16.4 million rides, as seen in **Figure 2**.

Figure 2: 2015 Passenger Trips by Line (in millions)



Ridership at the station level indicates that as of 2014, the Western Springs station experienced an average weekday boarding of 1,113 passengers and was recorded as the 42nd most used of Metra’s 236 non-downtown stations, a .02% increase from the previous year.

iii. **Park and Ride Facilities.** Although some residents are able to walk or bike to the Western Springs Metra station, a large number of commuters live further away from the station and drive to and from their home on a daily basis using designated park and ride spaces in proximity to the Western Springs Metra station.

There are approximately 385 total park and ride spaces surrounding the Western Springs Metra station. For infrequent Metra commuters and long-term parkers, there are 72 all day meters which are available on a first come first serve basis at a rate of \$3 each day. There are also 33 reserved permitted spaces located in an off-street, gated surface parking lot which are available to residents at a price of \$250 and non-residents for \$300. However, the most common Metra parking type are the 280 permitted spaces along Hillgrove and Burlington. These spaces are available to residents at a rate of \$150 and \$180 for non-residents. Permits are distributed during two time periods: (1) January through June and (2) July through December. To renew, existing permit holders receive an invoice from the Village’s Treasury Department, giving them the option to sign up for the next period. If the existing applicant does not respond, then the permit is not renewed and the space is offered to the next person in line. As of December of 2016, there were 142 names on the permit parking waiting list. Park and Ride parking rates have not been changed in approximately 10 years.

The Village of Western Springs conducts informal parking counts throughout the year. Although Metra counts are oversold by approximately 20%, park and ride facilities have not been fully utilized at any point during these surveys. In addition to these observations, Metra completed utilization surveys at each of their park and ride locations in 2014; the utilization summary for the Western Springs station is summarized in **Table 1**. Overall, daily parking—available on a first come-first serve basis—recorded a higher utilization rate than assigned permitted spaces. These spaces are more likely to reach their optimal capacity since there is a no limit to the number of parkers eligible to access this space.

Table 1: 2014 Western Springs Park and Ride Utilization Rate

	Capacity	Utilization	Total
Daily	128	114	89%
Permit	280	201	72%
Total	408	315	77%

In 2014, Metra also conducted a public survey in which individuals were asked to supply the station and the mode of transportation they used to access their station (car, bike, ped, etc.). This survey began at the start of Metra services (4:17am) and ended at noon (12:00pm). Of the 452 responses received from the Western Springs station, 35% walked, 5% biked, 36% drive alone, 5% carpooled, 21% were dropped off, and 1% took the bus.

Existing Parking Inventory

To gain a better understanding of Western Springs parking system, *Sam Schwartz* performed a parking inventory survey within the study area. **Table 2** breaks down the total number and percentage of each parking type. This shows that the two dominating parking types are “No Parking between 8am and 10am”, and “4-hour parking between 8am and 4pm, Monday through Friday”. Combined, these parking types account for approximately 46% of parking in the study area. Of the parking types presented in **Table 2**, “Metra Permit”, “Metra Meter”, and “Permit 7am – 4pm” parking spaces are the only parking types that require users to pay and make up less than 15% of the system as a whole.

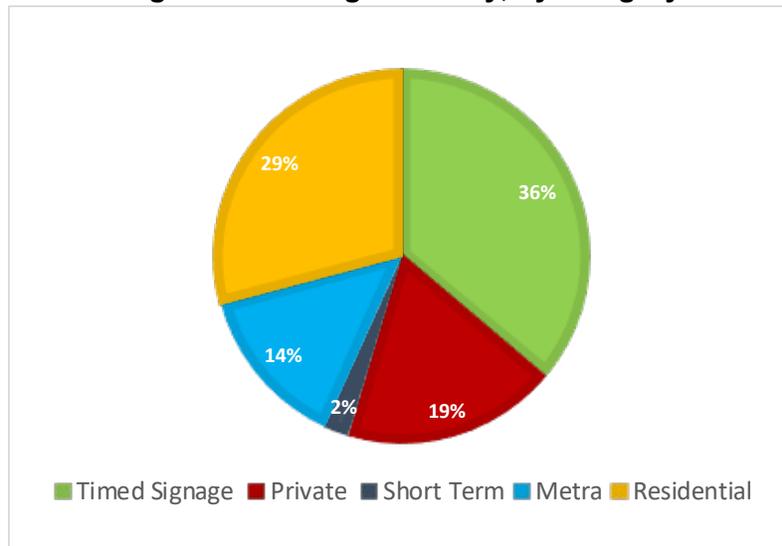
Table 2: Parking Inventory, by regulation type and category

Category	Regulations	Inventory	
		#	%
Timed Signage	4hr 8am-4pm M-F	639	21%
	2hr 8am-6pm	314	10%
Private Off-Street	Employee Only	41	1%
	Employer + Customer	448	14%
Short-Term	15 minute 8am-6pm	25	1%
	30 minute library hrs	31	1%
Metra / Permit	Metra Permit	280	9%
	Metra Meter	72	2%
	Permit 7am-4pm	19	1%
Residential	NP 8-10am M-F	770	25%
No Parking	No Parking School Days 8am-4pm	33	1%
	No Parking this side	439	14%
Total		3,111	

Similar parking types were grouped together in the “Category” column in the above table and presented in **Figure 4**. Timed signage makes up the largest percentage of the downtown’s parking system (approximately 36%). This includes both two and four-hour parking available along the downtown retail corridors and adjacent side streets. Residential parking, regulated as “No Parking 8am to 10am, Monday through Friday”, is the second highest parking type in the study area at

approximately 29%. This parking type is primarily located along residential streets within the study area.

Figure 4: Parking Inventory, by category



Metra parking includes “Metra Permit”, “Metra Meter”, and “Permit 7am – 4pm”. Although the “Permit 7am-4pm” is not necessarily associated with Metra parkers, it is a permitted parking type that charges individual parkers for use. Combined, these parking types account for approximately 14% of the study area’s total parking system.

The lowest percentage of parking in the study area was “Short-Term” parking, which is typically associated with loading trucks and drivers running in and out of stores along Hillgrove and Burlington, as well as 30-minute parking available along Chestnut during library hours to allow for customer pick up and drop off. Short term parking regulations makes up the lowest amount of parking in the downtown study area, approximately 2%.

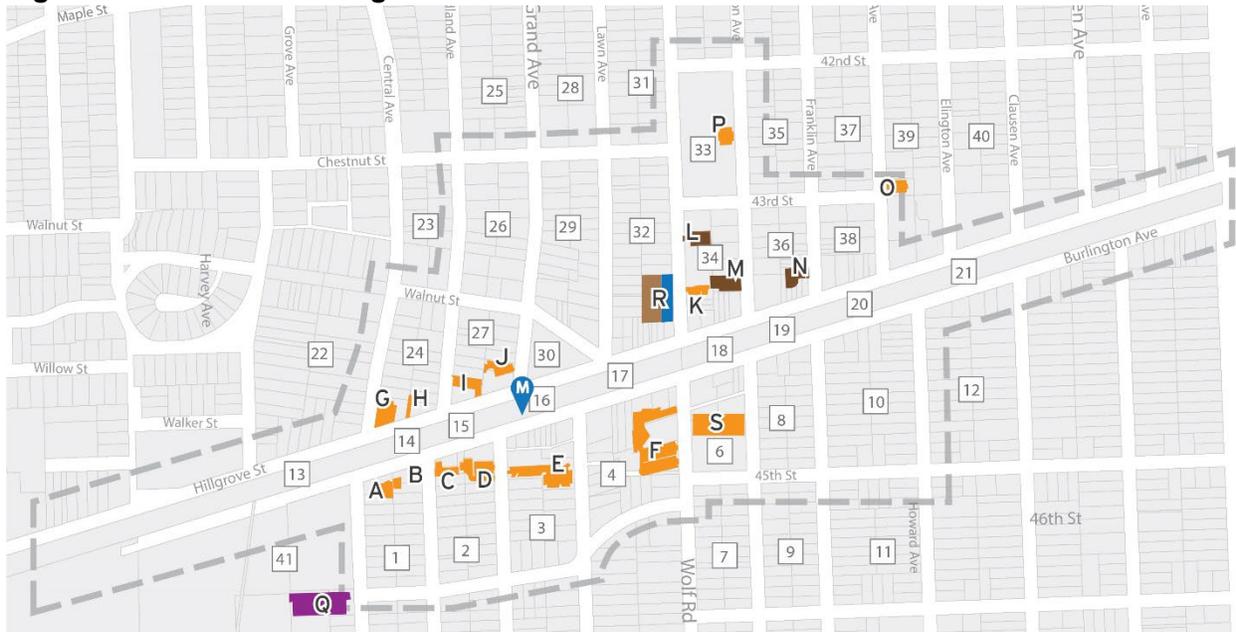
“No Parking on this side” and “No parking school zone” make up the equivalent of 474 curb side spaces within the study area. However, they were not included in **Figure 4**, nor will they be included in the utilization analysis, as they are not available for drivers to park on a regular basis.

Private off-street parking includes surface lots designated exclusively to employees, employees and customers, and facilities for faculty and visitors. The inventory and type of each of these facilities is summarized in **Table 3**, and correlated to **Figure 5**.

Table 3: Off-Street Parking Inventory, by Type

Block #	Name	Regulation	Inventory
1	Lot A	Employer + Customer	13
	Lot B	Employer + Customer	6
2	Lot C	Employer + Customer	14
	Lot D	Employer + Customer	15
3	Lot E	Employer + Customer	60
4	Lot F	Employer + Customer	85
6	Lot S	Employer + Customer	45
24	Lot G	Employer + Customer	26
	Lot H	Employer + Customer	9
27	Lot I	Employer + Customer	19
	Lot J	Employer + Customer	10
32	Lot R	Metra Reserved	33
		Employee + Customer	58
33	Lot P	Faculty + Visitor	9
34	Lot L	Employee	15
	Lot K	Customer	14
	Lot M	Employee Only	17
36	Lot N	Employee Only	19
39	Lot O	Employee + Visitor	17
41	Lot Q	4hr 8am-4pm M-F	62
Total			546

Figure 5: Off-Street Parking ID



Although the majority of these lots allow customers and visitors to park free of charge, they are privately owned and designated for parkers shopping or working in one of the corresponding businesses. With the exception of Lot Q located on Central Avenue and Elm Street, long term parking is not available to incoming visitors who may be stopping by several shops or may want to remain in the downtown longer. The specific designations of these parking facilities may require customers to get back into their car and park at each individual destination, as opposed to simply walking from store to store.

Utilization

To gain an understanding of parking behavior within the study area, Sam Schwartz conducted a series of parking surveys which are summarized and discussed below.

Two parking occupancy surveys were conducted during the month of October: the first on Wednesday, October 12, 2016 and the second on Monday, October 17, 2016. The peak hour results of these surveys can be seen in **Figures 6 and 7**.

The overall peak parking utilization for the first count (10/12) was 34%, while the utilization for the second count (10/17) was 33%. Although each of these utilization rates are below their functional capacity, there are pockets of demand in which the utilization rate exceeds 85%.

The effective and efficient turnover of convenient parking spaces is most successful when the facility reaches an 85% occupancy rate, meaning that 10% to 15% of spaces are not occupied at any given time and are available for incoming parkers. This translates to approximately 1 to 2 open spaces per block. Accordingly, the remainder of the report will refer to a parking facility as exceeding its functional capacity or its effective utilization rate if the parking occupancy is greater than 85%.

Figure 6: Utilization Survey Results, October 12, 3pm



During the first count, street segments along Burlington and Hillgrove, in proximity to the Metra station displayed utilization rates exceeding 90%, while two off-street facilities (Lots O and M) exceeded a 90% utilization rate.

Figure 7: Utilization Survey Results, October 17, 1pm



Similarly, the parking utilization survey conducted on October 17th at 1pm also saw the highest utilization rates along street segments on Hillgrove and Burlington Avenue, in proximity to Metra, as well as Lot O and M. Unlike the 3pm count, however, several lots displayed a utilization rate between 75 and 90%, including Lot R, D, C, B, and A.

A breakdown of the systems utilization by parking type is presented in **Table 4**.

Table 4: Parking Utilization, by Type

Category	Regulations	Inventory		Occupancy 10/12, 3pm		Occupancy 10/17, 1pm	
		#	%	#	%	#	%
Timed Signage	4hr 8am-4pm M-F	639	24%	109	17%	80	13%
	2hr 8am-6pm	314	12%	146	46%	113	36%
Private	Employee Only	41	2%	36	88%	35	85%
	Employer + Customer	448	17%	203	45%	273	61%
Short-Term	15 minute 8am-6pm	25	1%	7	28%	10	40%
	30 minute library hrs	31	1%	17	55%	12	39%
Metra / Permit	Metra Permit	280	11%	237	85%	218	78%
	Metra Meter	72	3%	64	89%	70	97%
	Permit 7am-4pm	19	1%	18	95%	14	74%
Residential	NP 8-10am M-F	770	29%	71	9%	35	5%
Total		2,639		908	34%	860	33%

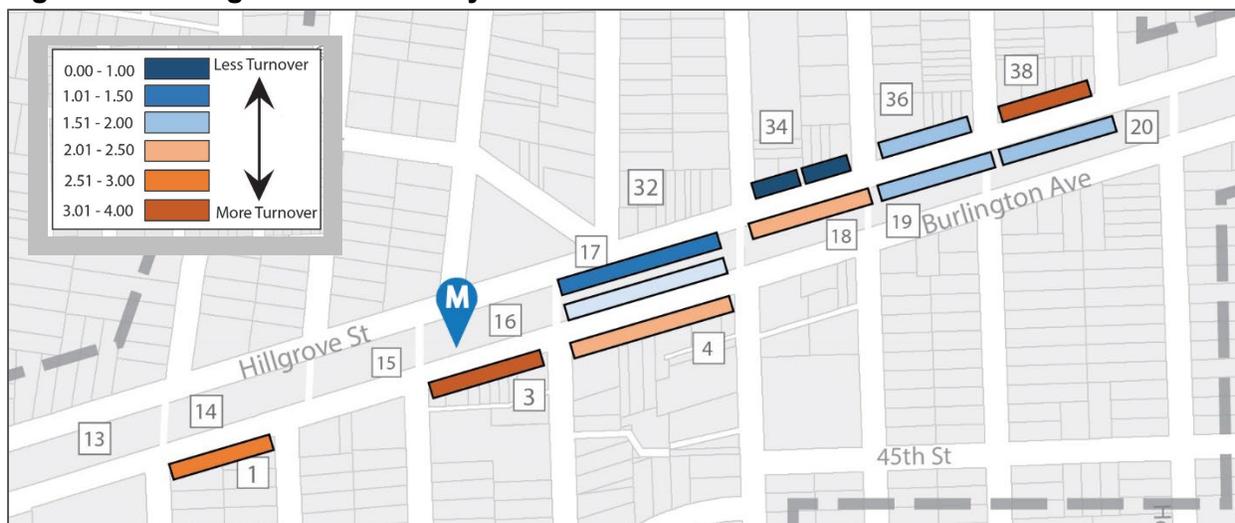
During the first survey (10/12), on-street facilities exceeding an 85% utilization rate included “Metra Permits”, “Metra all-day Meters”, and “Permit 7am-4pm”. However, during the second (10/17) survey, only the metered Metra spaces exceeded a utilization rate of 85%. Conversely, the lowest on-street occupancy rates (5% and 9%) were seen along residential street segments and the 4-hour regulation street segments (13% to 17%). Each of these parking types are primarily along streets further from the Metra station and the associated retail and commercial activities in the downtown area, indicating that there is likely a lower demand for parking further from these areas.

Off-street utilization rates met or exceeded 85% in “Employee Only” lots on both survey days. These facilities include Lot M and N—both of which are located along Hillgrove Street in proximity to a cluster of commercial activity. However, the overall utilization of Employer and Customer or Faculty and Visitor parking did not exceed 62%. Individual utilization rates for each facility on both survey dates can be seen in the *Appendix*.

Turnover Study

Parking turnover is essential to a healthy downtowns parking system as it allows more shoppers to access downtown businesses and increases the overall number of people entering—and spending money—in a downtowns retail corridor. When the same employee or vehicle is parked in the same space for a long period of time, it deters incoming visitors from parking—and shopping—downtown. Accordingly, a turnover survey was performed in Western Springs along several of the identified high utilization street segments. A map of the street segments examined can be seen in **Figure 8**.

Figure 8: Parking Turnover Survey Results



Parking turnover is calculated by dividing the total number of vehicles parked in a given street section during the examined period by the street segment’s total inventory. A turnover rate of 1.0 over an eight-hour period would indicate that each space saw about 1 car during that time period, meaning those spaces were likely used by long-term parkers, such as an employee or Metra commuter. A turnover rate of 2.5 to 3.5 would be the expected range for short-term parking spaces in a time regulated area of one to two hours. Much higher turnover rates of 4 to 6 or more would likely be seen along high-use corridors, such as a convenience store or fast-food establishment.

Table 5 specifies the location, regulation, inventory, number of cars visited, and turnover rate of each of the examined street segments.

Table 5: Parking Turnover Rate, by street segment

Zone #	Street Name	Side	Regulation	Inventory	Total	Turnover Rate
Z1-N	Burlington	S	4hr 8am-4pm, M-F	16	46	2.88
Z3-N	Burlington	S	2hr 8am-6pm	27	105	3.89
Z4-N	Burlington	S	2hr 8am-6pm	35	102	2.91
Z17-N	Hillgrove	S	2hr 8am-6pm	34	44	1.29
Z17-S	Burlington	N	2hr 8am-6pm	26	54	2.08
Z18-N	Hillgrove	S	4hr 8am-4pm, M-F	19	42	2.21
Z19-N	Hillgrove	S	4hr 8am-4pm, M-F	19	31	1.63
Z20-N	Hillgrove	S	4hr 8am-4pm, M-F	22	42	1.91
Z34-S	Hillgrove	N	BUSN permit	12	9	0.75
Z36-S	Hillgrove	N	2hr 8am-6pm	12	24	2.00
Z38-S	Hillgrove	N	2hr 8am-6pm	16	57	3.56
Total				238	556	2.34

The overall turnover rate of the examined street segments was 2.34, which is a fairly short term parking rate. However, the turnover rate of individual street segments varied greatly. The highest turnover occurred on the north side of Burlington between Grand and Lawn (3.89), as well as on Hillgrove between Howard and Franklin (3.56). Meaning that approximately 3 to 4 vehicles parked in these spaces per hour. Conversely, the lowest turnover occurred on Hillgrove between Johnson and Wolf (0.75), seeing less than one vehicle parked in each space throughout the eight-hour survey period. The low turnover rate on this street segment is likely due to its designation as business permit, allowing employees park long term.

Overall, this analysis demonstrates that the turnover rates are aligned with Western Springs designations, indicating that there is minimal abuse along these corridors and effective enforcement. If the Village is seeking to increase the overall parking turnover, implementing shorter timed regulations may be effective.

Wayfinding/Signage

For those who know it well, Western Springs is recognized as a charming community with quality destinations and open spaces in proximity to downtown Chicago. However, to the untrained eye, many of the Village’s destinations may go unnoticed. Gateway and wayfinding signage is an effective tool to welcome and direct visitors to key municipal destinations. Additionally, a well-coordinated sign program is an effective method to communicate the Village’s character and identity.

The idea for gateway and wayfinding signage is not a new concept. Past planning efforts, including the *Downtown Streetscape Revitalization Plan (JJR, 2015)* and *Downtown Plan (Teska, 2011)* have explored gateway and wayfinding improvements. Signage concepts approved as part of the *Downtown Plan* and depicted in the *Downtown Streetscape Revitalization Plan* consider themes that are reflective of the Village’s architectural character, including stone treatments, timber supports and bracketing that reflect elements of the Historic Tower in Tower Green.

The Village's logo may be incorporated into the sign elements. The Village may consider a version of the logo that is graphically simplified so as to be legible from a distance.

Figure 9: Western Springs Village Logo



Sign features located within IDOT and CCHD rights of way will require permitting. Ogden Avenue is an IDOT route and Wolf Road is a CCHD route.

All sign elements shall be designed to maximize clarity and legibility. The Manual on Uniform Traffic Control Devices (MUTCD) standards is applied to sign features within state rights of way and identifies elements such as lettering height, color and placement. This manual will be considered as appropriate for signage located along local roads and can be seen in the *Appendix*.

i. Description of Villages Destinations & Roadway Corridors

Downtown Western Springs is located along Hillgrove and Burlington Avenues north and south of the Burlington Northern Railroad. The study area is defined in the attached map and is generally bound by Central Ave to the west, Howard Ave to the east, 42nd St to the north and Elm St to the south. Although the project boundaries are identified for the Downtown Parking Study, the Village should consider the major corridors of Ogden Ave to the north and 47th St to the south as major entry corridors worthy of entry gateway signage.

Gateway and wayfinding signage should connect the dots for visitors entering the community from main corridors, to local roads and to destinations. Sign features should be designed to accommodate motorists and pedestrians as appropriate.

Key municipal destinations that are appropriate for wayfinding signage include the Recreation Center, Theatre, Western Springs Service Club, Spring Rock Park, Metra Station, Water Tower, Community Center, Library, and Village Hall, as seen in **Figure 10**. Off street parking lots may also be considered for wayfinding signage.

Figure 10: Potential Wayfinding and Signage Sites



ii. Sign Types & Their Purpose

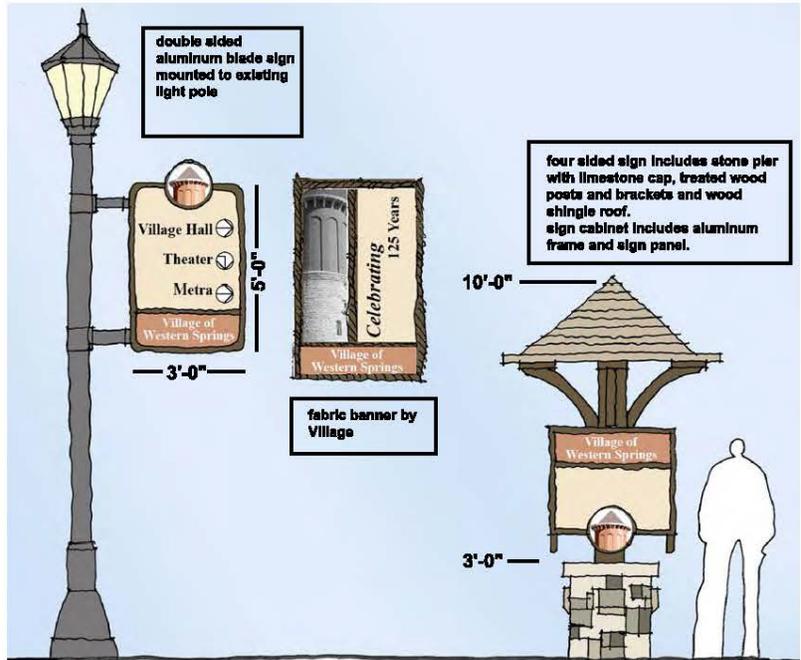
A conceptual hierarchy of sign types is identified in the Village of Western Springs Downtown Plan. After discussions with staff, the following hierarchy of sign types is under consideration as a component of the Downtown Parking Study.

1. **Gateway Signs.** Located at key corridor entrances into the Village, Gateway Signs are intended to announce the front door to Western Springs. Due to site conditions, these signs would likely be panel signs mounted to new or existing poles. Ogden Ave at Wolf Road and 47th St at Wolf Road are examples of opportunity sites for gateway signs.
2. **Wayfinding Signs.** Located along roadway rights of way throughout the downtown area at key decision points, wayfinding signs direct visitors to key destinations. These signs would likely be panel signs mounted to new or existing poles. Typically, wayfinding signs should limit the amount of sign copy to not more than three messages to as to maximize clarity and maintain a reasonable sign panel size. Destinations will be prioritized on signs as appropriate.
3. **Informational Sign Kiosk.** The sign kiosk may be a three or four sided sign structure. Staff has expressed an interest in a lockable cabinet type of kiosk that may include a business directory. Sign kiosks may be considered for areas with a large amount of pedestrian activity, such as the Metra Station area.
4. **Community Events Sign.** This sign is intended to include Village identity signage as well as an attractive armature upon which temporary banner signs may be attached. Events signs may be considered for Tower Green and Spring Rock Park.
5. **Parking Signs.** Typically located at off street parking lot entrances, municipal parking signs identify public parking and may also include regulatory information such as parking limits. This is an item to be further explored within the study area.

iii. Destinations & Corridor Exhibits

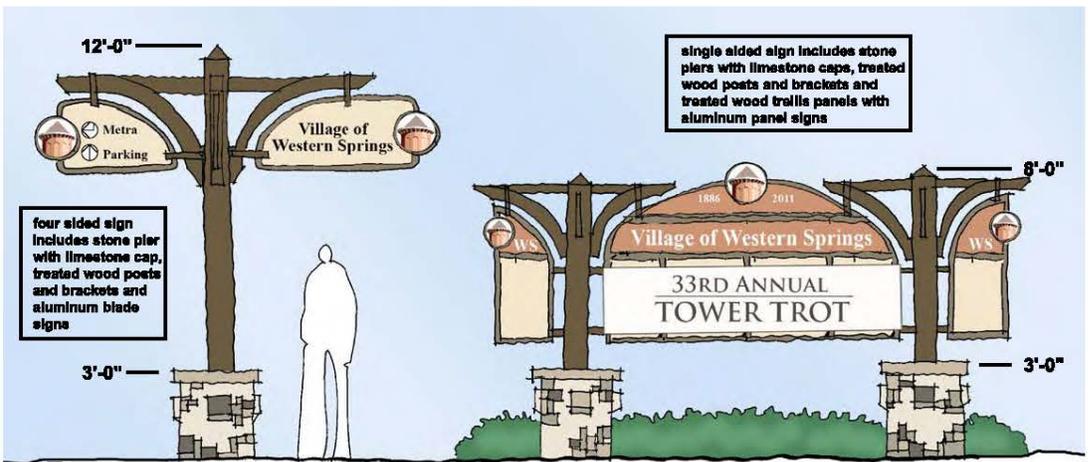
The *Existing Conditions – Wayfinding Destinations* exhibit depicts Village roadway corridors relative to key community destinations as described above. Next steps in this study will be to apply the sign types and guidelines stated above to the footprint of the community.

Figure 11: Wayfinding Destinations/Signage Concept Excerpt, Downtown Plan



- B Banner Sign**
- mounted to existing light poles
- QTY: 5

- I Information Kiosk**
- occurs near Metra station
- QTY: 2



- GW Gateway/ Wayfinding Sign**
- occurs at Wolf Road & Hillgrove Ave/ Burlington Ave intersections
- QTY: 7

- C Community Events Sign**
- occurs at Tower Green & Spring Rock Park
- accommodates a 3'-0" x 10'-0" banner
- QTY: 2

4. Stakeholder Feedback

Interviews

The Village provided Sam Schwartz with a list of stakeholders who would likely have input or firsthand experience with the parking system, and its key issues from a customer and business standpoint. Some of the key points and patterns are presented below:

- The majority of customers will park in front of a store, complete a task, get in their car, drive to another store, park, and repeat until they have finished their errands. The majority of stakeholders contributed this to “laziness”. Several stakeholders remarked that this was not always the behavior of parkers; customers used to park once and run multiple errands on foot. A couple of the stakeholders mentioned that this was due to increasing number of vacant retail space along key commercial corridors.
- None of the interviewed stakeholders reported customers complaining due to a lack of parking in front of their store.
- Several of the stakeholders reported that the Village’s parking enforcement has relaxed significantly over the past year and they are seeing more Metra users parking in a prime space for long periods of time. A couple of the stakeholders reported vehicles to the Village’s parking authority, which resulted in the vehicle being towed, however they do not have time to do this on a regular basis. Several pointed out that the \$35 violation ticket was not expensive enough to motivate parkers to park elsewhere.
- Several of the stakeholders reported that the seasonal French Market resulted in visitors parking in front of their business for long periods of time while they shopped in the market. This deterred incoming customers from using their shop.
- The majority of stakeholders did not view upcoming developments as an issue that would negatively impact the parking demand of their business. Several of them commented that they hoped it would make the area more walkable and fill some of the vacancies.
- None of the interviewed businesses’ employees paid for parking. The majority of them parked in permitted spaces beneath the Water Tower.
- Several of the interviewed stakeholders reported that customers were happy with the lack of parking fees in Western Springs and viewed it as a strength to the community.
- Some of the interviewed stakeholders commented on the lack of parking enforcement on the weekends, and that it is common for Metra users to park all day in prime locations

Online Survey

In addition to stakeholder interviews, *Sam Schwartz* created and distributed a 17 question online survey to employees, visitors, and residents between October 2016 and January 2017. The survey was completed by over 250 users. Each survey question, and individual comments of the survey can be seen in the *Appendix*. Key results are summarized below:

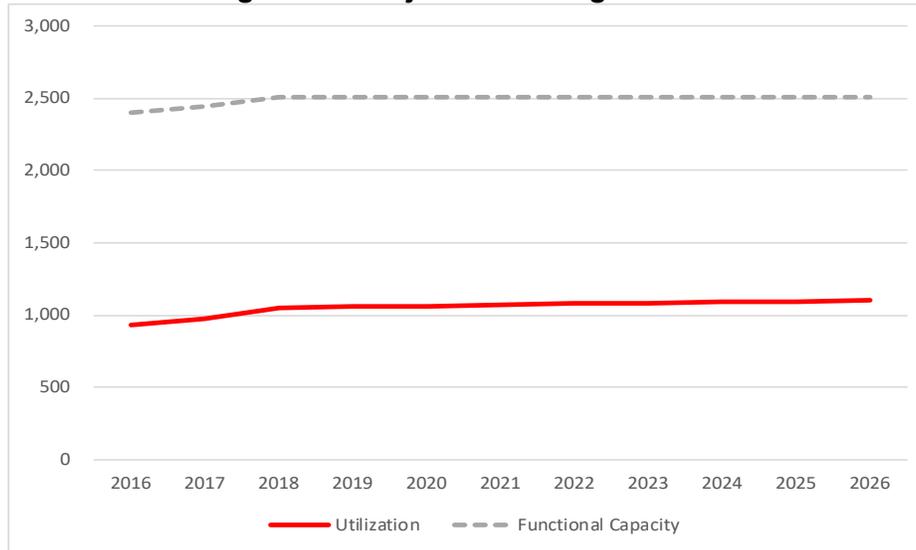
- The majority of survey respondents were families with pre-school or school aged children, who have been living in Western Springs for over 10 years and visit the downtown on a daily to weekly basis. The majority of these visits are between one and two hours.

- The majority of surveyors reported the ease of locating a parking space in the study area was a nine out of ten, while locating a bike parking space was a seven out of ten (one being the most difficult and ten being extremely easy).
- 72% of respondents reported that they prefer parking on-street, as opposed to a public or private parking lot. When their desired space is not available, they typically park further away and walk to their destination, but were not willing to park further than one to two blocks.
- The majority of respondents identified “vehicle vs. traffic safety” as the largest parking issue in Western Springs. Survey comments were primarily concerned about pedestrian safety along the crosswalks of the Metra, primarily between Lawn and Wolf. Suggested recommendations included the installation of a stop light, beautification efforts along crosswalks (paint, landscaping, etc.), larger sidewalks, and improved signage.
- The respondents second largest concern was a “lack of Metra parking”. Additional comments showed that commuters were concerned that parking for Metra was rather high, in comparison to the free parking given to employees and visitors of Western Springs.
- Incoming visitors who are unfamiliar with downtown Western Springs do not receive clear direction as to where they are able to park, particularly if they are parking long-term.
- Several surveys commented that there are several private off-street lots being used by long term Metra parkers as opposed to employees and patrons, particularly in the lot at 800 Hillgrove. Respondents requested increased enforcement and improved signage in this lot.
- A number of surveys expressed a desire for public off-street parking. Off-street surface lots are designated for employees and customers of specific businesses, preventing shoppers from visiting several businesses and parking once.
- Peak times of demand and congestion tend to occur in the late afternoon/early evening when commuters are leaving and incoming visitors are searching for spaces.
- Many respondents commented on a lack of bike facilities, particularly in proximity to the Western Springs Metra station. Surveyors requested increased bike lanes, covered bike storage, and increased signage.
- There is moderate anxiety among business owners and residents regarding the additional parking demand that may be generated from incoming developments. Particularly those located in the downtown area, along Hillgrove and Burlington.

5. Projection Model

Based on upcoming development data provided by the city, and existing peak parking utilization, a projection model estimating the parking demand of the downtown study through 2025 was completed and is presented in **Figure 12**. Under the existing parking conditions and travel choice, there is a projected parking demand of increase of 1,105 spaces by 2026.

Figure 12: Projected Parking Demand



The red line in **Figure 12** represents the estimated parking demand growth within the study area of Western Springs under existing conditions. The dotted grey line represents the functional capacity of the parking system, or approximately 85% of the existing supply. Under this development scenario the study area would have a parking surplus of approximately 1,411 spaces in the year 2016.

Although the existing parking supply within the downtown study area exceeds its overall projected demand, several of the centrally located blocks, particularly those in proximity to the Metra station, are likely to exceed their functional capacity by 2017, including blocks 14, 15, and 20. This indicates that there are opportunities to absorb the demand of these blocks in the surrounding on- and off-street parking assets within the study area. Accordingly, this scenario assumes that the Villages parking assets are not designated for each individual businesses customers or employees, but rather accessible to all incoming visitors. If private off-street parking is not assumed, then there would be a parking surplus of approximately 1,021 spaces within the study area.

The assumptions for this projection are specified in the *Appendix*.

6. Key Findings

- 1) **There is a lack of bike facilities, signage, and pedestrian amenities surrounding the Western Springs Metra Station, which creates confusion, congestion, and an unsafe environment for cyclists and walkers downtown.** Many of the public survey and stakeholder interview comments stated that the Metra line functions as a barrier that disconnects the northern and southern portion of downtown Western Springs. This disconnection is amplified when there is construction or during rush hour when traffic and congestion caused by the many Metra commuters and downtown shoppers confuses drivers and creates an unsafe environment for walkers and cyclists. The Metra station is one of the downtowns assets as it functions as the center of commercial activity and economic growth. There are many opportunities to leverage the station as a connection point for all modes through improved signage, wayfinding, traffic flow, and parking management strategies.
- 2) **Metra parking in proximity to the station was consistently the highest utilized parking type during both surveys.** Metered Metra parking displayed the highest utilization rate, ranging between 89% and 97%, while permitted Metra spaces displayed a utilization rate of 78% to 85%. With an average weekday boarding of 1,113 passengers, downtown Western Springs will not be able accommodate each of these parkers within its downtown. However, there are a variety of policies, regulations, and pricing strategies which could allow the Village to better manage demand and ensure that commuters are offered a variety of mobility options when traveling to and from the Western Springs Metra station.
- 3) **Free residential parking is the largest parking type within the study area (25%), but displayed the lowest utilization rate, ranging between 5 and 9%.** An appreciable amount of the study areas parking supply is free and unrestricted for a majority of the business day, however there are no signs which guide incoming parkers to these spaces and, since they are located in lesser known areas, these spaces typically remain unused. This indicates that there may be opportunities to more effectively utilize these spaces to better manage the system and reduce parking demand issues in downtown Western Springs.
- 4) **Currently, there is a parking surplus of approximately 225 off-street spaces within the study area, however parking restrictions prevent many of these facilities from being readily accessible and shared among downtown destinations.** Shared parking is a key component of managing a successful parking system and developing a “Park Once” environment. Although many of the off-street spaces remain underutilized, the majority of these facilities are exclusively available to the customers or employees of specific establishments. This increases the amount of parking in the village while inducing sprawl, as incoming tenants are not able to access these spaces and instead must provide their own separate parking facilities.

- 5) **There are limited off-street facilities for incoming visitors to park, which can create confusion and force customers to drive and park in multiple private lots when completing errands throughout the downtown.** Designating parking for specific users forces incoming visitors to park and walk to each of their errands, creating a car-oriented downtown that is not walkable and does not encourage social interaction.

- 6) **Incoming developments will likely generate additional parking demand, particularly along the downtown retail/commercial corridors.** Although the study areas overall parking utilization is below 50%, there are specific areas along commercial corridors in which demand is currently above its functional capacity. The utilization of these spaces will continue to increase as incoming development occurs, which may create spillover into the surrounding businesses and neighborhoods. If a plan to effectively manage incoming parking demand associated with new development is not pursued, the congestion, confusion, and frustration along the downtowns commercial corridors may increase as more employees, residents, and shoppers drive and park downtown.

7. Recommendations

- 1) **Incoming developments will likely generate additional parking demand, particularly along the downtown retail/commercial corridors.** Although the study areas overall parking utilization is below 50%, there are specific areas along commercial corridors in which demand is currently above its functional capacity. The utilization of these spaces will continue to increase as incoming development occurs, which may create spillover into the surrounding businesses and neighborhoods. If a plan to effectively manage incoming parking demand associated with new development is not pursued, the congestion, confusion, and frustration along the downtowns commercial corridors may increase as more employees, residents, and shoppers drive and park downtown.
- 2) **Maximize/prioritize parking for shoppers in convenient on-street locations.** 70% of those surveyed reported that they travel downtown to shop/dine. However, 49% reported that the largest parking issue in downtown Western Springs is “Not enough parking for shopping/dining”. While the systemwide utilization did not exceed 34%, there were pockets of high demand along core retail corridors and with designated employee permits on these segments, it could deter incoming visitors from locating an available space (i.e. Hillgrove/Burlington between Wolf and Lawn).

Action: Designate centrally located on-street parking as “2-hour” Monday through Sunday to prioritize short-term visitors, as seen in the blue “consideration areas” in **Figure 12**. This would include on-street parking along the eastern portion of Lawn Avenue in proximity to the Village Hardware store.

In the future, do not designate on-street spaces to individual institutions or businesses, but rather make non-discriminatory time restrictions or regulations to ensure they can be accessed by their intended user group.

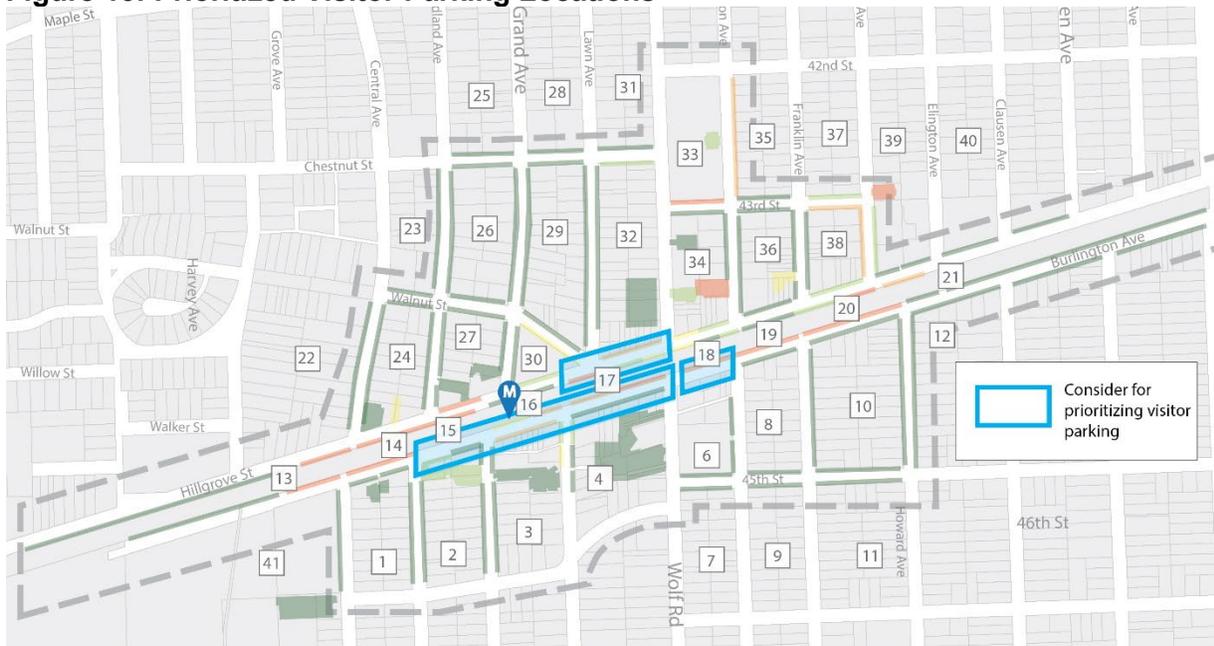
Businesses that provide services to patrons with limited mobility should work with the Village to develop parking solutions that connect patrons to their services without reserving spaces (that prevent other incoming parkers from using these spaces.)

While designating a handicapped space directly in front of a specific business may seem to be an easy solution, that handicapped space becomes convenient for that particular business but not a business a few doors down. It also requires ADA improvements and renders the space empty for much of the time since handicapped spaces cannot be legally used by a majority of users. Unless there is consistently high demand for handicapped parking from multiple nearby businesses in a downtown, handicapped spaces should not be pursued.

One solution is the designation of a loading space that can be used for easy drop-off and pick-up. Another solution to this issue would be to establish temporary hangtags for long-term users. Under this model, certain types businesses could apply for hangtag(s) through the Village. The Village would review the application and distribute one or two permits per approved business. Businesses would then allocate a “Service Extension” hang-tag, which the customer would be able to place on their vehicle, allowing them to stay beyond the 2-hour parking period.

Additionally, the Village could consider negotiating with Metra to begin utilizing 10 to 12 current commuter spaces on Burlington Avenue (immediately west of Wolf Road) as public parking. This would enhance convenience and marketability for the Foxford Station building as well as nearby businesses. At a minimum, signage could be added to inform shoppers that spaces are available after 2:00pm.

Figure 13: Prioritized Visitor Parking Locations



3) Restructure employee permit program to more evenly distribute demand systemwide. Free, residential parking (NP 8:00am-10:00am) is the largest parking type, but displayed the lowest utilization rate (5%). There are currently 177 permits issued for the employee permit street segments within the study area. However, a utilization survey performed along these street segments during the peak demand period (weekday 3:00pm) found a total of 17 employee hangtags; a utilization rate of .08%.

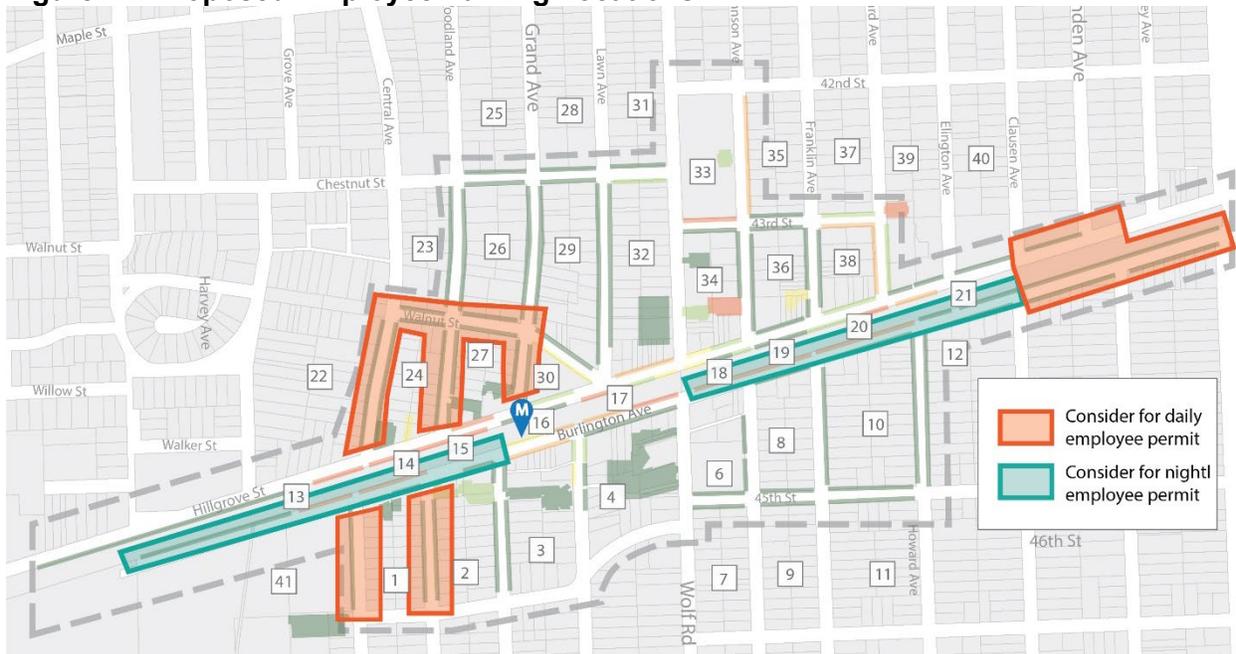
Action: Implement an expiration of September 1, 2019 to all existing permits and re-issue employee permits to employers. This will allow the Village to accurately record and track permit users, and potentially put a cap on the number of employee permits.

As parking demand increases generally, employee parking could be shifted from centrally located on-street facilities to underutilized parking on nearby streets. As seen in **Figure 13**, streets under consideration for part and full-time employee permits include Grand Avenue, Woodland Avenue, and Central Avenue. These residential streets are an effective location to place day-time employees as most households take their vehicle to work during business hours, leaving many spaces available during the day, as indicated by the low utilization rate observed during both of the parking occupancy surveys.

As night parking demand increases in the future, consider establishing a time limit on the employee permits to permit usage between the hours of 5:00am and 5:00pm. After

5:00pm, employees should be instructed to use unused Metra permit or pay spaces. If evening parking abuse is observed, the Village should consider establishing a nightly employee permit program along Metra spaces, highlighted in blue below.

Figure 14: Proposed Employee Parking Locations



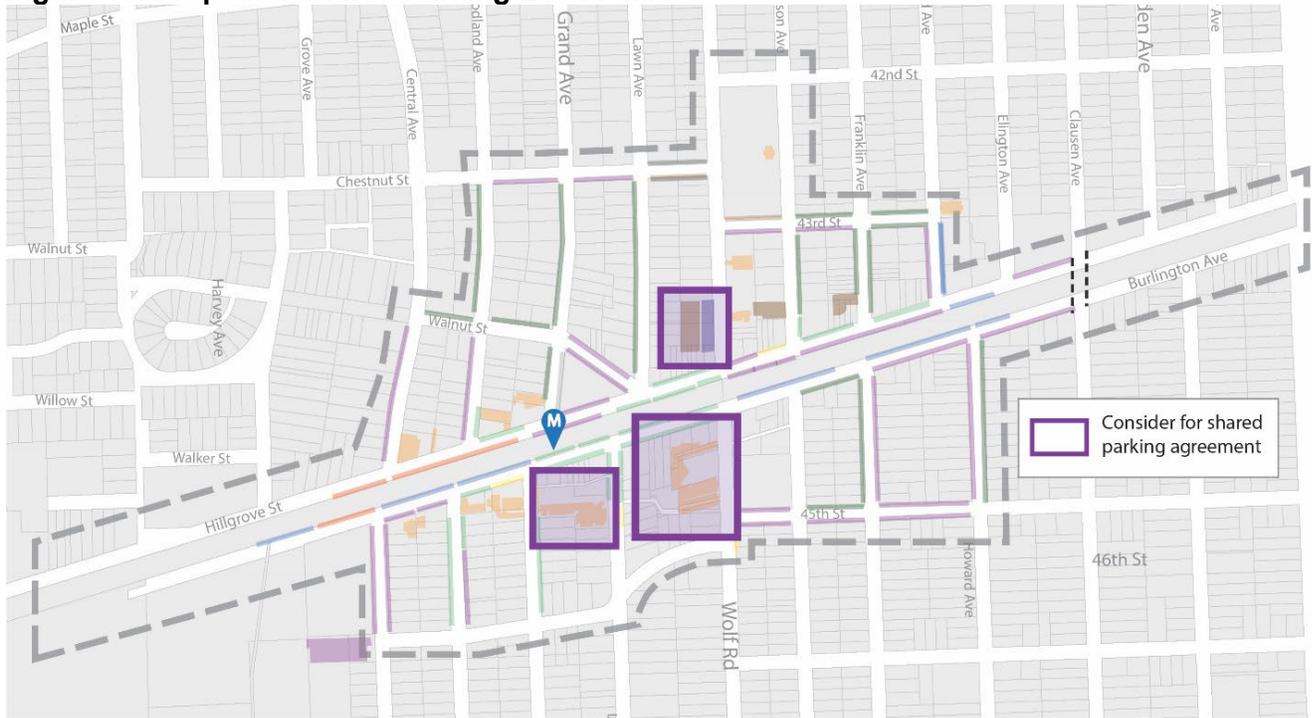
- 4) **Promote shared parking between off-street facilities to create a “park once” environment.** There is a surplus of 225 off-street spaces within the study area. However, 11 of the 18 (approx. 60%) off-street facilities have signage specifying users who may/may not park there. One of the potential developments presented in the 2011 Downtown Redevelopment plan was a parking garage. A better utilization of Village effort and money is to more efficiently use the existing available spaces. The average construction cost per space is between \$30,000-50,000, which would be a significant cost to the Village for something that is not needed at this time.

Action: Do not pursue constructing a garage at this time. Instead, restructure the use of customer lots to maximize use of empty spaces and promote shared parking between businesses. The lots well-suited for shared parking are shown in **Figure 14**. This could take the form of the businesses offering the spaces in-kind through agreements with the Village, or pursuing leases for unused spaces in larger parking facilities. These shared parking facilities would streamline parking designations by eliminating signage dedicated to specific stores or institutions and replace them with 2-hour parking signage. For example, the Metra spaces in the 800 Hillgrove lot must remain designated as such, but all other spaces should be unreserved and the lot overall should be called out as 2-hour visitor parking. For this recommendation to be effective, it is essential to have reliable enforcement, as discussed in recommendations No. 8 below.

It is recommended that one of the three identified lot becomes the prominent “Visitor Parking” lot where Village signage can direct visitors.

We recommend that the Village pursue restriping the surface lot located on the 800 block of Burlington Avenue to maximize parking and make it a destination lot. A previous sketch by James J. Benes & Associates called Alternate 1 provides a scenario that maximizes the area of the parking lot while creating cross access with the bank parking lot, which can be seen in the Appendix.

Figure 15: Proposed Shared Parking Locations

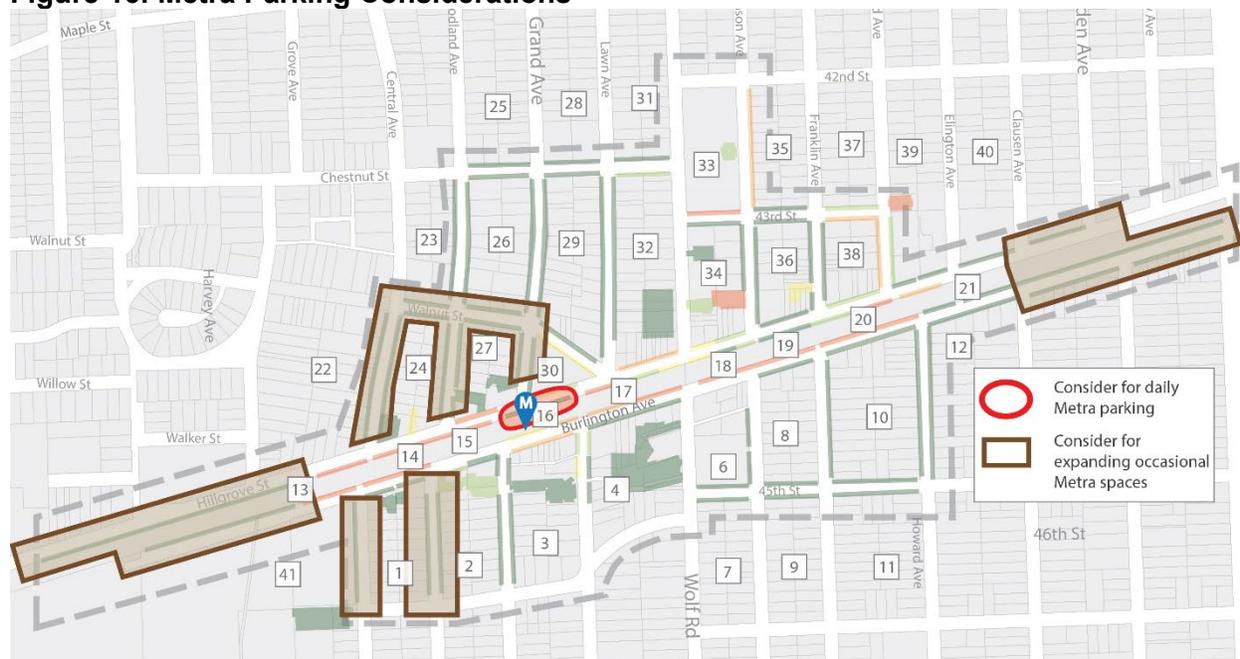


- 5) Provide Metra commuters with more daily/occasional options.** Metered Metra parking, in proximity to the Western Springs Station was the highest utilized parking type on both survey dates (90-97%), indicating that these spaces are not available for intermittent or less frequent Metra riders.

Action: Identify underutilized street segments where Metra permit parking can be expanded. Some options for consideration by the Village which displayed low utilization rates in each of the utilization surveys performed by *Sam Schwartz* are highlighted in brown in **Figure 16**.

Designate approximately 5 spaces directly in front of the Metra Station, as seen in red in Figure 4, for daily Metra parking and double the rate (\$6). These spaces would be meant for occasional Metra riders who are willing to pay an increased rate for the convenience of a space directly in front of the Metra Station. Patrons would pay for these spaces by choosing the space number at the paybox and inserting \$6 once prompted. This could be launched as a 6 to 12-month pilot program, after which point the Village would assess the success of the program and determine if it should be maintained, expanded, revised, or eliminated.

Figure 16: Metra Parking Considerations



6) Right-size monthly commuter permits. Metra parking permits displayed a 78% to 85% utilization rate, meaning there are 43 to 62 spaces not being used, despite being oversold by 20%. And while these spaces remain empty, there is a waitlist of approximately 142 applicants who are willing to pay a fee to use these spaces. The existing permit structure enables purchasers to “hold on” to permits – not necessarily regularly parking in spaces each day – thus leaving vacancies. When parking is priced too low, the demand—the number of people who are willing to pay for permits—will exceed the number of spaces available as evidenced by the significant number of waitlist permit applicants willing to pay for parking.

Action: Eliminate waitlist program and replace it with a semi-annual lottery.

Increase rates by 20% (or until demand consistently reaches 95%) to ensure that spaces are available to those who are willing to pay for them¹. While the monthly and daily parking rates in Western Springs are fairly consistent with the rates of other towns along the BNSF rail line, it is more important to let the demand of the Village’s parking facilities dictate rates to ensure availability. Increasing the rates will reduce the demand for permits and create availability for those who are willing to pay for Metra parking. Additional revenues gained from the rate increase will be put towards the Village’s enterprise fund which is used to fund beautification projects in and around the downtown area of Western Springs.

¹ It is important to note that the increased rates and shift in placement of these facilities is dependent on their ownership (Village vs. Metra/BNSF)

- 7) **Develop strategies to encourage Metra commuters to use alternative transportation modes when traveling to and from downtown.** In December of 2016, Metra entered a three-year “marketing partnership” with Uber, allowing the ridesharing company to directly communicate with the agency’s customer base². This also presents the Village with an opportunity to reduce parking demand while increasing the catchment area of the Western Springs Metra station by encouraging commuters to use this service as a first/last mile connection. Other transportation modes which could be leveraged include the Pace Suburban Bus (route 66) and bicycle/pedestrian facilities surrounding the station. Promoting these services would ensure that those who are willing to use alternative transit have a cost effective/convenient option to do so.

Action: Work with Metra and Uber to establish a discounted rate for commuters traveling to/from the Western Springs station.

Increase and enhance the amount of bike parking and infrastructure in the downtown core.

Invest in pedestrian and bike improvements (i.e. crosswalk improvement, sidewalks, bike infrastructure, bus stations, etc.) and incentives (Uber/Lyft credit, discounted Pace bus-pass, etc.) to ensure that those who are willing to use alternative transit have cost effective/convenient options to do so.

As these technologies continue to develop and advance, they will also become more accessible to a wider range of users. It is important for Western Springs to keep a pulse on trends in transportation technologies as they can serve as tools to effectively reduce parking demand and increase Metra ridership.

Case Studies of transportation technology partnerships:

Scoop and Contra Costa Transportation Authority Partnership. In May of 2017 the Contra Costa Transportation Authority (CCTA) and Scoop Technologies debuted a pilot program to encourage carpooling by offering \$2 off the typical \$5 Scoop carpool ride for local commuters.

Uber and The San Joaquin Regional Transit District (RTD). The RTD launched a partnership with Uber in July of 2017, in which passengers taking a trip from outside the normal RTD service area to one of RTD’s eight stations will be discounted 50% (or up to \$5) of the total cost.

Lyft and Dallas Area Rapid Transit (DART). In 2015, Lyft and DART partnered to improve the accessibility of Dallas’ transit by allowing first time customers get \$5 off their first ten rides.

² <http://www.nbcchicago.com/news/local/metra-enters-marketing-partnership-with-uber-406662935.html>

- 8) Enhance the pedestrian environment directly surrounding the Metra Station to create a more comfortable environment for pedestrians and bikers.** Of those surveyed, 48% reported that the biggest issue in Western Springs was the “vehicular vs. pedestrian crossing safety”. Burlington and Hillgrove currently act as two separate commercial areas for parking, with the existing pedestrian environment between the two contributing to that disconnect. Since 2016, the Village has been working with the community to develop an RFP for a streetscape plan, which will work to “bridge the gap” between Hillgrove and Burlington avenues³. This presents the village with an opportunity to consider the walking routes associated with parking demand patterns as well.

Action: Invest in pedestrian improvements (i.e. crosswalk improvement, lighting, signage, wayfinding, etc.) to enhance the walking environment and unify the northern and southern portions of downtown Western Springs. These improvements should align with and support the streetscape plan in Western Springs.

- 9) Increase and restructure parking utilization and enforcement procedures.** Of the six stakeholder interviews conducted, four reported that parking abuse was taking place in front of their stores due to a lack of parking enforcement. Currently, enforcement varies 0-1 time per day, with no utilization counts recorded.

Actions:

- Increase the enforcement on the Hillgrove parking lot to ensure long-term parking abuse does not occur.
- Conduct and record systemwide utilization surveys of on- and off-street facilities at a minimum of two times per year (fall and spring).
- Consider expanding enforcement efforts to cover evening and Saturday counts.
- Ensure that police department is completing, recording, and sharing enforcement data at least once per day in the core downtown area. Consider Perform additional counts during peak periods, targeting retail corridors and areas high in Metra permit and employee abuse.
- Implement an annual staff report to evaluate the commuter parking rates, the Village’s time restrictions, and changes to other policies or procedures as needed.
- Establish procedures for designated contractor parking during periods of construction.

³ <http://www.chicagotribune.com/suburbs/western-springs/news/ct-dws-downtown-streetscape-tl-0707-20160630-story.html>

Appendix 1. Utilization rate per facility

Block #	Name	Regulation	Inventory	10/12 3pm		10/17 1pm	
				#	%	#	%
1	Lot A	Employer + Customer	13	4	31%	2	15%
	Lot B	Employer + Customer	6	3	50%	1	17%
2	Lot C	Employer + Customer	14	8	57%	4	29%
	Lot D	Employer + Customer	15	10	67%	6	40%
3	Lot E	Employer + Customer	60	26	43%	14	23%
4	Lot F	Employer + Customer	85	41	48%	15	18%
6	Lot S	Employer + Customer	45	14	31%	14	31%
24	Lot G	Employer + Customer	26	7	27%	5	19%
	Lot H	Employer + Customer	9	7	78%	9	100%
27	Lot I	Employer + Customer	19	9	47%	4	21%
	Lot J	Employer + Customer	10	7	70%	3	30%
32	Lot R	Faculty + Visitor	91	30	33%	34	37%
33	Lot P	Faculty + Visitor	9	6	67%	1	11%
34	Lot L	Employee + Customer	15	5	33%	1	7%
	Lot K	Employee + Customer	14	9	64%	10	71%
	Lot M	Employer Only	17	17	100%	10	59%
36	Lot N	Employee Only	19	15	79%	5	26%
39	Lot O	Faculty + Visitor	17	17	100%	14	82%
41	Lot Q	4hr 8am-4pm M-F	62	3	5%	0	0%
Total			546	238	44%	152	28%



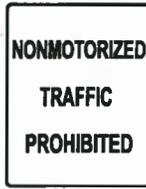
Appendix 2. Wayfinding Manual



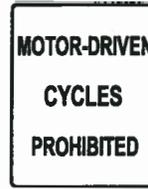
R5-5.WMF



R5-6.WMF



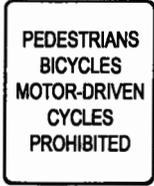
R5-7.WMF



R5-8.WMF



R5-9.WMF



R5-10A.WMF



R5-10B.WMF



R5-10C.WMF



R6-1L.WMF



R6-1R.WMF



R6-2L.WMF



R6-2R.WMF



R6-3.WMF



R6-3A.WMF



R7-1.WMF



R7-2.WMF



R7-2A.WMF



R7-3.WMF



R7-4.WMF



R7-5.WMF



R7-6.WMF



R7-7.WMF



R7-8.WMF



R7-9.WMF



R7-9A.WMF



R7-107.WMF



R7-107A.WMF



R7-108.WMF



R7-200.WMF



R7-201.WMF



R7-201A.WMF



R7-202.WMF



R7-300.wmf



R7-301.wmf



R7-302.wmf



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R7-376.wmf



R8-1.WMF



R8-2.WMF



R8-3.WMF



R8-3A.WMF



R8-3B.WMF



R8-3C.WMF



R8-4.WMF



R8-5.WMF



R8-6.WMF



R8-7.WMF



R8-8.WMF



R8-9.WMF



R9-1.WMF



R9-2.WMF



R9-3.WMF



R9-3A.WMF



R9-3BL.WMF



R9-3BR.WMF



R9-4.WMF



R9-4A.WMF



R9-5.WMF



R9-6.WMF



R9-7.WMF



R10-1.WMF



R10-2.WMF



R10-2A.WMF



R10-3.WMF



R10-3A.WMF



R10-4.WMF



R10-4A.WMF



R10-4B.WMF



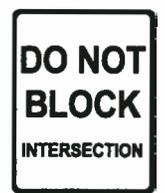
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R10-6.WMF



R10-6A.WMF



R10-7.WMF



R7-1.jpg



R7-107.jpg



R7-107A.jpg



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R7-2.jpg



R7-200.jpg



R7-201.jpg



R7-201A.jpg



R7-202.jpg



R7-2A.jpg



R7-3.jpg



R7-300.jpg



R7-301.jpg



R7-302.jpg



R7-303.jpg



R7-305.jpg



R7-306.jpg



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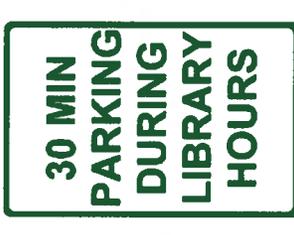
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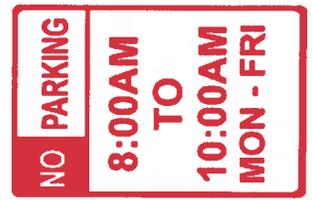
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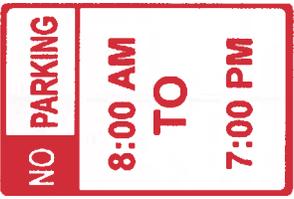
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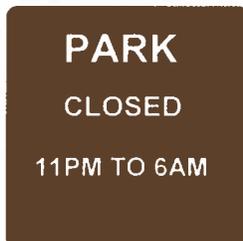
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R8-3.jpg



R8-3A.jpg



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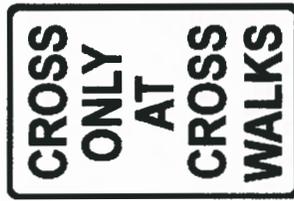
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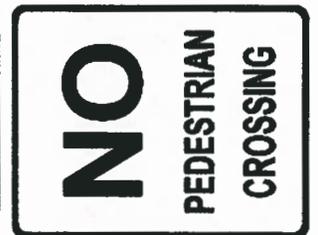
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R9-1.jpg



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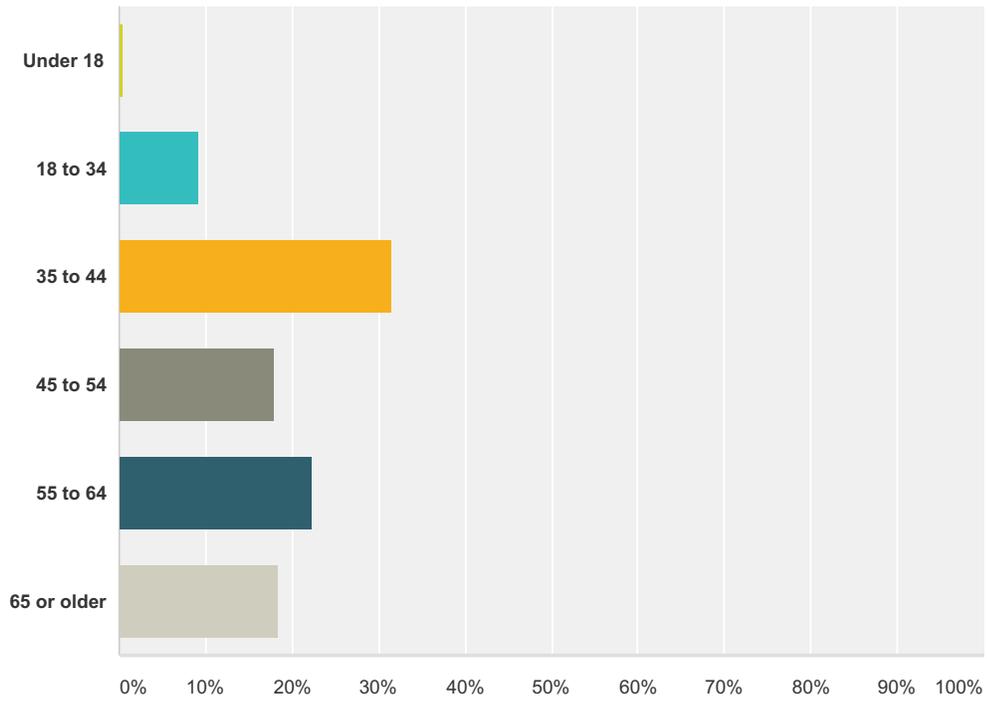


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Appendix 3. Online Survey Results

Q1 What is your age?

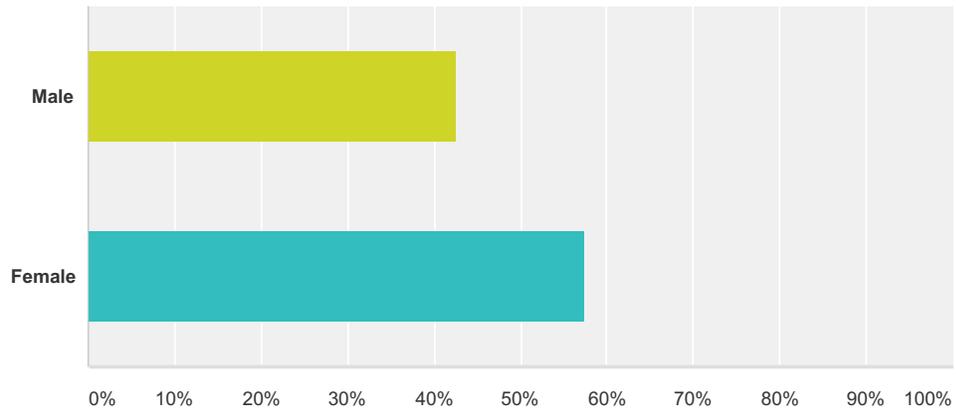
Answered: 228 Skipped: 0



Answer Choices	Responses
Under 18	0.44% 1
18 to 34	9.21% 21
35 to 44	31.58% 72
45 to 54	17.98% 41
55 to 64	22.37% 51
65 or older	18.42% 42
Total	228

Q2 Are you male or female?

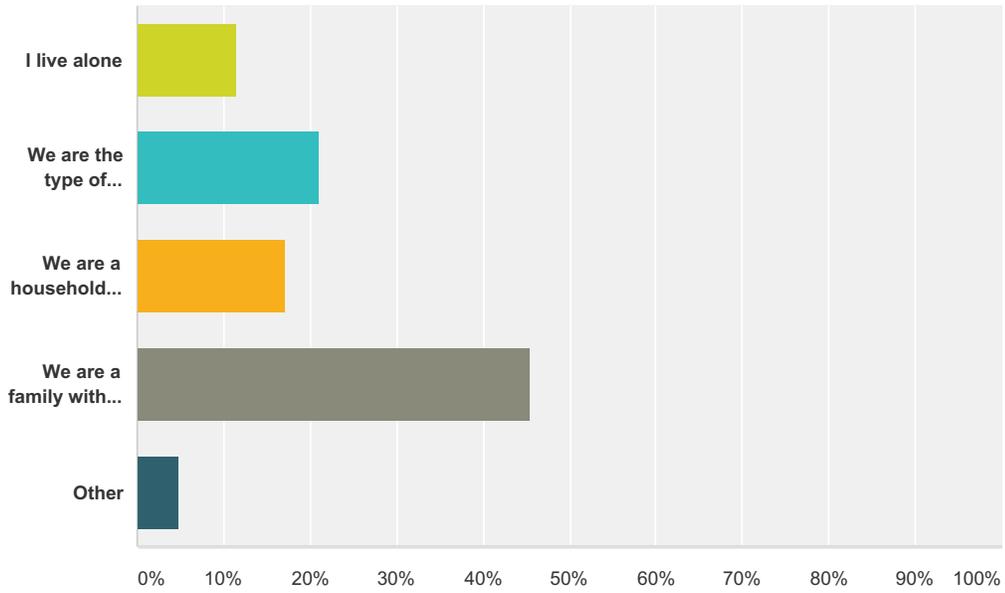
Answered: 228 Skipped: 0



Answer Choices	Responses
Male	42.54% 97
Female	57.46% 131
Total	228

Q3 Choose the answer that best describes your household.

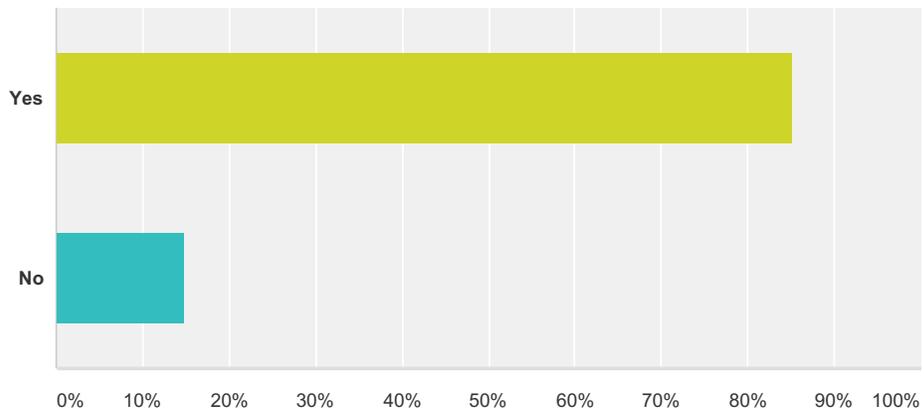
Answered: 228 Skipped: 0



Answer Choices	Responses
I live alone	11.40% 26
We are the type of two-person family commonly called "Empty Nester"	21.05% 48
We are a household composed of two or more adults	17.11% 39
We are a family with pre-school or school-aged children living in the home	45.61% 104
Other	4.82% 11
Total	228

Q4 Do you live in the Village of Western Springs?

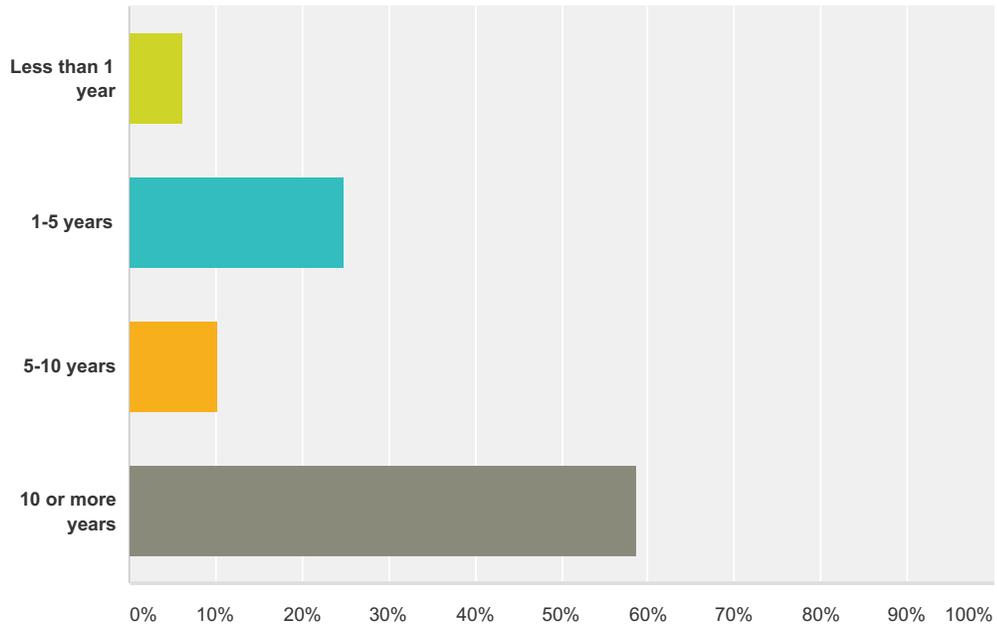
Answered: 228 Skipped: 0



Answer Choices	Responses	
Yes	85.09%	194
No	14.91%	34
Total		228

Q5 How long have you lived in the Village?

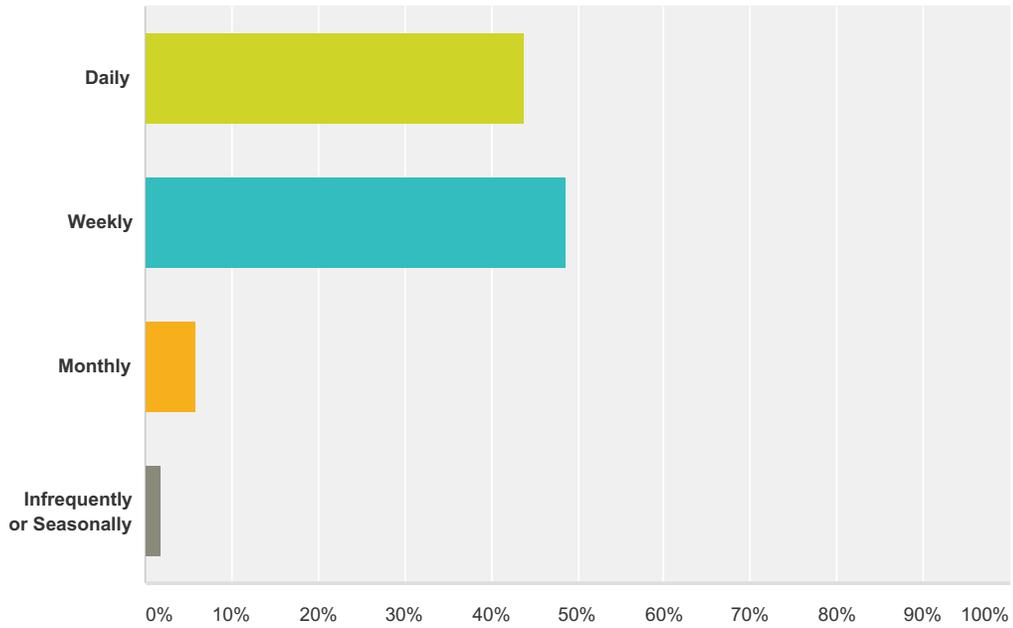
Answered: 194 Skipped: 34



Answer Choices	Responses
Less than 1 year	6.19% 12
1-5 years	24.74% 48
5-10 years	10.31% 20
10 or more years	58.76% 114
Total	194

Q6 How often do you go Downtown?

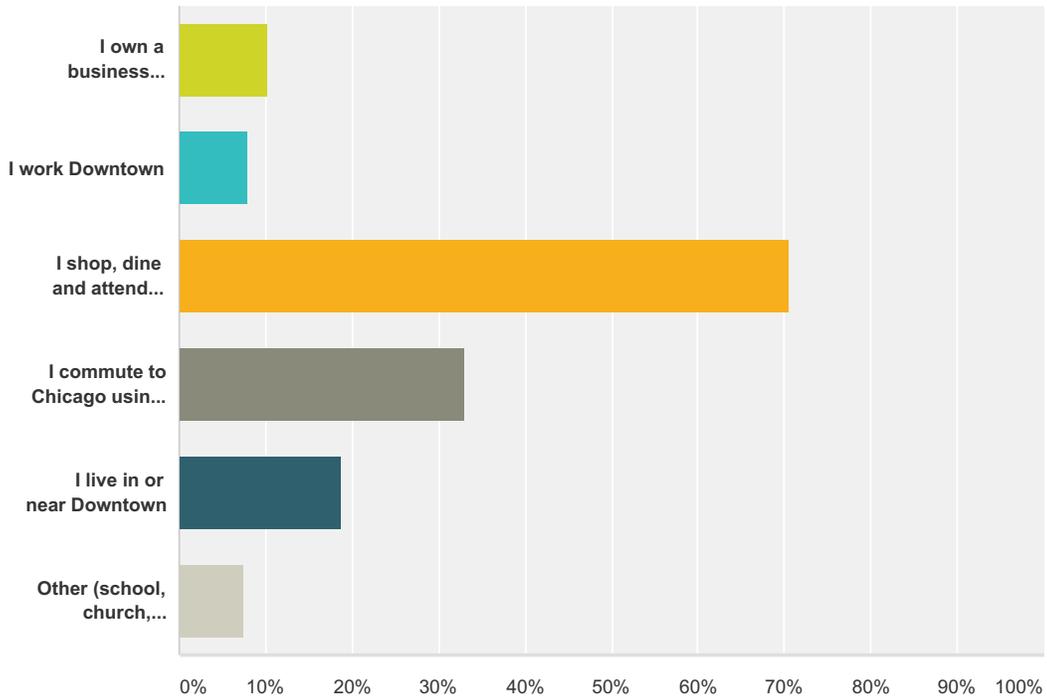
Answered: 224 Skipped: 4



Answer Choices	Responses	Count
Daily	43.75%	98
Weekly	48.66%	109
Monthly	5.80%	13
Infrequently or Seasonally	1.79%	4
Total		224

Q7 Which of the following best describes the primary reason(s) you go Downtown?

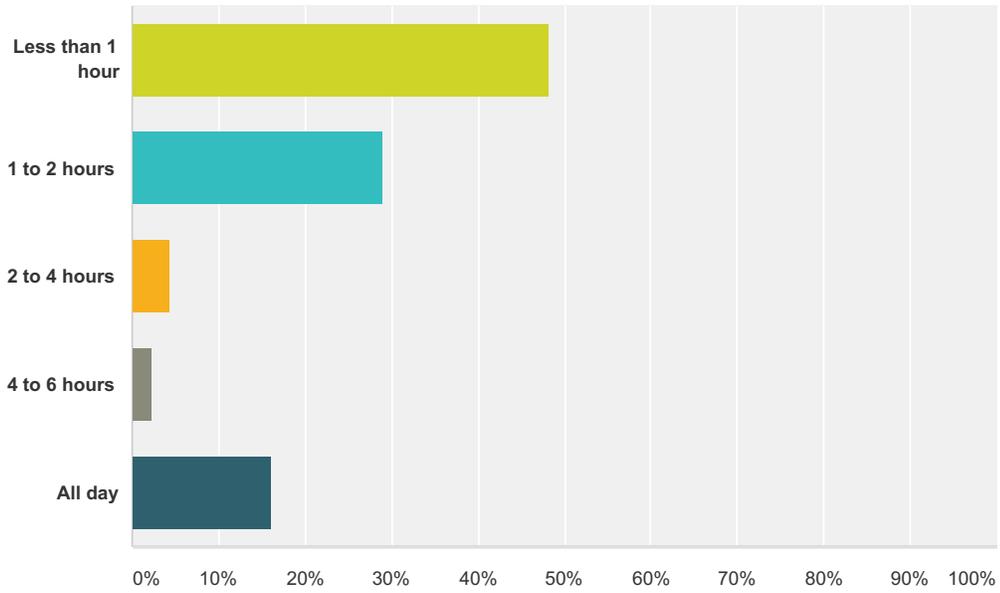
Answered: 224 Skipped: 4



Answer Choices	Responses
I own a business Downtown	10.27% 23
I work Downtown	8.04% 18
I shop, dine and attend events Downtown	70.54% 158
I commute to Chicago using Metra	33.04% 74
I live in or near Downtown	18.75% 42
Other (school, church, community, etc.)	7.59% 17
Total Respondents: 224	

Q8 How long do you stay Downtown on a typical visit?

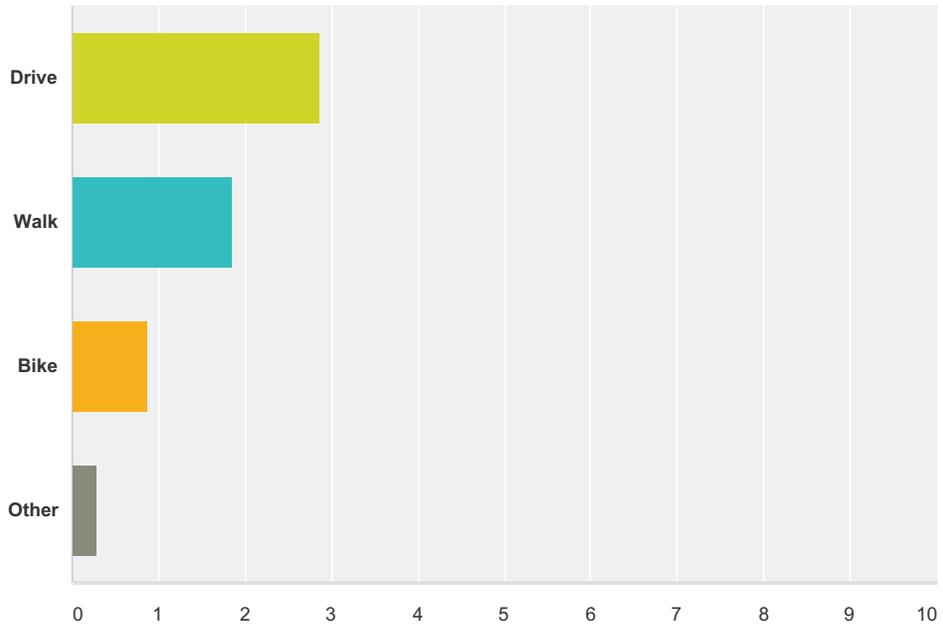
Answered: 224 Skipped: 4



Answer Choices	Responses	Count
Less than 1 hour	48.21%	108
1 to 2 hours	29.02%	65
2 to 4 hours	4.46%	10
4 to 6 hours	2.23%	5
All day	16.07%	36
Total		224

Q9 How often do you use the following travel modes for your trips to Downtown?

Answered: 224 Skipped: 4

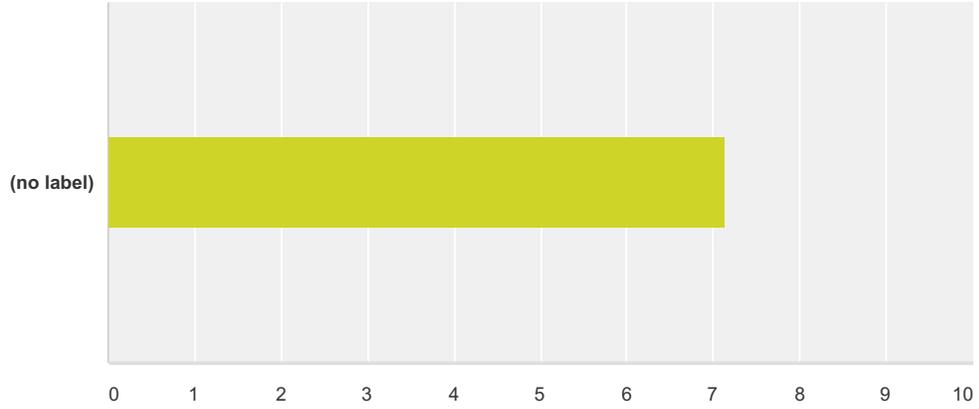


	Everytime	Mostly	Sometimes	Rarely	Never	Total	Weighted Average
Drive	24.55% 54	45.45% 100	23.18% 51	5.91% 13	0.91% 2	220	2.87
Walk	0.52% 1	24.74% 48	47.42% 92	14.95% 29	12.37% 24	194	1.86
Bike	0.00% 0	3.95% 7	28.81% 51	17.51% 31	49.72% 88	177	0.87
Other	2.02% 2	2.02% 2	5.05% 5	5.05% 5	85.86% 85	99	0.29

Downtown Western Springs - Parking Survey

Q10 On a scale of 1 to 10, how easy or difficult is it to find parking Downtown during most of your visits?

Answered: 221 Skipped: 7

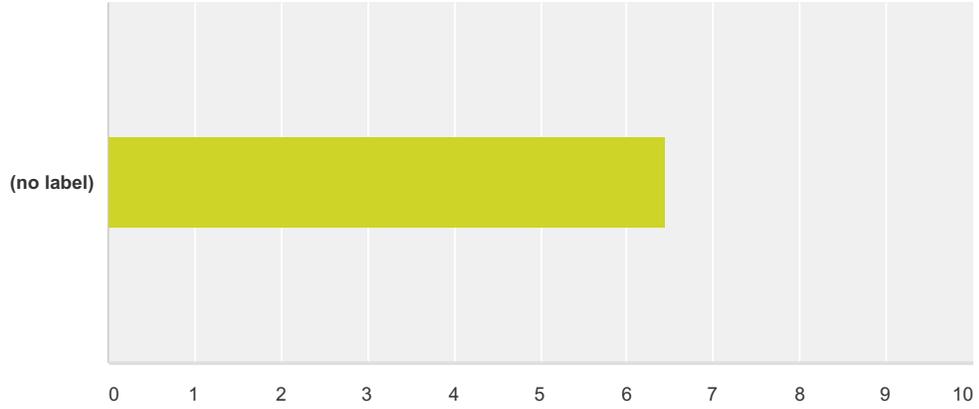


	1 (Extremely Difficult)	2	3	4	5	6	7	8	9	10(Extremely Easy)	N/A	Total	Weighted Average
(no label)	1.81% 4	1.81% 4	3.62% 8	8.14% 18	7.69% 17	8.14% 18	16.29% 36	16.74% 37	20.36% 45	12.67% 28	2.71% 6	221	7.13

Downtown Western Springs - Parking Survey

Q11 On a scale of 1 to 10, how easy or difficult is it to find bike parking Downtown during most of your visits?

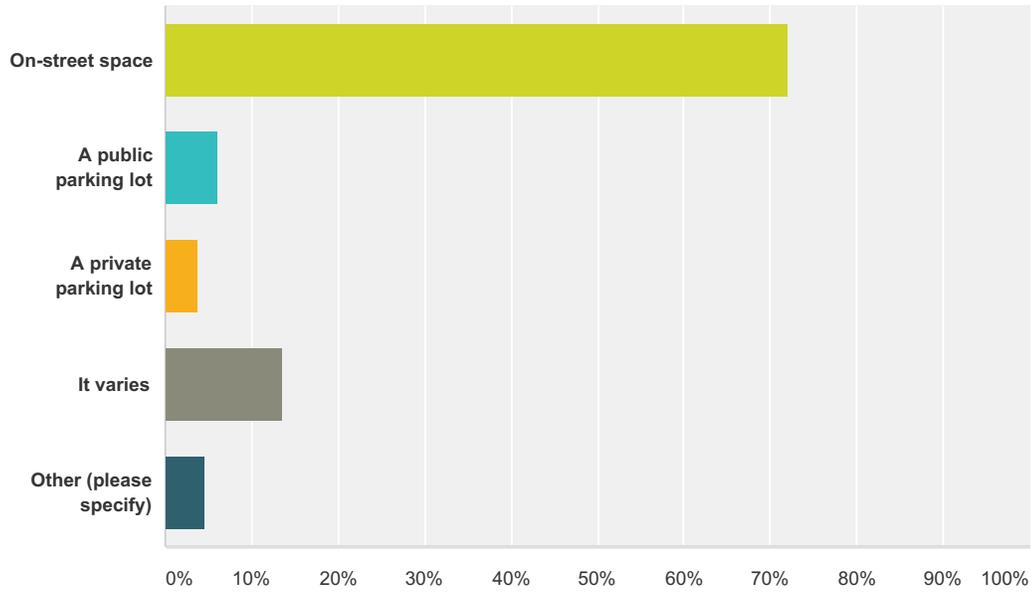
Answered: 220 Skipped: 8



	1 (Extremely Difficult)	2	3	4	5	6	7	8	9	10 (Extremely Easy)	N/A	Total	Weighted Average
(no label)	0.91% 2	1.82% 4	2.27% 5	2.73% 6	5.00% 11	5.00% 11	6.36% 14	5.00% 11	5.91% 13	8.64% 19	56.36% 124	220	6.46

Q12 When parking Downtown, where do you prefer to park?

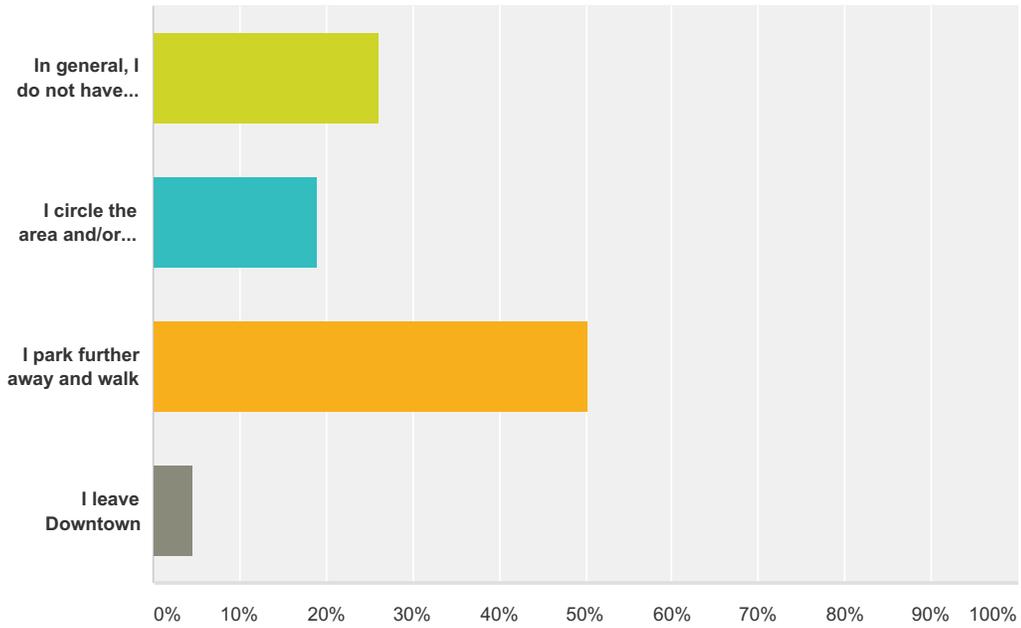
Answered: 215 Skipped: 13



Answer Choices	Responses	Count
On-street space	72.09%	155
A public parking lot	6.05%	13
A private parking lot	3.72%	8
It varies	13.49%	29
Other (please specify)	4.65%	10
Total		215

Q13 If your desired parking location is not immediately available, what do you do?

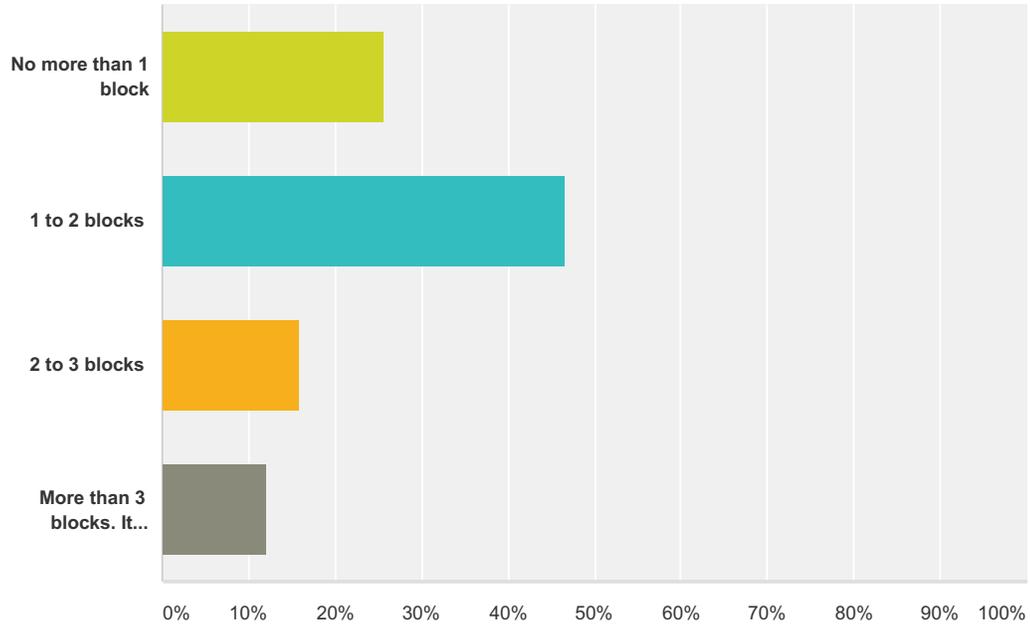
Answered: 215 Skipped: 13



Answer Choices	Responses
In general, I do not have this problem	26.05% 56
I circle the area and/or wait for a space to become available	19.07% 41
I park further away and walk	50.23% 108
I leave Downtown	4.65% 10
Total	215

Q14 What is the furthest you are willing to walk from a parking space to your destination Downtown?

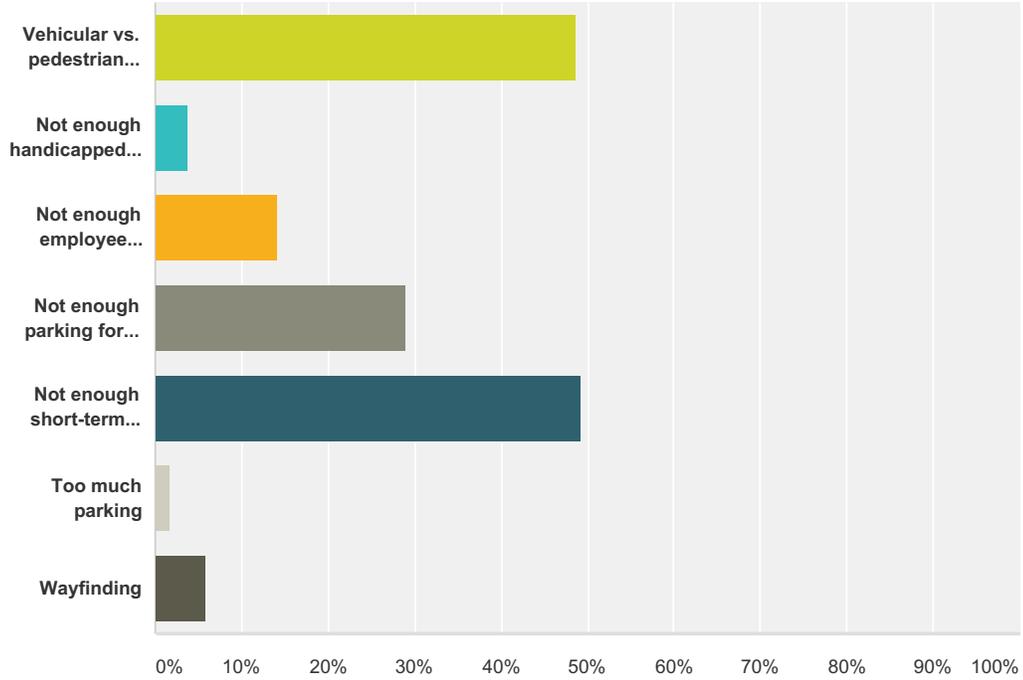
Answered: 215 Skipped: 13



Answer Choices	Responses
No more than 1 block	25.58% 55
1 to 2 blocks	46.51% 100
2 to 3 blocks	15.81% 34
More than 3 blocks. It doesn't matter to me.	12.09% 26
Total	215

Q15 In your opinion, what is the biggest parking issue in Western Springs? (select up to 3)

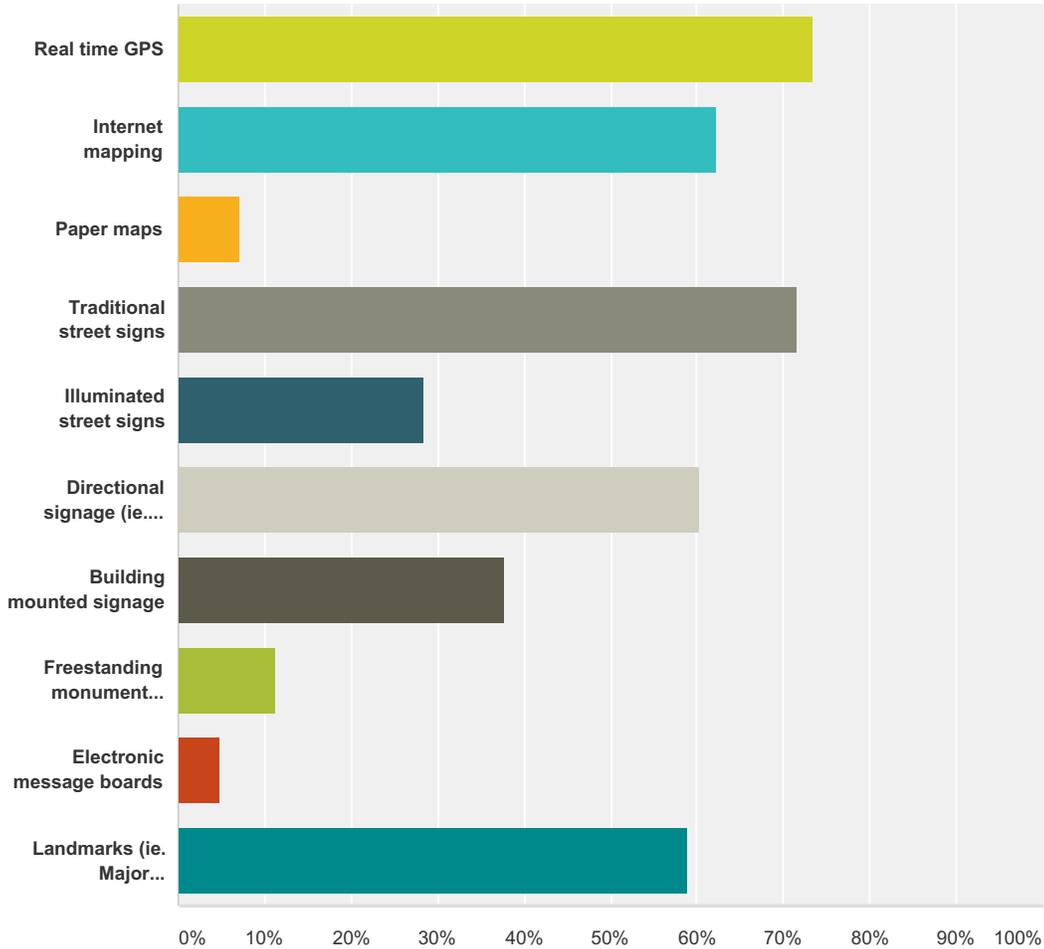
Answered: 189 Skipped: 39



Answer Choices	Responses
Vehicular vs. pedestrian crossing safety	48.68% 92
Not enough handicapped parking	3.70% 7
Not enough employee parking	14.29% 27
Not enough parking for Metra users	29.10% 55
Not enough short-term parking for shopping, dining etc.	49.21% 93
Too much parking	1.59% 3
Wayfinding	5.82% 11
Total Respondents: 189	

Q16 When exploring a new community for the first time, which five (5) methods do you find most useful to help find a destination? (select 5)

Answered: 212 Skipped: 16



Answer Choices	Responses
Real time GPS	73.58% 156
Internet mapping	62.26% 132
Paper maps	7.08% 15
Traditional street signs	71.70% 152
Illuminated street signs	28.30% 60
Directional signage (ie. Village Hall next left)	60.38% 128
Building mounted signage	37.74% 80
Freestanding monument signage	11.32% 24
Electronic message boards	4.72% 10

Downtown Western Springs - Parking Survey

Landmarks (ie. Major businesses, civic building, public artwork)	58.96%	125
Total Respondents: 212		

Downtown Western Springs - Parking Survey

Q17 Do you have any other comments or concerns related to Downtown parking, walking, biking, or traffic?

Answered: 82 Skipped: 146

#	Responses	Date
1	Need more permit parking for Metra	12/10/2016 9:46 PM
2	With more homes/condos going up the need for parking is critical. Stay with free parking	12/10/2016 7:54 AM
3	As a commuter, I wish I didn't have to walk 3-4 blocks to my car. Seems like a lot to pay for not very good spot. Need a commuter lot like other towns have	12/3/2016 4:41 PM
4	Parking is ok. Traffic over the tracks can be a challenge both walking and driving.	12/2/2016 10:08 AM
5	Am concerned about parking for commuters and pedestrian safety with traffic, especially with the demolition and construction being done at the corner of Wolf Rd. and the RR tracks. (I currently park at the church next to the demolition site, and crossing the Wolf Road has become more challenging since the sidewalk along the construction/demolition site cannot be used. And it was already a challenge at times before the demolition.)	12/1/2016 12:53 PM
6	It can be a little tricky driving through town when all the train commuters are exiting/getting picked up at the train, but no so much that i think much needs to be done about it.	11/29/2016 2:06 PM
7	When taking a later train ...after 830 am thereally is NO available parking!!!!	11/28/2016 4:51 AM
8	I commute to Chicago for business two or three days/month and often take later trains. Many times I must drive to LaGrange to find non-permit, daily Metra parking. Limited daily train parking is my biggest concern about WS parking.	11/27/2016 7:26 AM
9	Biking lanes protection should be added. Overnight parking shouldn't be ticketed bc it encourages drunk driving.	11/20/2016 11:55 PM
10	(1) I do not want a parking garage built in the downtown area. (2) More commuter parking permit spots would be nice if it's possible with existing daily parking.	11/20/2016 1:11 PM
11	If you are developing a plan for downtown please include parking with charging stations for cars	11/20/2016 11:06 AM
12	Lawn Ave should be all parallel parking especially near the hardware store Diagonal parking is not working there with all the truck traffic	11/19/2016 9:11 PM
13	Downtown Western Springs can be a very dangerous place for pedestrians. Vehicle traffic needs to be watched more carefully by authorities.	11/17/2016 1:14 PM
14	Start ticketed the cars that take the permit spots, go there early 6am, on Tuesday, wed, or thurs.	11/16/2016 5:44 PM
15	Cars are parked to long with no enforcement to time. Mostly due to businesses allowing employees to park all day keeping shoppers and dinners from those spots. Either enforce the time Limits placed on parking or Pay boxes or place signs for business customers only.	11/15/2016 11:38 AM
16	Parking has never been a problem.	11/15/2016 6:24 AM
17	Intersection at corner of Wolf and Hillgrove/Burlington (train tracks) needs 'light-up' stop signs at night for better visibility.	11/14/2016 11:04 PM
18	Crossing Wolf Rd on foot or bike seems dangerous every time!	11/14/2016 7:44 PM
19	You need more parking spots for local customers shopping at business and at the train station.	10/27/2016 1:26 AM
20	No.	10/23/2016 7:23 PM
21	Parking is not a problem in Western Springs. There's no reason to go downtown. So few stores or restaurants and no sign of improvement. Even some of the planters are vacant! At least plant a tree!	10/20/2016 11:51 PM
22	Perhaps another pedestrian tunnel at the west side of town?	10/18/2016 8:29 PM
23	Crossing Wolf Road for pedestrians is very dangerous.	10/18/2016 8:10 PM
24	All signs should reflect the same parking time allotment on each side of the tracks - two hour south of the tracks on Burlington, Lawn, Grand, etc. and four hour north of the tracks . Bikes should be walked on the sidewalk in the downtown.	10/18/2016 2:56 PM

Downtown Western Springs - Parking Survey

25	2hr parking is too short, 4 hr parking would help. Parking for employees of WS businesses is very difficult and very frustrating	10/18/2016 9:00 AM
26	Need better parking by the post office.	10/18/2016 2:23 AM
27	The crosswalks need to be painted to make it more attractive and safer for pedestrians, especially children. The garbage needs to be emptied more regularly, especially on weekends to make it more appealing to spend time there.	10/17/2016 7:02 PM
28	Enforce the yield to traffic coming over tracks. So many accidents/near accidents because people just pull out and fail to yield.	10/17/2016 5:09 PM
29	Parking structure would be helpful.	10/17/2016 4:25 PM
30	Western Springs does not need a parking garage, at all.	10/17/2016 4:24 PM
31	there aren't enough bike racks and the crosswalks downtown are often quite scary especially between the 4-6pm hour	10/17/2016 4:08 PM
32	Most difficult to find short time parking during obvious times, like breakfast, lunch, dinner, etc.	10/17/2016 3:08 PM
33	no	10/17/2016 2:11 PM
34	I have no concerns with Downtown parking	10/17/2016 1:16 PM
35	There needs to be more permit parking spots for Metra commuters.	10/17/2016 11:44 AM
36	Too many dogs tied up to poles and no one around. Bikes scattered on the ground need more bike racks	10/17/2016 11:33 AM
37	The spaces in front of City Hall on Hillgrove should be allowed for parking 2+ hrs after 5 pm	10/17/2016 1:50 AM
38	There is not enough parking available in the lot next to Davanti's.	10/15/2016 6:54 PM
39	The future may call for a multilevel parking deck-3 hours for from 8am-3pm	10/15/2016 10:35 AM
40	I am a business owner on Hillgrove in the downtown WS area. It is often difficult to find a parking space between the hours of 3:00p.m.-8:00 p.m. It is not only frustrating for myself as the business owner, but also a major inconvenience for my clients who often times cannot find a parking space.	10/14/2016 11:24 PM
41	weekend drivers- women/guys who don't drive all week and then drive on the weekends downtown. No clue as to traffic flow, yielding of right of way at 3 corner stops, the tracks . Bike riders who seem to think they are not supposed to follow the same traffic laws as cars- stop signs, correct side of street, turn signals.	10/14/2016 4:03 PM
42	The corner of Hillgrove and Franklin is dangerous. If on Franklin, very difficult to see around cars parked on Hillgrove to pull on to Hillgrove. Many near misses, lots of horns honked from people pulling out inappropriately. My office is at the corner and see this a lot, and have also had difficulty.	10/14/2016 3:32 PM
43	There are FAR too many kids riding their bikes on the sidewalks.	10/14/2016 3:13 PM
44	Downtown definitely needs more parking but safety of pedestrians needs to be a major concern as well.	10/14/2016 2:55 PM
45	Parking on Burlington on the first block west of Wolf is fine at the moment, until the Odegaard property hopefully someday is developed. There is a need for more parking for the businesses on the second block west of Wolf. The Foxford development and should any development happen on the Odegaard property would cause a real need for additional parking.	10/14/2016 2:54 PM
46	I like the parking situation in W.S. Don't like paying meters like in Hinsdale. want to be able to just run into town and pick something up and not have to pay a meter.	10/13/2016 6:11 PM
47	Parking is NOT a problem in downtown Western Springs.	10/13/2016 6:29 AM
48	diagonal parking - should only be allowed in the direction of the diagonal - not doing a half-circle from across the street	10/12/2016 11:49 AM
49	I'd like more bike parking.	10/11/2016 5:08 PM
50	bring on the 22nd century	10/10/2016 8:24 AM
51	I'm the Village Manager	10/9/2016 4:59 PM
52	Nope.	10/8/2016 10:40 PM
53	The parking lot by Davanti should not be used by commuters. There are too many businesses there now that need the parking. That's the only area where there is a problem parking.	10/8/2016 10:00 PM
54	Several parking spots designated for patrons in the lot at 800 Hillgrove are used for commuters. The parking restrictions in this lot need better enforcement. On many occasions, the restaurant and dental office are closed, Elite has approximately ten patrons and the entire lot is full? This needs to change.	10/8/2016 9:16 AM
55	no	10/7/2016 10:50 PM

Downtown Western Springs - Parking Survey

56	The inability to cross wolf (driving from the east or west is crazy and dangerous after a train has come through and traffic is backed up. Drivers from the south often fail to really stop at the stop sign. It is difficult for bikes too	10/7/2016 9:13 PM
57	It's dangerous. Trying to cross Wolf Road, Burlington and Hillgrove, we have had hundreds of cars not stop at the stop signs on Wolf Road. When cars have stopped, that can leave a backup when cars are backed up and are stopped on the train tracks. A light at this intersection is needed to keep walkers, bikers and drivers safe. Cars go very fast through the downtown section on Burlington between Wolf and Grand. Runners and bikers use the sidewalk in this area and the sidewalk is not wide enough. The large planters are very hard to maneuver around. It would be helpful to remove the planters and replace them with concrete posts so no cars wind up on the sidewalk and into the storefronts. On the block between Lawn and Grand along Burlington, cars drive fast, beep constantly at each other. I think it would be helpful to think about how to deal with all the traffic when it get very busy. Speed bumps? Close the street off to thru traffic? Get the bikers and runners off of the sidewalks? This seems to be a complex problem that needs to be solved.	10/7/2016 8:21 PM
58	Currently available parking is adequate for the current level of downtown activity; if there is a goal to increase the level of commercial activity, there will be a need to have more public parking available. Public parking should be free, but time limited for certain times of the day and days of the week.	10/7/2016 8:18 PM
59	Monthly metra permit parking is way too expensive vs the daily fee	10/7/2016 8:07 PM
60	Permit parking for the metra is way too expensive and not enough daily metered spots. So many of the 2-4 hour spots that are rarely filled no matter the day of the week. Switch the hourly to metered daily or bring down the monthly permit and add more spots.	10/7/2016 8:01 PM
61	Western Springs has some wonderful stores but I tend to avoid them at certain times and on Thursdays because of the difficulty of parking. The French Market makes it even worse on Thursdays. Could it be relocated to the rec center parking lot or perhaps the St. John of the Cross parking lot?	10/7/2016 7:26 PM
62	Current parking spaces along Burlington Avenue on the blocks that have Kirschbaums and Casey's are too close together not worth shopping in downtown Western Springs if my car keeps getting hit by another car door as others are getting in and out of their cars.	10/7/2016 4:58 PM
63	There is no handicap parking for the French Market	10/7/2016 2:14 PM
64	Aside from the metra station, far too few places for short term bike parking/locking	10/7/2016 2:03 PM
65	No	10/7/2016 1:35 PM
66	It would be nice to have bike lanes on wolf road.	10/7/2016 12:45 PM
67	Wish there was more parking, especially parking lots.	10/7/2016 12:14 PM
68	No.	10/7/2016 12:06 PM
69	See previous comment about using Western Springs parking as overflow for La Grange and running a shuttle.	10/7/2016 12:02 PM
70	There is a need for more handicapped parking for shops along Burlington and Hillgrove.	10/7/2016 12:02 PM
71	I am pleased with the parking as it is now.	10/7/2016 12:00 PM
72	Biking. I usually walk downtown as well as other areas of town. During walks I frequently encounter youngsters without bells on their bikes, this is a safety issue as I don't always hear them approaching. At night walking or driving I often see young children biking, skateboarding without any lights, I find it difficult to believe parents don't think of this while their children are out at night, I think this is something the police department should call attention to.	10/7/2016 11:58 AM
73	Metra stop needs more / better bike parking (e.g., covered spots	10/7/2016 11:54 AM
74	There were times when I have gotten sandwiched in between 2 large vehicles and was barely able to get into my car without hitting the car next to me. Not cool.	10/7/2016 11:50 AM
75	Crossing wolf after a train or near rush hour on foot or with a stroller can be difficult to cars racing around	10/7/2016 11:28 AM
76	pedestrian crossing on wolf road, both sides of the tracks with oncoming traffic not stopping.	10/7/2016 11:21 AM
77	More paid metra parking. Make spots on south side near the end either pay or permit not just permit. Spaces are gone by 8:00 am. Also clean up vegetation around the spots because it is overgrown	10/7/2016 11:07 AM
78	No	10/7/2016 10:41 AM
79	I love this village and we try to keep our dollars in this village (shopping and dining). There is not enough evening parking and once Tivhlers and Odegards is developed it is really going to be an even bigger issue.	10/7/2016 10:38 AM
80	more monthly Metra parking, please.	10/7/2016 10:37 AM
81	If you shop on a weekend vs. weekday, parking can be difficult sometimes. But because I am retired, I am downtown only during the week and parking is no problem. I would not change a thing!	10/7/2016 10:37 AM

Downtown Western Springs - Parking Survey

82	Showing addresses clearly is always a general issue of mine. I live in a nearby town and mostly drive to Downtown. I always find a parking space immediately in front of my destination.	10/7/2016 9:12 AM
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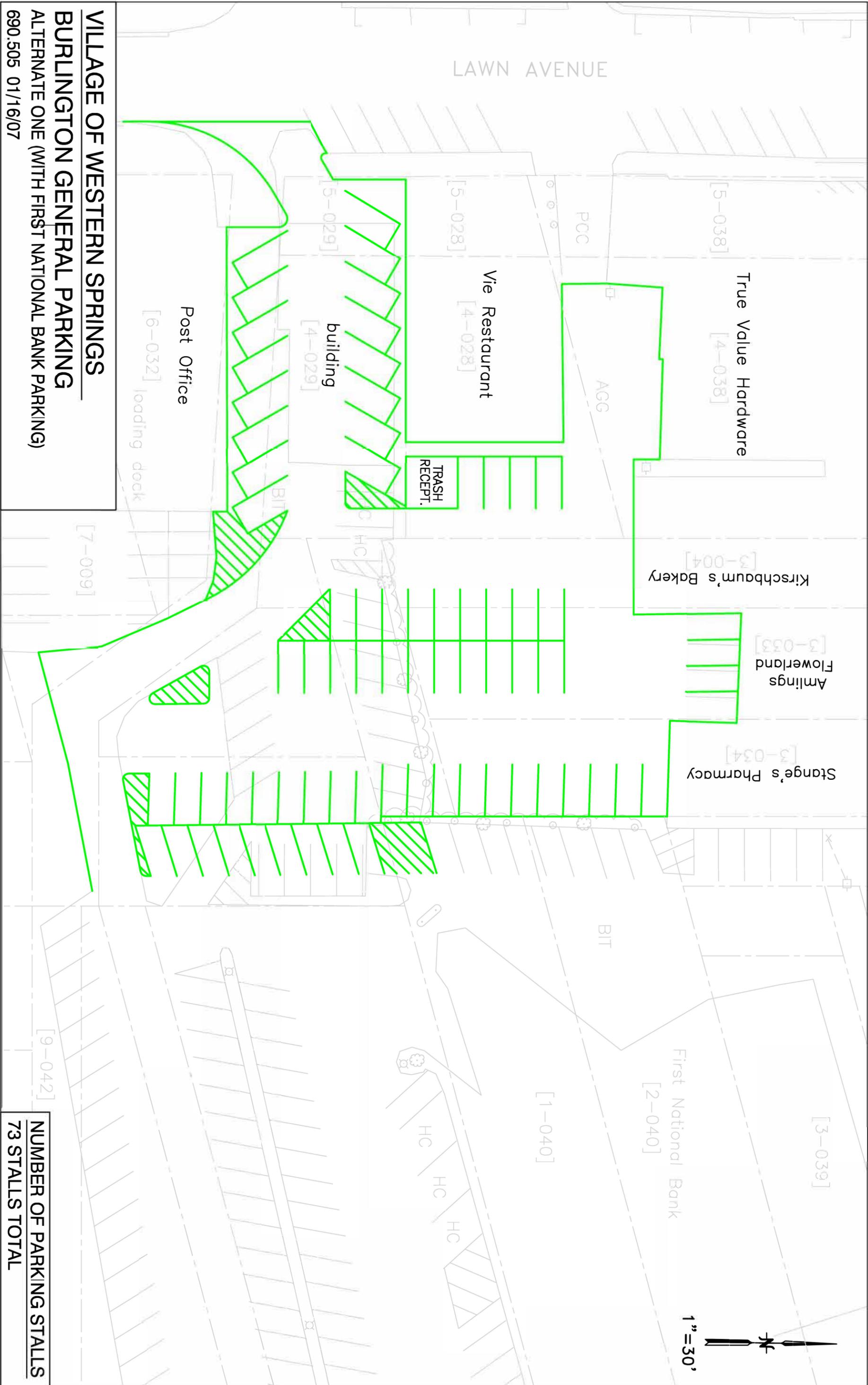
Appendix 4. Parking Model Assumptions

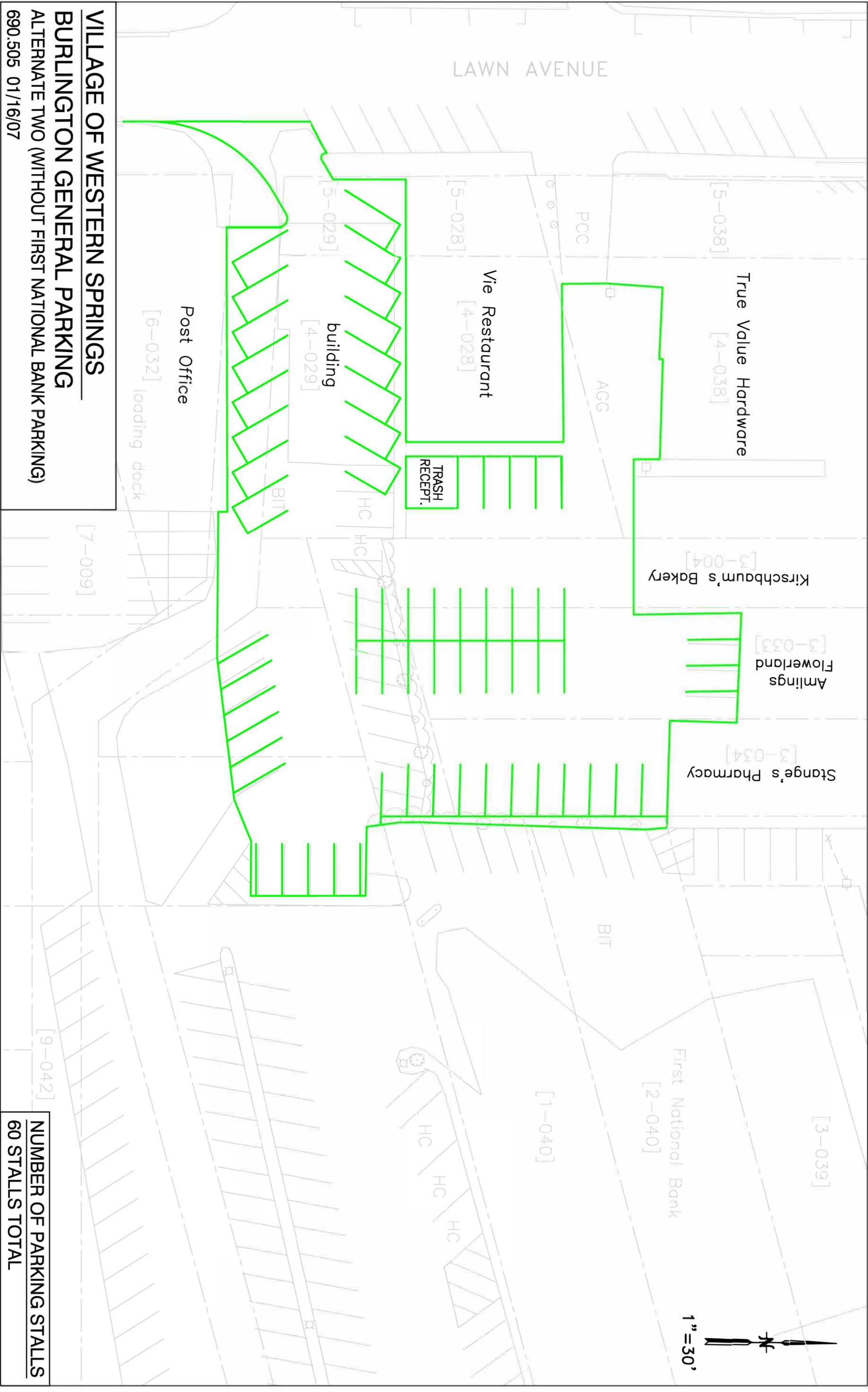
- Assumes that the system functional capacity is 85%
- Assumes that there is an annual growth rate of .6%.
- Assumes the following development information for each site, based on Teskas Downtown Redevelopment Plan (July 2011).

Block #	Site #	Address	Estiamted Year	sqft		Units	Provided Parking
				Retail	Office		
24	1	1100 Hillgrove Ave	2019	20,500	11,400		77
27	2	1000 Hillgrove Ave	2019	8,000	4,600		40
32	4	800 Hillgrove Ave	2024	22,000	40,000		151
38	5	500 Hillgrove Ave	2022		38,000		60
6	6	700 Burlington Ave	2017	4,000		28	66
4	7	800 Burlington Ave	2018	33,000		52	159
4	9	4400 Lawn Ave	2021	9,200	15,640		72
4		805 Burlington Ave	2020	7,900		1	



- Assumes the following parking ratios, as derived from ITE's Parking Demand Manual 4th Edition
 - Retail: 3.76 per 100,000 sqft
 - Office: 2.47 per 100,000 sqft
 - Residential: 1.38 per dwelling unit





VILLAGE OF WESTERN SPRINGS

BURLINGTON GENERAL PARKING

ALTERNATE TWO (WITHOUT FIRST NATIONAL BANK PARKING)

690.505 01/16/07

NUMBER OF PARKING STALLS

60 STALLS TOTAL