



**VILLAGE OF VILLA PARK**  
**Village Hall, Board Chambers**  
**20 South Ardmore Avenue**  
**Villa Park, IL 60181**

**Village Board of Trustees - Committee of the Whole**

**July 8, 2024**

**6:00 PM**

Village President Nick Cuzzone  
Village Clerk Hosanna Korynecky

Village Trustees Cari Alfano, Jorge Cordova, Jack Corkery, Jack Kozar, Deepa Kumar, Kevin Patrick

When called upon, please approach the microphone. Kindly limit your remarks to three (3) minutes.

**1. Call to Order - Roll Call**

**2. Pledge of Allegiance**

**3. Discussion**

a. Presentation on Parking Studies for Historic Ardmore and Old Town Villa

Representatives from Kenig, Lindgre, O'Hara, Aboona (KLOA) the Village's Traffic Engineering Consultants, will present the findings of the Parking Assessment Study of Old Town Villa and Historic Ardmore Districts.

b. Update on Lufkin Park

The Board requested information about modifying the bandshell/stage at Lufkin Park to accommodate larger performances. Very preliminary drawings and costs are presented here. One of the potential uses mentioned was for the St. Genesius Productions, Inc. theater group. They have produced a Shakespeare in the Park production for the past three summers after they were forced outside during COVID. They have plans to work indoors this summer, and possibly next summer. Statt will be available to try to answer questions.

**4. Public Comments**

**5. Adjournment**



## MEMORANDUM

**TO:** Village Board of Trustees - Committee of the Whole  
**FROM:** Marc McLaughlin, Director  
**DATE:** July 8, 2024  
**SUBJECT:** Presentation on Parking Studies for Historic Ardmore and Old Town Villa

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### RECOMMENDED ACTION:

Representatives from Kenig, Lindgre, O'Hara, Aboona (KLOA) the Village's Traffic Engineering Consultants, will present the findings of the Parking Assessment Study of Old Town Villa and Historic Ardmore Districts.

### BACKGROUND:

### DISCUSSION:

# Villa Avenue Downtown Parking Study

Villa Park, Illinois



Prepared For:



June 5, 2024

# 1. Introduction

This report summarizes the findings and recommendations of a parking demand assessment of the parking supply within the Villa Avenue downtown area in Villa Park, Illinois. The study area for the parking assessment is generally bounded by St. Charles Road on the north, Villa Avenue on the east, Park Boulevard on the south, and Myrtle Avenue on the west. The study area consists of public and private parking lots and on-street parking spaces that are both regulated and unregulated and are used by downtown employees, visitors, and patrons.

This parking demand assessment was performed to assist the Village of Villa Park in the evaluation of the existing and future parking demand operations and develop recommendations on Village Code appropriateness.

As such, the purpose of this study is four-fold, as follows:

1. Inventory the downtown parking supply and posted parking regulations
2. Document the utilization of the parking supply on a typical weekday and a Saturday and evaluate the data to identify locations where parking surpluses and deficits exist
3. Estimate the impact on the downtown parking supply from new development projects
4. Recommend improvements to address areas of parking deficit

The following chapters of this report include the documentation and evaluation of existing downtown parking conditions, estimation of public parking impacts from the new downtown development projects, and a series of recommendations, policies, and strategies to address areas of parking deficit.



## 2. Existing Parking Conditions

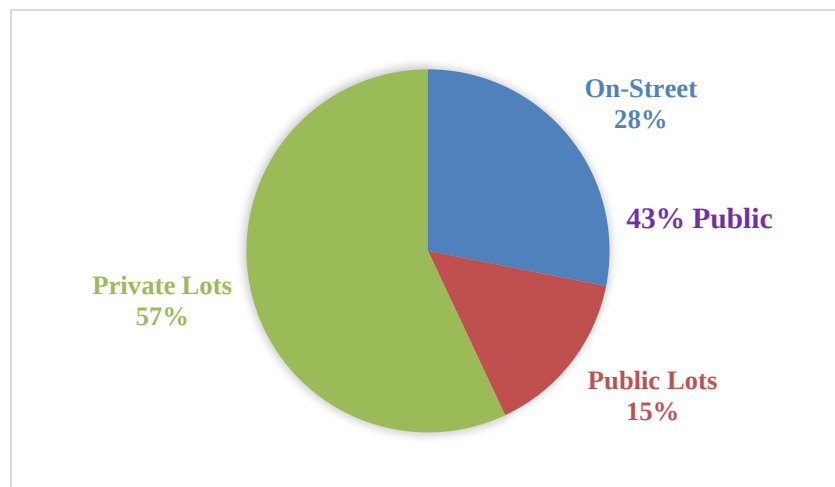
This chapter summarizes the inventory of on-street parking, public parking and private parking within the Villa Avenue downtown area in Villa Park, the utilization of the parking supply on weekdays and weekends and the key findings from the evaluation. The data presented in this chapter was determined from field reviews and parking occupancy surveys of the downtown parking system.

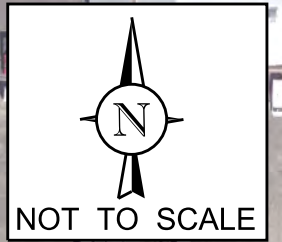
### Parking Inventory

An inventory of all the parking spaces within downtown Villa Avenue was performed by KLOA, Inc. **Figures 1** and **2** show the location and inventory of these parking spaces with respect to the downtown study area. The study area has a total of 644 parking spaces including 96 spaces in public parking lots (14%), 181 on-street parking spaces (28%) and 367 (57%) private lot parking spaces. **Table 1** summarizes the parking inventory in downtown Villa Park.

Table 1  
DOWNTOWN PARKING INVENTORY

| Facilities               | Parking Spaces |             |
|--------------------------|----------------|-------------|
|                          | Number         | Percentage  |
| Public On-Street Parking | 181            | 28%         |
| Public Parking Lots      | 96             | 15%         |
| Private Parking Lots     | 367            | 57%         |
| <b>Total</b>             | <b>644</b>     | <b>100%</b> |





- 1 - 123 SPACES & 5 ADA
- 3 - 3 SPACES (3 HR PARKING 9AM-8PM)
- 4 - 35 SPACES & 2 ADA (VILLA MEDICAL ARTS)
- 5 - 12 SPACES (OPTOMETRIST)
- 6 - 31 SPACES & 4 ADA (TENANT BUILDING PARKING)
- 7 - 18 SPACES & 1 ADA (7-ELEVEN AND OTHER STORES)
- 8 - 12 SPACES
- 9 - 6 SPACES (ESTIMATED)
- 10 - 4 SPACES (30 MIN 9AM-8PM)
- 11 - 5 SPACES & 1 ADA (3HR PARKING 9AM-8PM)
- 12 - 47 SPACES & 2 ADA (MUNICIPAL PARKING LOT/NP 2AM-6AM)
- 13 - 8 SPACES (ESTIMATED)
- 13A - NO MARKED SPACES (8-10 POSSIBLE SPACES)
- 14 - 7 SPACES & 1 ADA (ESTIMATED)
- 15 - 16 SPACES & 1 ADA
- 16 - 9 SPACES & 1 ADA
- 17 - 10 SPACES

NO PARKING 

**PUBLIC ROW ADA SPACES**

- 11 - 1 ADA SPACE
- 12 - 2 ADA SPACES
- 14 - 1 ADA SPACE
- 15 - 1 ADA SPACE
- 16 - 1 ADA SPACE

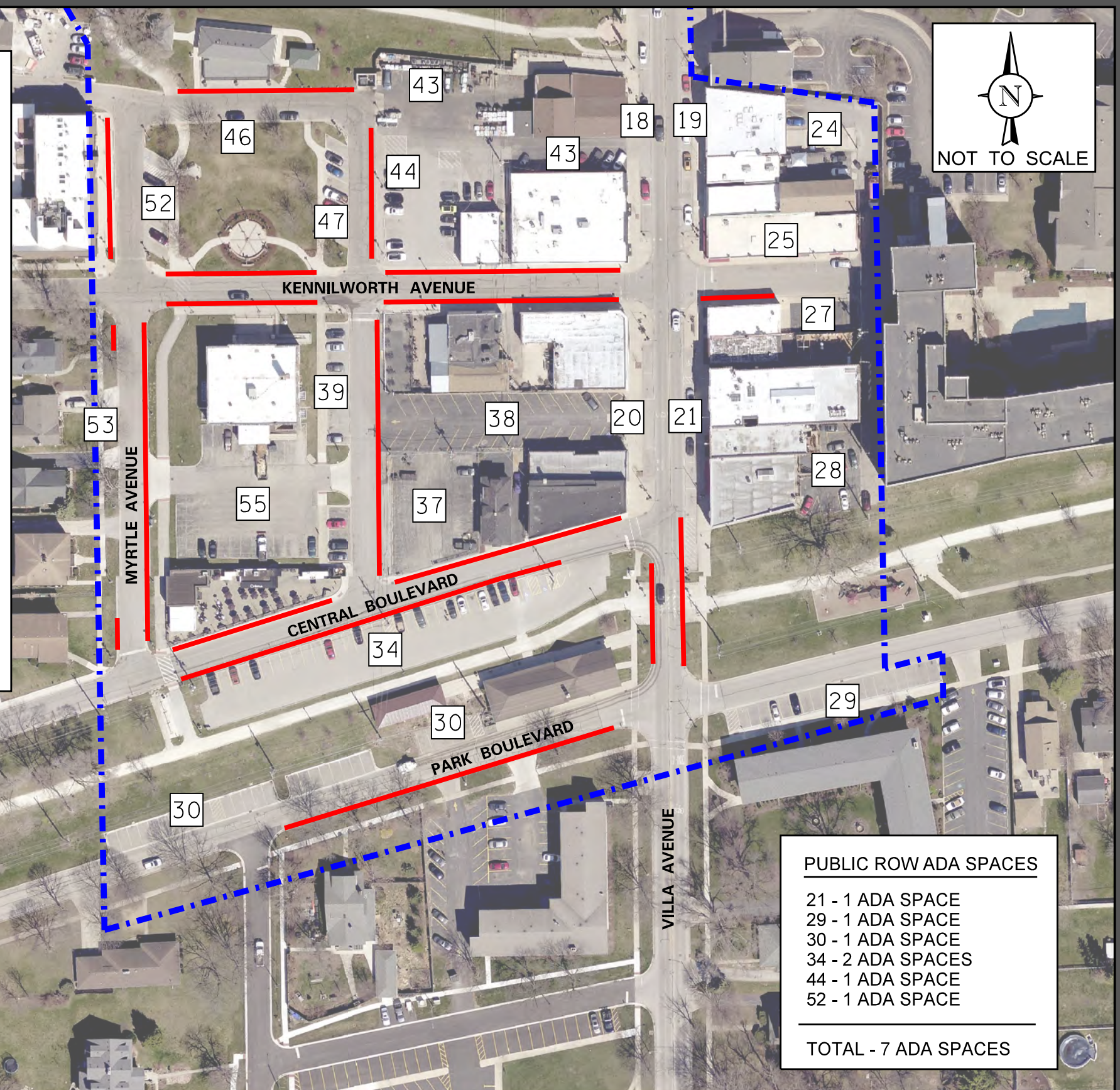
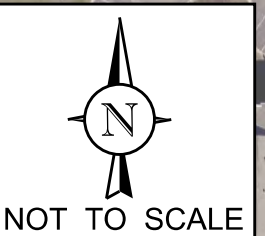
**TOTAL - 6 ADA SPACES**

VILLA AVENUE  
PARKING STUDY  
VILLA PARK, ILLINOIS

VILLA AVENUE PARKING STUDY  
NORTH SECTION

- 18 - 6 SPACES (30 MINUTE PARKING 9AM-8PM)
- 19 - 6 SPACES (3HR PARKING 9AM-8PM)
- 20 - 4 SPACES (30 MINUTE PARKING 9AM-8PM)
- 21 - 4 SPACES & 1 ADA (3 HR PARKING 9AM-8PM), 1 SPACE (15 MIN 4PM-8PM)
- 24 - 7 SPACES & 2 RESERVED EMPLOYEE PARKING
- 25 - 4 SPACES ESTIMATED (3 HR PARKING 9AM-8AM)
- 27 - 6 SPACES (PRIVATE PARKING FOR GM SMITH & SONS AGENTS/CUSTOMERS)
- 28 - 8 SPACES
- 29 - 18 SPACES & 1 ADA (NO PARKING 2AM-6AM)
- 30 - 27 SPACES & 1 ADA (NO PARKING 2AM-6AM)
- 34 - 29 SPACES & 2 ADA
- 37 - 16 SPACES (DEMITO'S PARKING)
- 38 - 30 SPACES & 1 ADA (PRIVATE PARKING FOR 207 S. VILLA AVE.)
- 39 - 18 SPACES
- 43 - 24 RESERVED SPACES FOR MORE BREWING COMPANY
- 44 - 15 SPACES & 1 ADA
- 46 - 5 SPACES ESTIMATED
- 47 - 8 SPACES
- 52 - 6 SPACES & 1 ADA
- 53 - 6 SPACES ESTIMATED
- 55 - 20 SPACES (RESERVED FOR ASSOCIATED TECHNICAL SERVICES)

NO PARKING 



VILLA AVENUE  
PARKING STUDY  
VILLA PARK, ILLINOIS

VILLA AVENUE PARKING STUDY  
SOUTH SECTION

## On-Street Public Parking

There are currently 181 on-street parking spaces spread throughout the downtown study area. Approximately 24 spaces are signed for 3-hour parking from 9:00 A.M. to 8:00 P.M., 14 spaces are signed for 30-minute parking from 9:00 A.M. to 8:00 P.M. and one space is signed for 15-minute parking. The remaining 142 on-street spaces do not have any time restrictions.

## Off-Street Public Parking

There are three public parking facilities in the downtown study area as outlined below:

- *West Side of Villa Avenue North of the Great Western Trail.* This lot has a total of 47 regular spaces and two handicapped spaces for a total of 49 free off-street parking spaces. Parking on this lot is not allowed from 2:00 A.M. to 6:00 A.M. It should be noted that this lot as well as the vacant area to the west will be redeveloped with a six-story apartment (220 units) with 8,000 square feet of retail, 325 residential only parking spaces and 100-102 public parking spaces.
- *Cortesi Avenue Public Parking Lot.* This lot is located on the northeast quadrant of the intersection of Cortesi Avenue with Kenilworth Avenue and provides 15 regular parking spaces and one handicapped space for a total of 16 free off-street parking spaces.
- *Villa Park Historical Society Museum Lot.* This lot is located on the north side of the Villa Park Historical Society Museum between Villa Avenue and Myrtle Avenue and provides 29 regular spaces and two handicapped spaces for a total of 31 free off-street parking spaces.



## Private Parking Lots

Based on field observations, the following are the private lots within the Villa Avenue downtown area:

- Ace Hardware Shopping Center – 128 spaces (plus approximately 10 spaces behind the building)
- Villa Medical Arts – 37 spaces
- Dr. James Saul Optometrist – 12 spaces
- 39 Villa Avenue building – 35 spaces
- 7-11 Strip Center – 19 spaces
- Mijo's Tacos – 12 spaces
- BTF Salon/Positive Impressions/Mahoney's Pub – 9 spaces
- GM Smith & Son – 6 spaces
- Michael Anthony's/Fingers-N-Faces Salon – 8 spaces
- Demito's Parking – 16 spaces
- 207 S. Villa Avenue – 31 spaces
- More Brewing Company – 24 spaces
- Associated Technical Services – 20 spaces



Ace Hardware Shopping Center Lot



7-11 Strip Center Lot



207 S. Villa Avenue Lot

## Parking Occupancy

To determine the existing downtown parking demand, KLOA, Inc. performed parking occupancy surveys on Thursday May 4, 2023 and Saturday May 6, 2023. For each survey day, the number of occupied parking spaces was counted every hour between 9:00 A.M. and 12:00 A.M. The surveys were conducted for all public parking spaces in the study area, including the on-street spaces and public parking lots. **Tables 2** and **3** summarize the hourly public and private parking utilization on each of the two survey days.

Table 2

## PARKING INVENTORY &amp; OCCUPANCY - THURSDAY, 5/4/2023

|                      | Inventory<br>(Spaces) | Parking Occupancy |             |             |       |            |            |            |            |            |            |
|----------------------|-----------------------|-------------------|-------------|-------------|-------|------------|------------|------------|------------|------------|------------|
|                      |                       | 9:00<br>AM        | 10:00<br>AM | 11:00<br>AM | Noon  | 1:00<br>PM | 2:00<br>PM | 3:00<br>PM | 4:00<br>PM | 5:00<br>PM | 6:00<br>PM |
| On-Street Parking    |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 181                   | 44                | 48          | 50          | 56    | 62         | 68         | 55         | 57         | 56         | 67         |
| Percent Occupied     |                       | 24.3%             | 26.5%       | 27.6%       | 30.9% | 34.2%      | 37.5%      | 30.3%      | 31.4%      | 30.9%      | 37.0%      |
| Public Parking Lots  |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 96                    | 21                | 23          | 28          | 32    | 30         | 29         | 29         | 28         | 29         | 37         |
| Percent Occupied     |                       | 21.8%             | 23.9%       | 29.1%       | 30.3% | 31.2%      | 30.2%      | 30.2%      | 29.1%      | 30.2%      | 38.5%      |
| Total Public Parking |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 277                   | 65                | 71          | 78          | 88    | 92         | 97         | 84         | 85         | 85         | 104        |
| Percent Occupied     |                       | 23.4%             | 25.6%       | 28.1%       | 31.7% | 33.2%      | 35.0%      | 30.3%      | 30.6%      | 30.6%      | 37.5%      |
| Private Parking Lots |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 367                   | 80                | 104         | 127         | 132   | 138        | 120        | 115        | 114        | 109        | 125        |
| Percent Occupied     |                       | 21.7%             | 28.3%       | 34.6%       | 35.9% | 37.6%      | 32.6%      | 31.3%      | 31.0%      | 29.7%      | 34.0%      |
| Total Parking Spaces |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 644                   | 145               | 175         | 205         | 220   | 230        | 217        | 199        | 199        | 194        | 229        |
| Percent Occupied     |                       | 22.5%             | 27.1%       | 31.8%       | 34.1% | 35.7%      | 33.6%      | 30.9%      | 30.9%      | 30.1%      | 35.5%      |

Table 2

## PARKING INVENTORY &amp; OCCUPANCY - THURSDAY, 5/4/2023 (Continued)

|                      | Inventory<br>(Spaces) | Parking Occupancy |         |         |          |          |          |
|----------------------|-----------------------|-------------------|---------|---------|----------|----------|----------|
|                      |                       | 7:00 PM           | 8:00 PM | 9:00 PM | 10:00 PM | 11:00 PM | 12:00 AM |
| On-Street Parking    |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 181                   | 75                | 85      | 73      | 53       | 43       | 31       |
| Percent Occupied     |                       | 41.4%             | 46.9%   | 40.3%   | 29.2%    | 23.7%    | 17.1%    |
| Public Parking Lots  |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 96                    | 32                | 56      | 45      | 28       | 15       | 11       |
| Percent Occupied     |                       | 33.3%             | 58.3%   | 46.8%   | 29.1%    | 15.6%    | 11.4%    |
| Total Public Parking |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 277                   | 107               | 141     | 118     | 81       | 58       | 42       |
| Percent Occupied     |                       | 38.6%             | 50.9%   | 42.5%   | 29.2%    | 20.9%    | 15.1%    |
| Private Parking Lots |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 367                   | 136               | 104     | 85      | 60       | 51       | 43       |
| Percent Occupied     |                       | 37.0%             | 28.3%   | 23.1%   | 16.3%    | 13.8%    | 11.7%    |
| Total Parking Spaces |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 644                   | 243               | 245     | 203     | 141      | 109      | 85       |
| Percent Occupied     |                       | 37.7%             | 38.0%   | 31.5%   | 21.8%    | 16.9%    | 13.1%    |

Table 3

## PARKING INVENTORY &amp; OCCUPANCY - SATURDAY, 5/6/2023

|                      | Inventory<br>(Spaces) | Parking Occupancy |             |             |       |            |            |            |            |            |            |
|----------------------|-----------------------|-------------------|-------------|-------------|-------|------------|------------|------------|------------|------------|------------|
|                      |                       | 9:00<br>AM        | 10:00<br>AM | 11:00<br>AM | Noon  | 1:00<br>PM | 2:00<br>PM | 3:00<br>PM | 4:00<br>PM | 5:00<br>PM | 6:00<br>PM |
| On-Street Parking    |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 181                   | 39                | 53          | 52          | 53    | 47         | 62         | 73         | 75         | 73         | 70         |
| Percent Occupied     |                       | 21.5%             | 29.3%       | 28.7%       | 29.3% | 26.0%      | 34.3%      | 40.3%      | 41.4%      | 40.3%      | 38.7%      |
| Public Parking Lots  |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 96                    | 23                | 33          | 26          | 29    | 37         | 39         | 40         | 38         | 34         | 35         |
| Percent Occupied     |                       | 24.0%             | 34.4%       | 27.1%       | 30.2% | 38.5%      | 40.6%      | 41.7%      | 39.6%      | 35.4%      | 36.5%      |
| Total Public Parking |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 277                   | 62                | 86          | 78          | 82    | 84         | 101        | 113        | 113        | 107        | 105        |
| Percent Occupied     |                       | 22.3%             | 31.0%       | 28.1%       | 29.6% | 30.3%      | 36.4%      | 40.8%      | 40.8%      | 38.6%      | 37.9%      |
| Private Parking Lots |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 367                   | 118               | 135         | 136         | 133   | 151        | 118        | 101        | 95         | 88         | 98         |
| Percent Occupied     |                       | 32.1%             | 36.7%       | 37.0%       | 36.2% | 41.1%      | 32.1%      | 27.5%      | 25.8%      | 23.9%      | 26.7%      |
| Total Parking Spaces |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 644                   | 180               | 221         | 214         | 215   | 235        | 219        | 214        | 208        | 195        | 203        |
| Percent Occupied     |                       | 27.9%             | 34.3%       | 33.2%       | 33.3% | 36.4%      | 34.0%      | 33.2%      | 32.2%      | 30.2%      | 31.5%      |

Table 3

## PARKING INVENTORY &amp; OCCUPANCY - SATURDAY, 5/6/2023 (Continued)

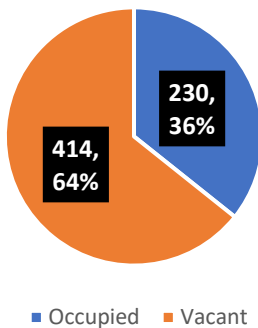
|                      | Inventory<br>(Spaces) | Parking Occupancy |         |         |          |          |          |
|----------------------|-----------------------|-------------------|---------|---------|----------|----------|----------|
|                      |                       | 7:00 PM           | 8:00 PM | 9:00 PM | 10:00 PM | 11:00 PM | 12:00 AM |
| On-Street Parking    |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 181                   | 85                | 87      | 84      | 75       | 74       | 66       |
| Percent Occupied     |                       | 47.0%             | 48.1%   | 46.4%   | 41.4%    | 40.9%    | 36.5%    |
| Public Parking Lots  |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 96                    | 60                | 85      | 89      | 66       | 49       | 36       |
| Percent Occupied     |                       | 62.5%             | 88.5%   | 92.7%   | 68.8%    | 51.0%    | 37.5%    |
| Total Public Parking |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 277                   | 145               | 172     | 173     | 141      | 123      | 102      |
| Percent Occupied     |                       | 52.3%             | 62.1%   | 62.4%   | 50.1%    | 44.4%    | 36.8%    |
| Private Parking Lots |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 367                   | 102               | 108     | 104     | 91       | 81       | 79       |
| Percent Occupied     |                       | 27.8%             | 29.4%   | 28.3%   | 24.7%    | 22.0%    | 21.5%    |
| Total Parking Spaces |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 644                   | 247               | 280     | 277     | 232      | 204      | 181      |
| Percent Occupied     |                       | 38.3%             | 43.4%   | 43.0%   | 36.0%    | 31.6%    | 28.1%    |

## Overview of Overall Downtown Parking Utilization

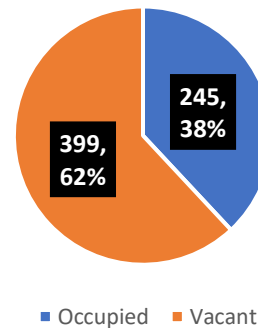
As shown in Tables 2 and 3, the current utilization of public parking in the Villa Avenue downtown can be summarized as follows:

- *Weekday Daytime.* The peak parking utilization during the daytime hours of a weekday occurred at 1:00 P.M. when 230 of the 644 public parking spaces (35.7%) were occupied leaving 414 vacant parking spaces in the study area (Chart 1).
- *Weekday Evening.* The peak parking utilization on a weekday during the evening occurred at 8:00 P.M. when 245 of the 644 public parking spaces (38.0%) were occupied leaving 399 vacant parking spaces in the study area (Chart 2).
- *Saturday Daytime.* The peak parking utilization during the daytime hours on Saturday occurred at 1:00 P.M. when 235 of the 644 parking spaces (36.4%) were occupied leaving 409 vacant parking spaces in the study area (Chart 3).
- *Saturday Evening.* The peak parking utilization during the evening hours on a Saturday occurred at 8:00 P.M. when 280 of the 644 parking spaces (43.4%) were occupied leaving 364 vacant parking spaces in the study area (Chart 4).

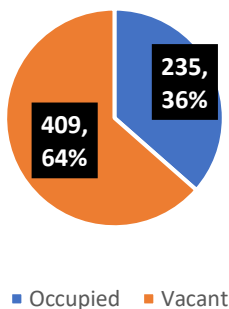
**Chart 1**  
**Thursday May 4 (Daytime)**



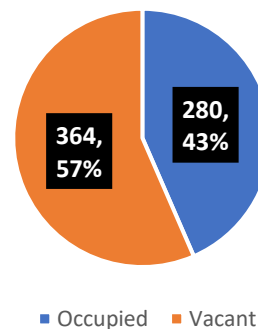
**Chart 2**  
**Thursday May 4 (Evening)**



**Chart 3**  
**Saturday May 6 (Daytime)**



**Chart 4**  
**Saturday May 6 (Evening)**



## On-Street Public Parking Utilization

**Figures 3 and 4** show the average peak utilization of on-street parking on a Thursday during the daytime. **Figures 5 and 6** show the average peak utilization of on-street parking on a Thursday during the evening. The Saturday daytime and evening average peak parking utilization of on-street parking is shown in **Figures 7 through 10**. As shown in the figures, only a few segments of on-street parking had above 90 percent utilization. It is important to note during certain hours, various segments had a parking utilization of 95 percent or more. Below is a list of the segments where parking utilization exceeded 90 percent of the block capacity during specific hours.

### *Weekday*

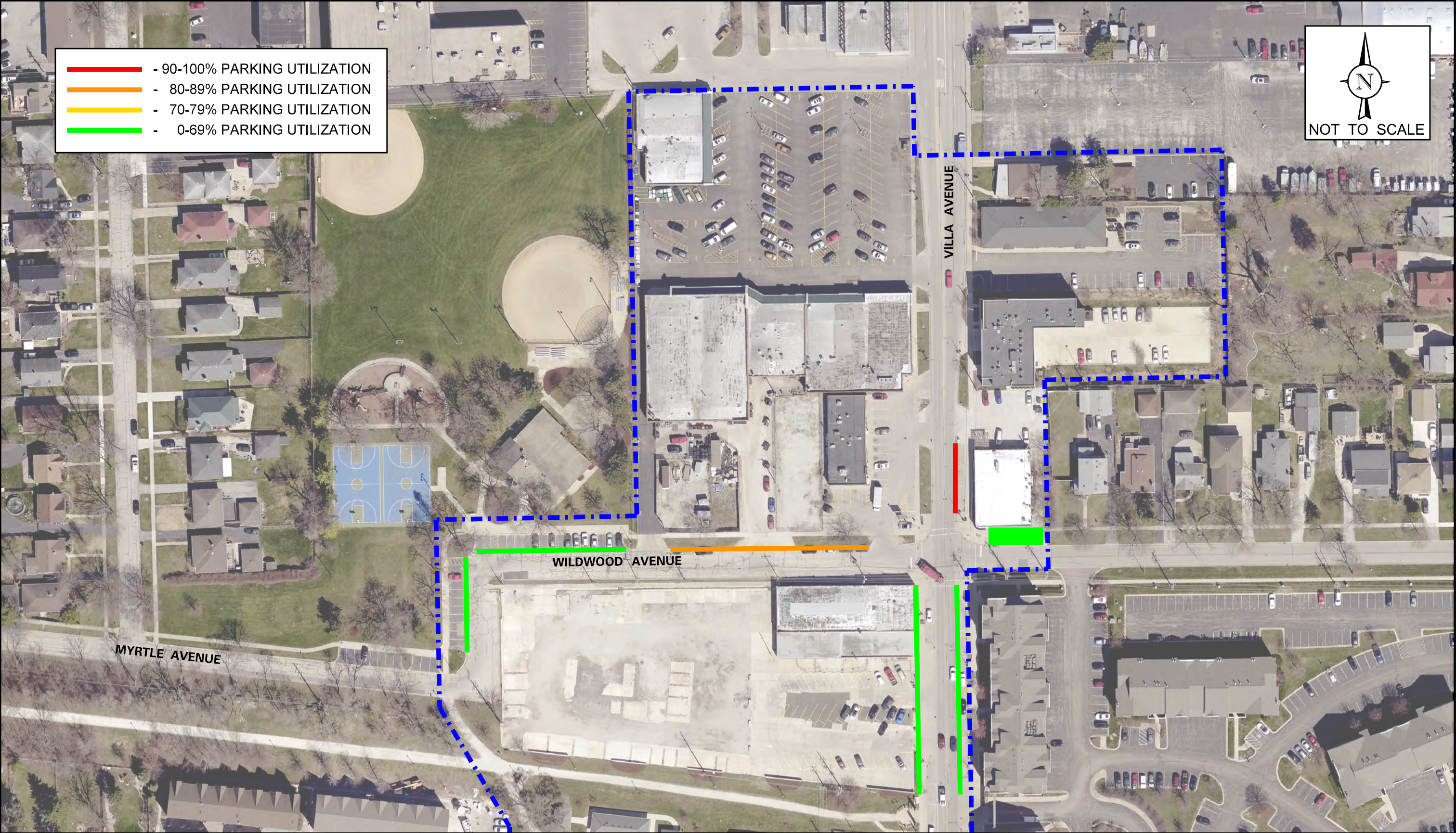
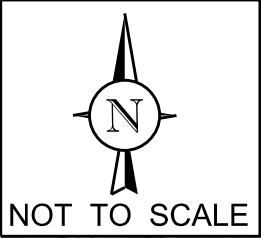
- East Side of Villa Avenue between St Charles Road and Wildwood Avenue
- North side of Wildwood Avenue east of Villa Avenue
- North side of Wildwood Avenue west of Villa Avenue
- East and West sides of Villa Avenue between Kenilworth Avenue and the Great Western Trail
- West side of Villa Avenue between Kenilworth Avenue and Central Boulevard
- North side of Kenilworth Avenue between Villa Avenue and North/South Alley
- West side of Cortesi Avenue between Myrtle Avenue and Kenilworth Avenue

### *Saturday*

- East Side of Villa Avenue between St Charles Road and Wildwood Avenue
- North side of Wildwood Avenue east of Villa Avenue
- East and West sides of Villa Avenue between Kenilworth Avenue and the Great Western Trail
- East and West sides of Villa Avenue between Kenilworth Avenue and Central Avenue
- West side of Cortesi Avenue between Myrtle Avenue and Kenilworth Avenue
- East side of Myrtle Avenue between Myrtle Avenue and Kenilworth Avenue
- West side of Myrtle Avenue between Kenilworth Avenue and Central Boulevard

Bar graphs showing the parking utilization of each on-street parking segment are included in the Appendix.

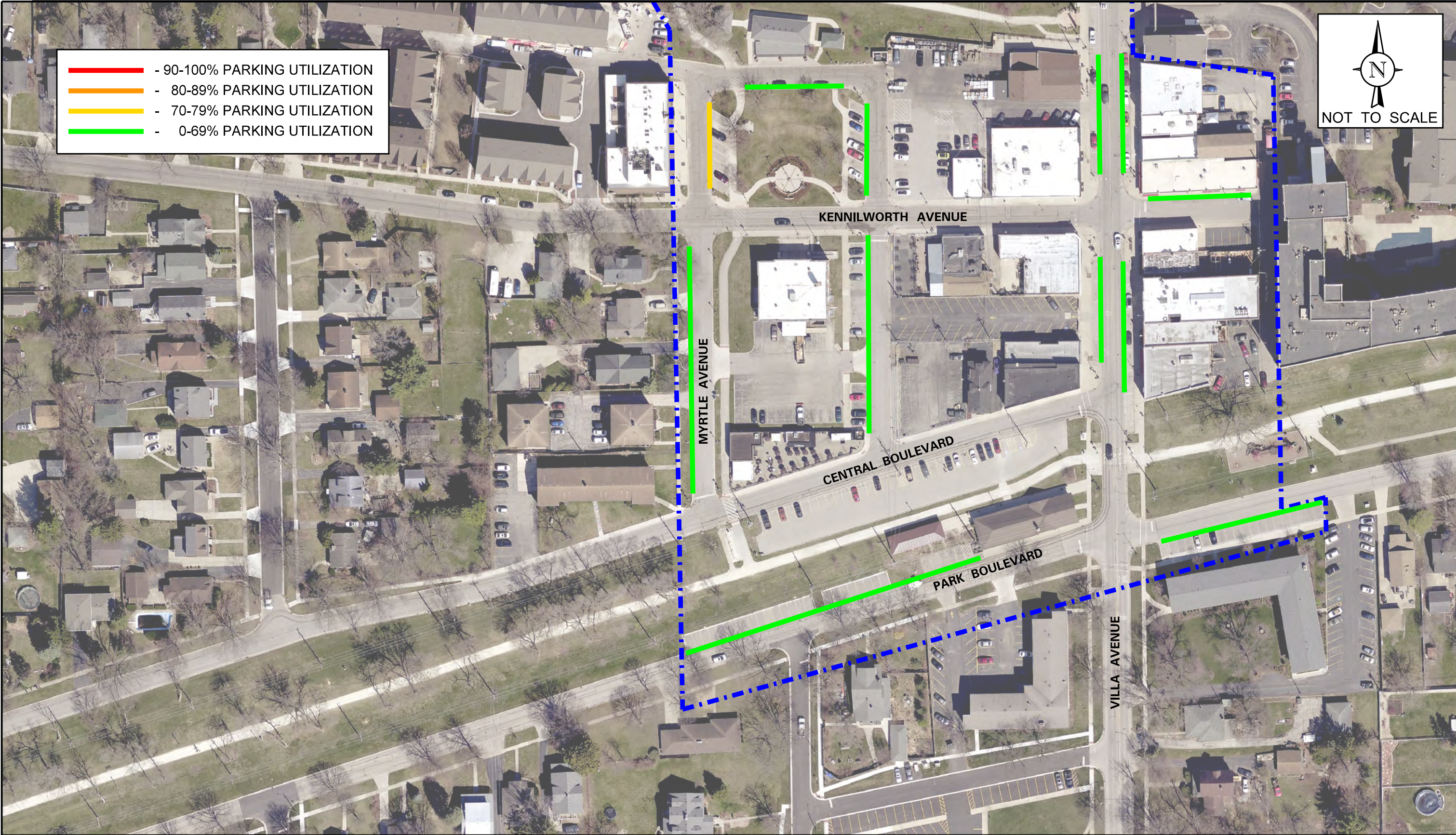
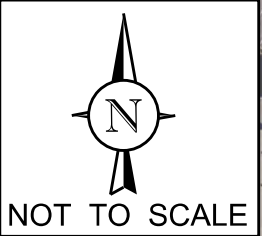
- 90-100% PARKING UTILIZATION
- 80-89% PARKING UTILIZATION
- 70-79% PARKING UTILIZATION
- 0-69% PARKING UTILIZATION



VILLA AVENUE  
PARKING STUDY  
VILLA PARK, ILLINOIS

ON-STREET PARKING UTILIZATION (DAYTIME)  
THURSDAY MAY 4, 2023  
NORTH SECTION

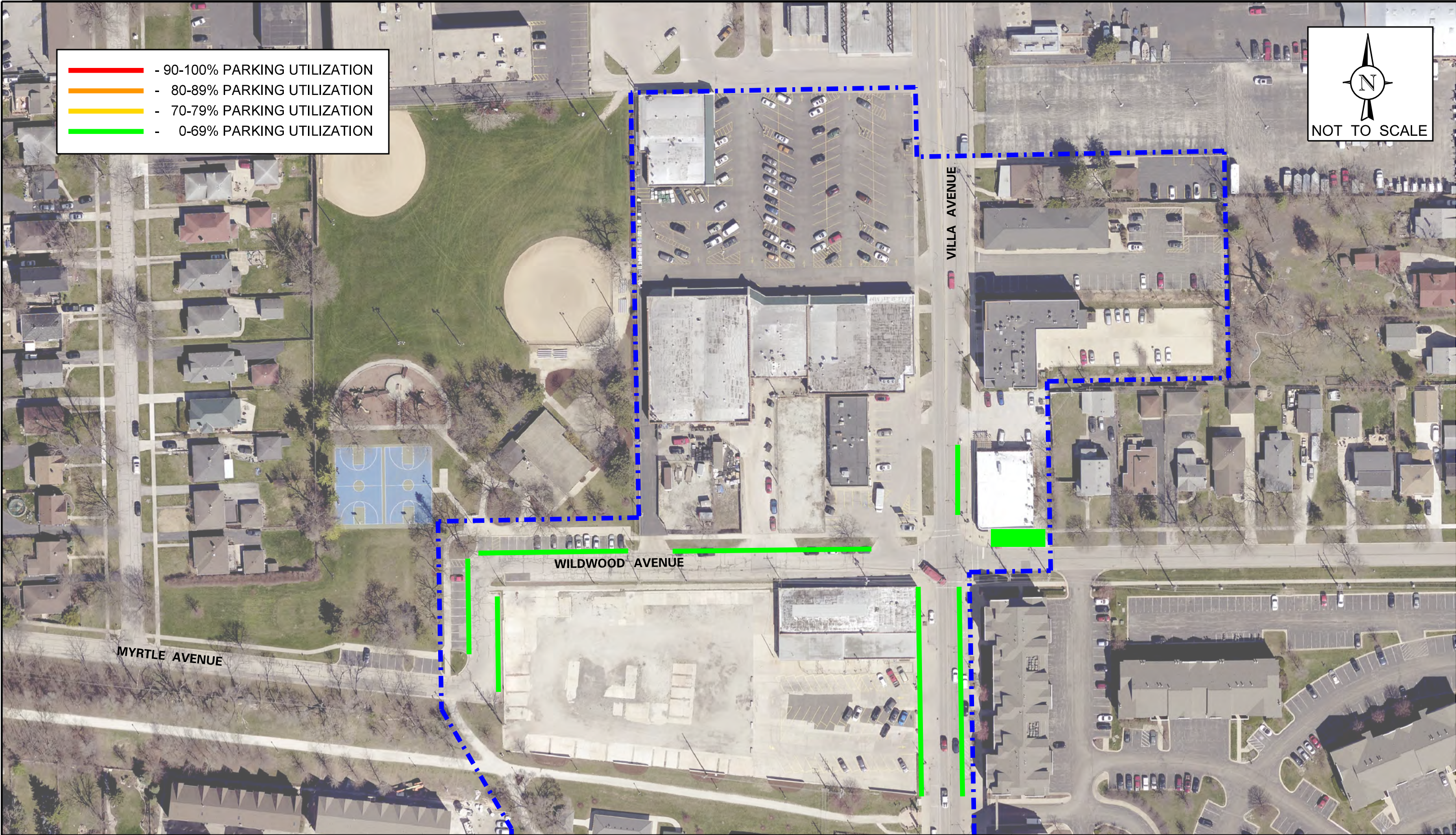
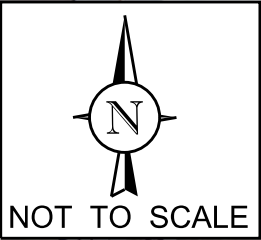
- 90-100% PARKING UTILIZATION
- 80-89% PARKING UTILIZATION
- 70-79% PARKING UTILIZATION
- 0-69% PARKING UTILIZATION



VILLA AVENUE  
PARKING STUDY  
VILLA PARK, ILLINOIS

ON-STREET PARKING UTILIZATION (DAYTIME)  
THURSDAY MAY 4, 2023  
SOUTH SECTION

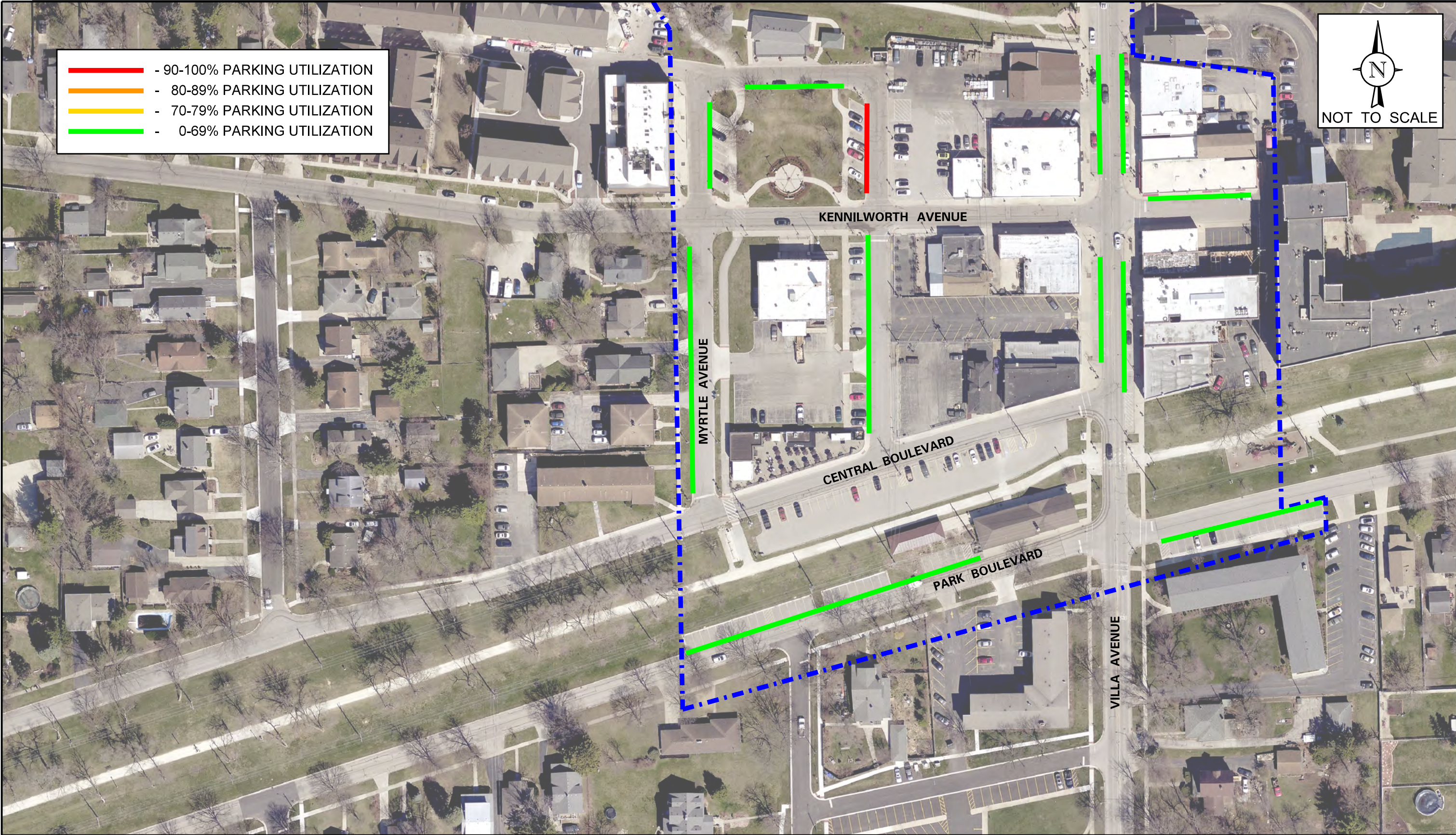
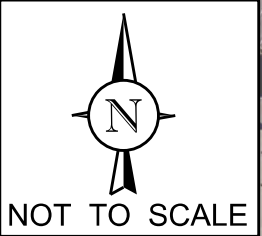
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PARKING STUDY  
VILLA PARK, ILLINOIS

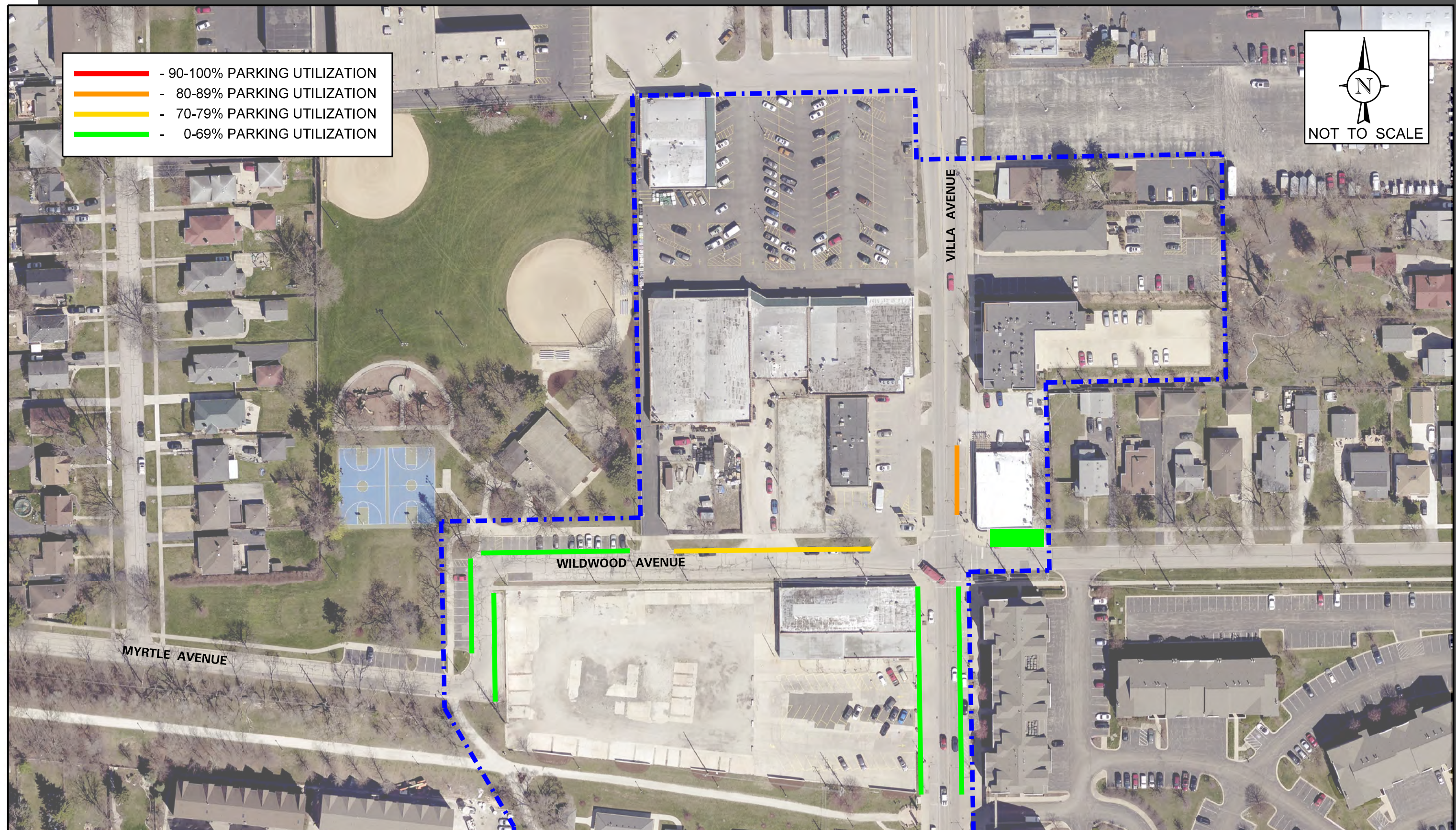
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NORTH SECTION

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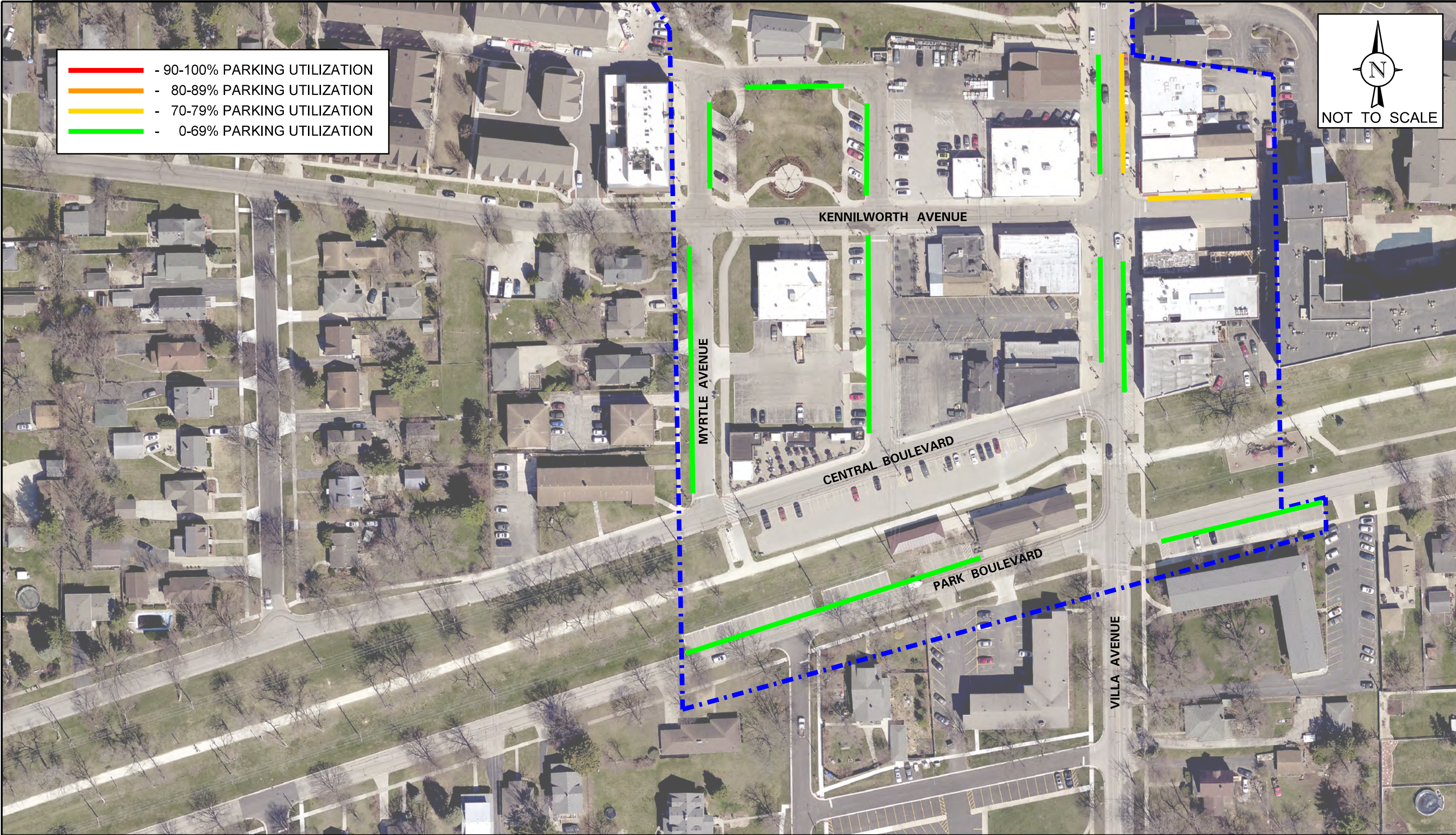
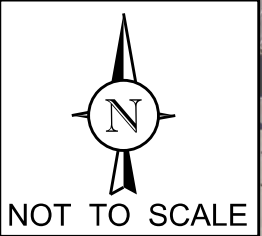
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ON-STREET PARKING UTILIZATION (DAYTIME)  
SATURDAY MAY 6, 2023  
NORTH SECTION

**KLOA**  
Kenig, Lindgren, O'Hara, Aboona, Inc.

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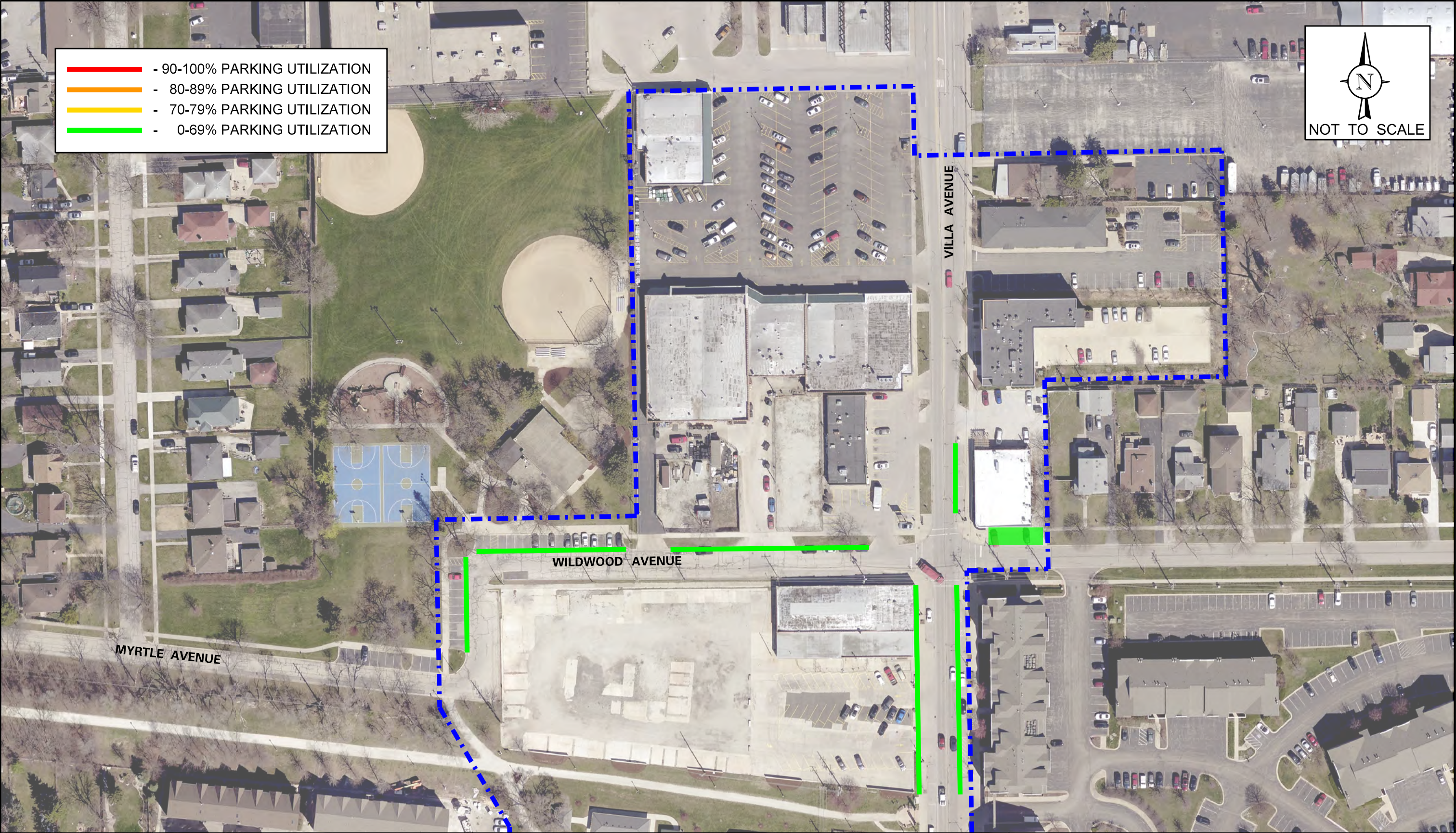
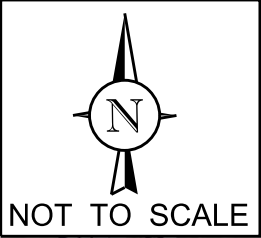
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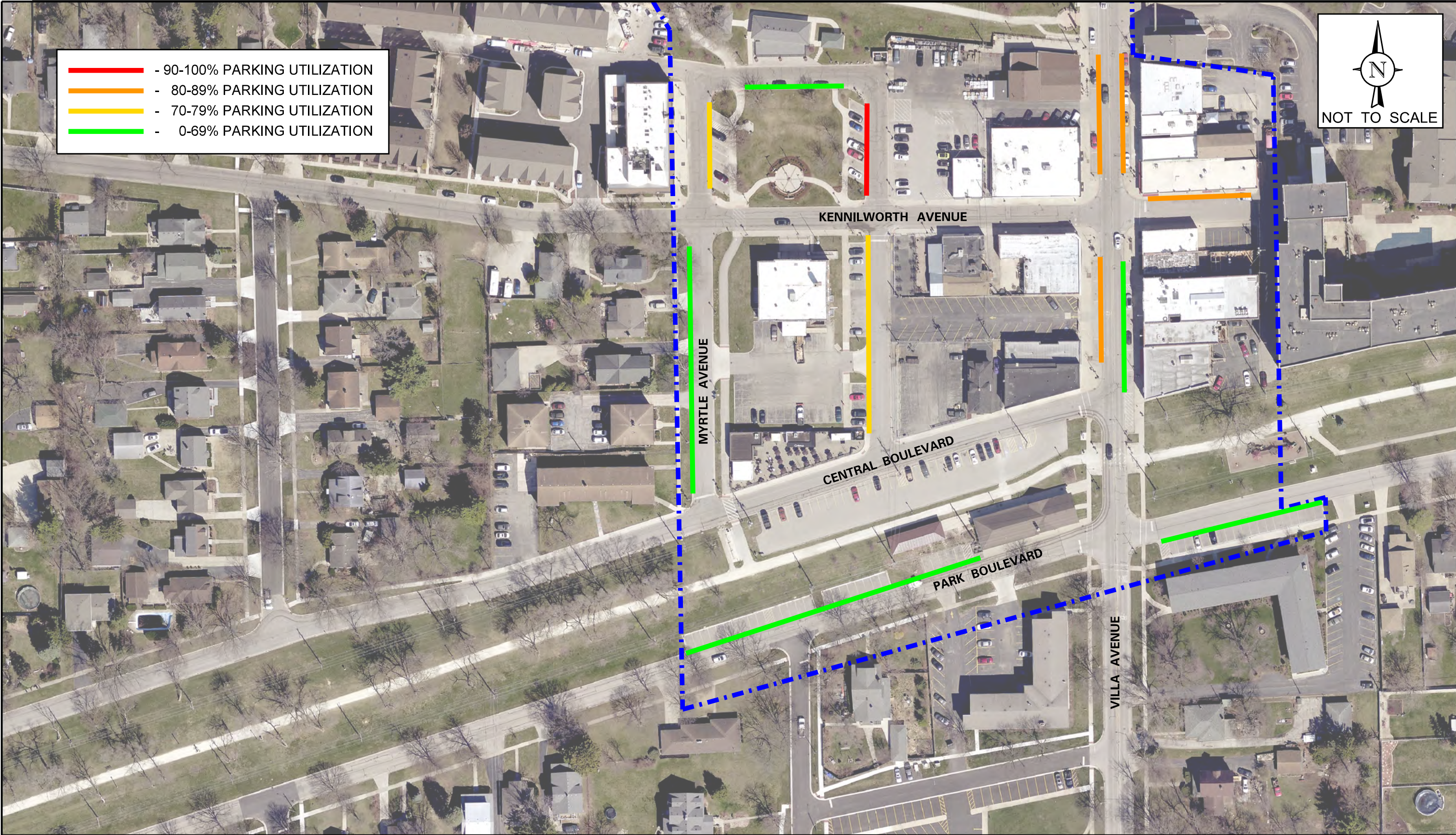
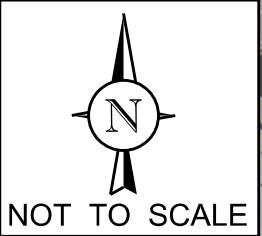
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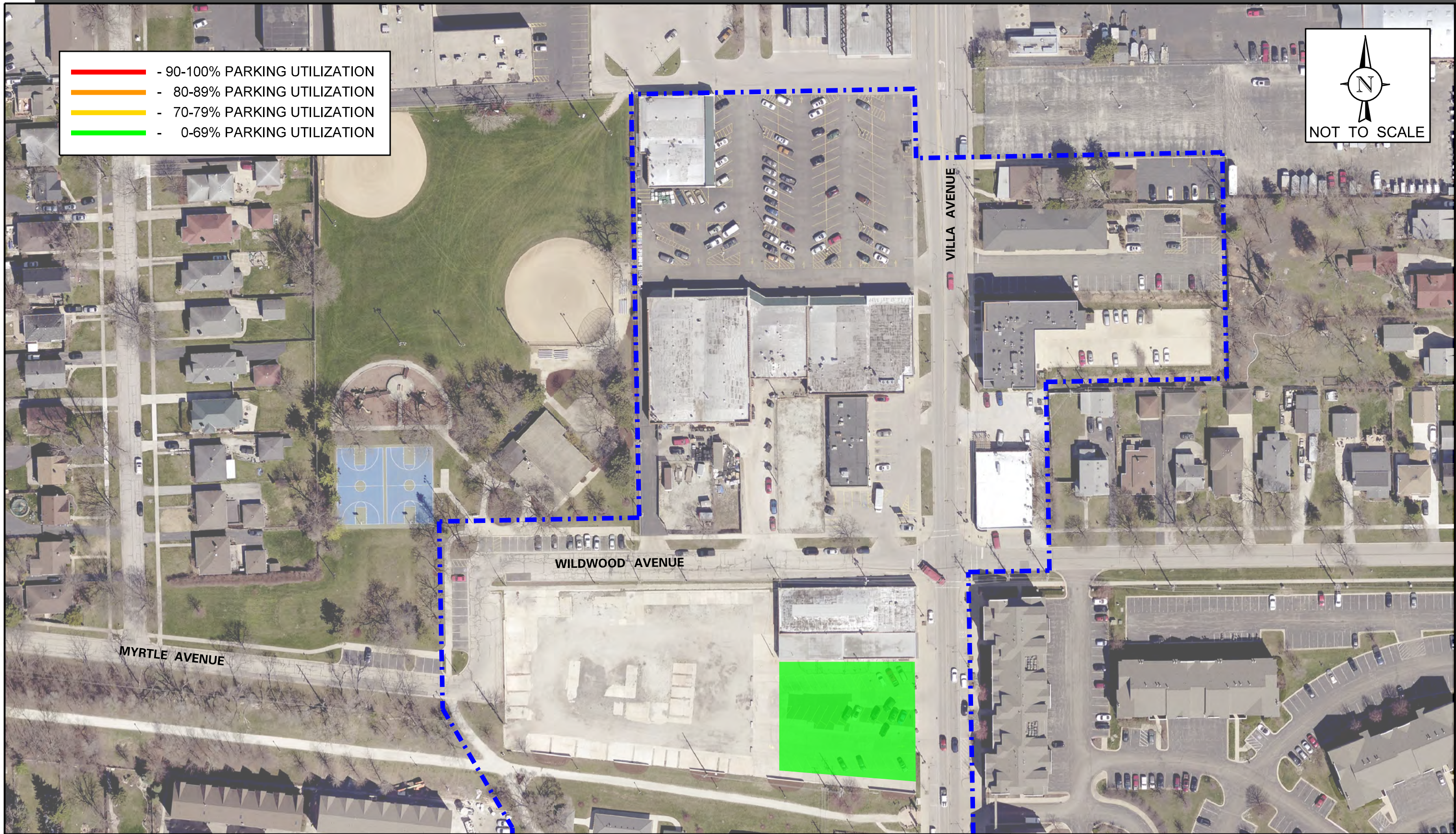
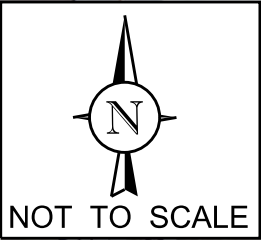
## Off-Street Public and Private Parking Lot Utilization

The average peak utilization of the public parking lots on a weekday and a Saturday are shown in **Figures 11** through **18**. The private parking lot utilization on a weekday and a Saturday are shown in **Figures 19** through **26**.

Based on the surveys, the average utilization of the public lots never exceeded 70 percent with the exception of the Cortesi Avenue public lot which exceeded the parking lot capacity from 8:00 P.M. to 12:00 A.M (double parked). It is important to note that none of the private parking lots exceeded their capacity.

Most of the private lots average parking utilization was less than 70 percent with a couple of exceptions such as Mito's parking lot and the More Brewing Company lot. It is worth noting that some of the private lots experienced higher demand at specific hours. However, this demand only occurred for one or two hours. Bar graphs of each parking lot for both days are included in the Appendix.

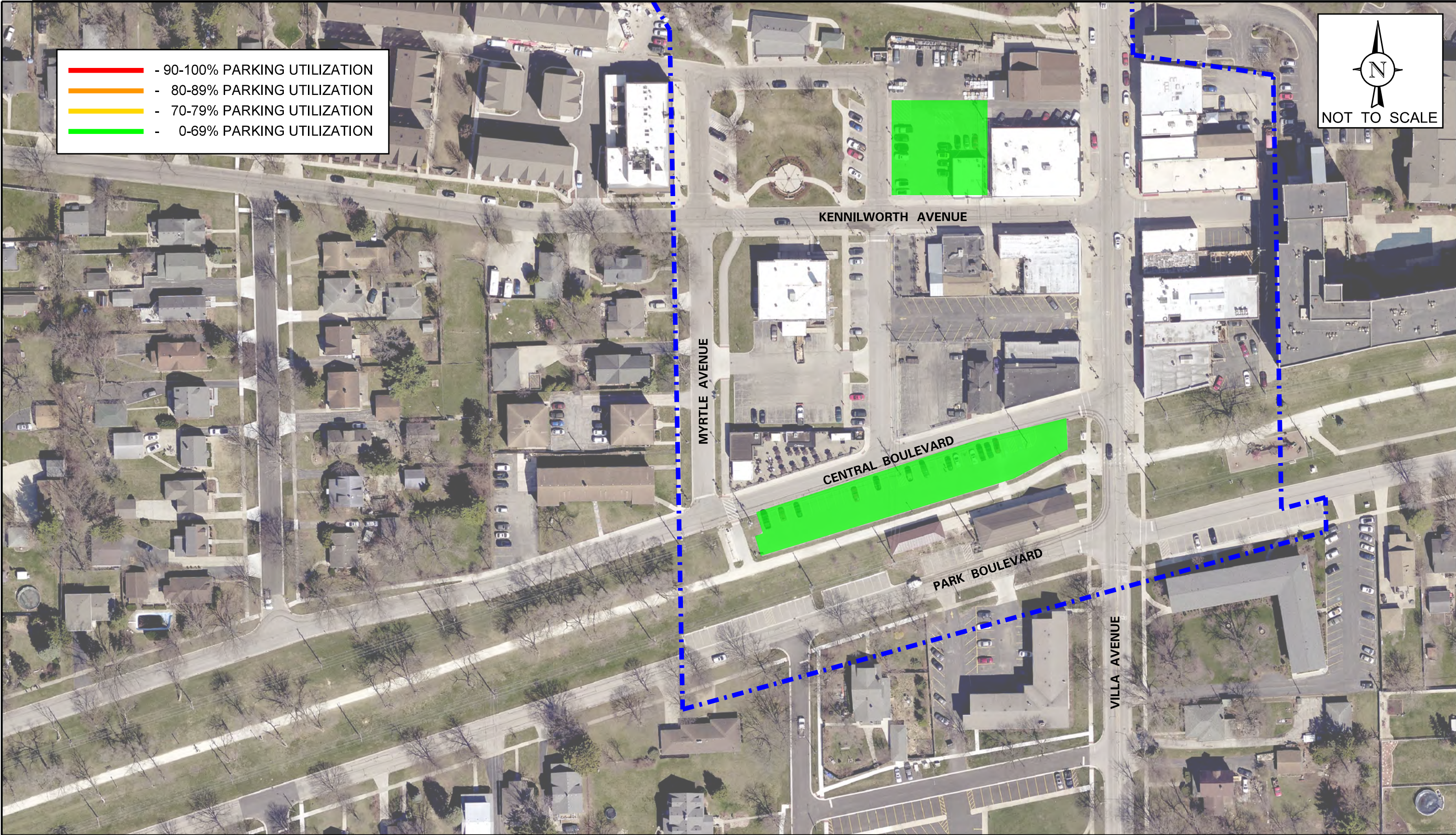
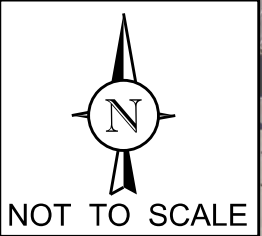
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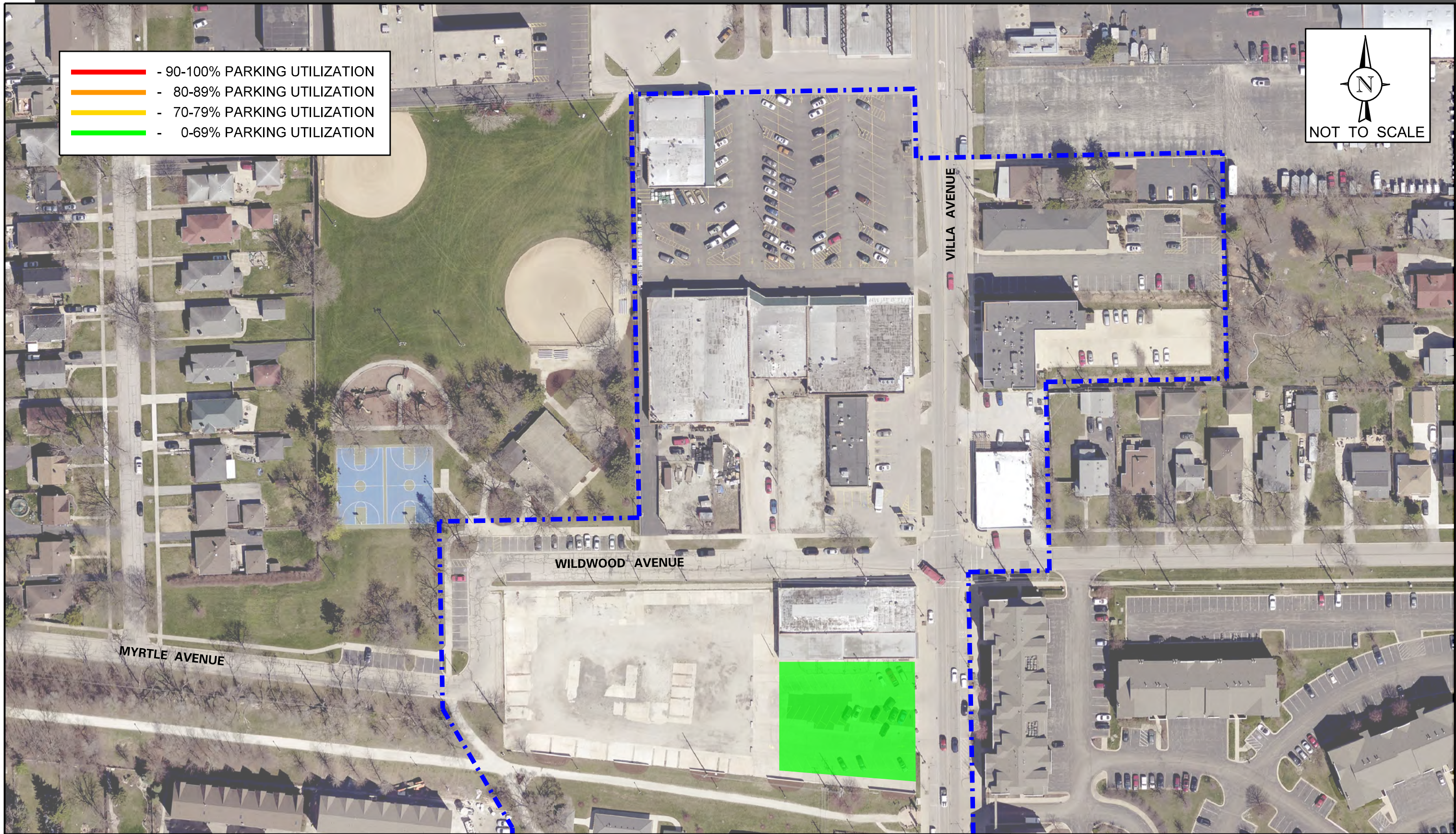
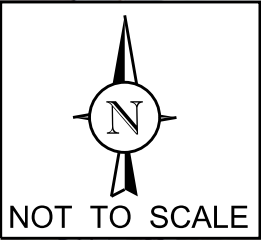
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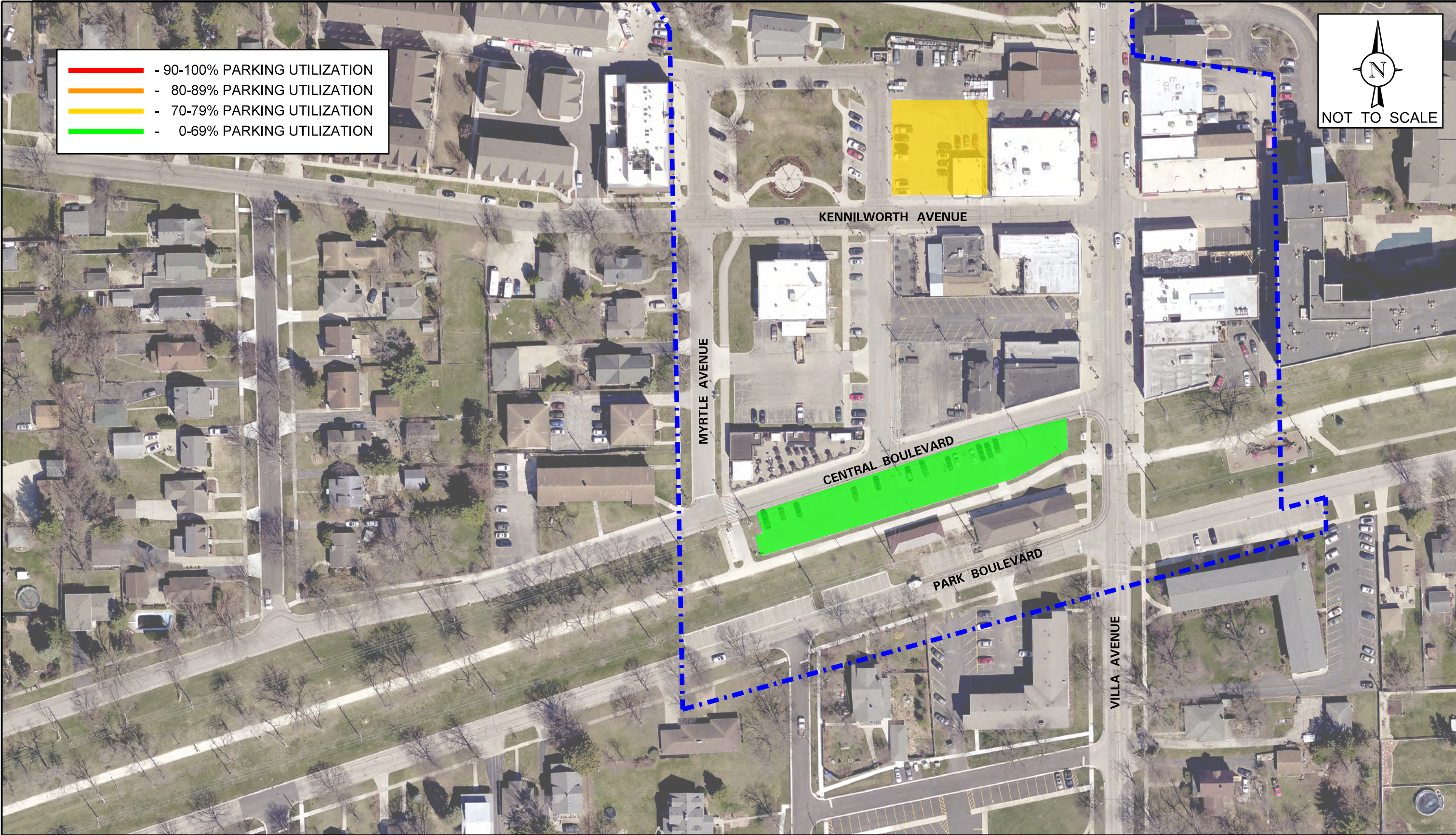
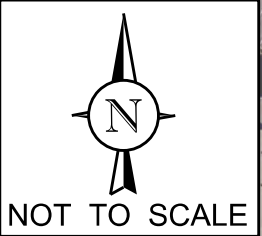
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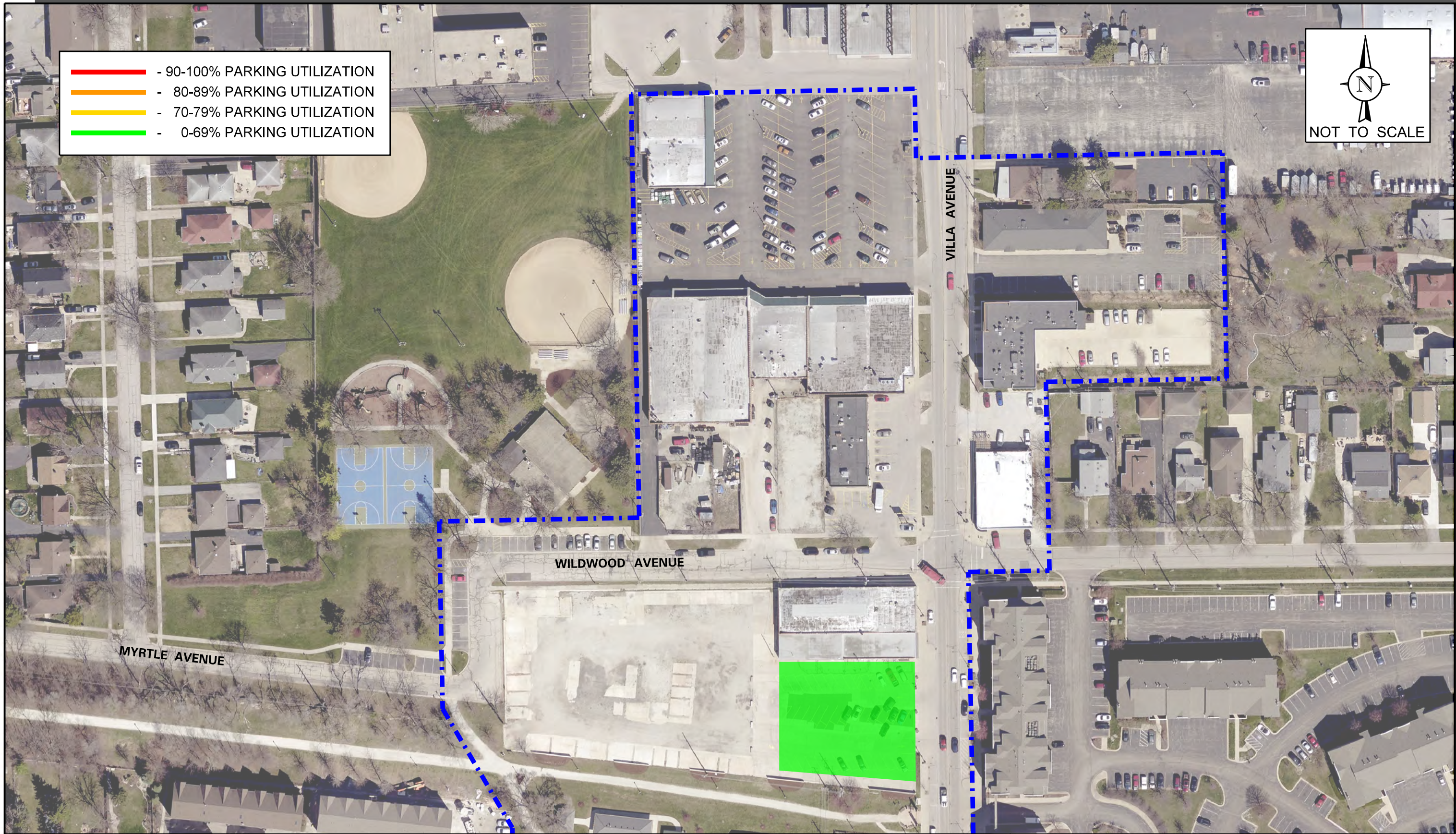
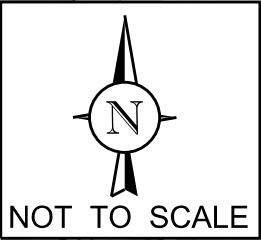
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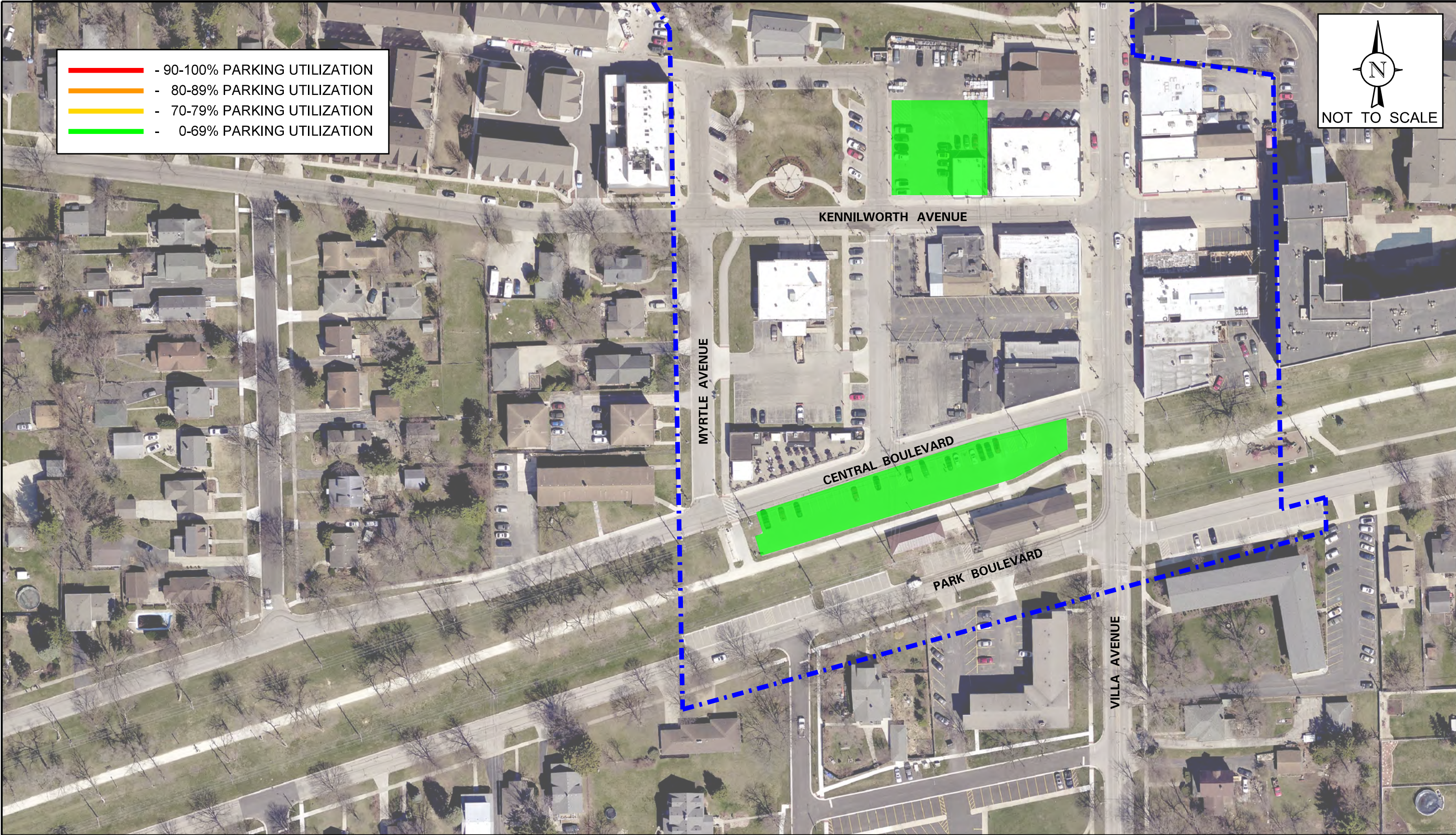
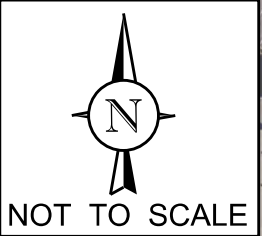
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VILLA PARK, ILLINOIS

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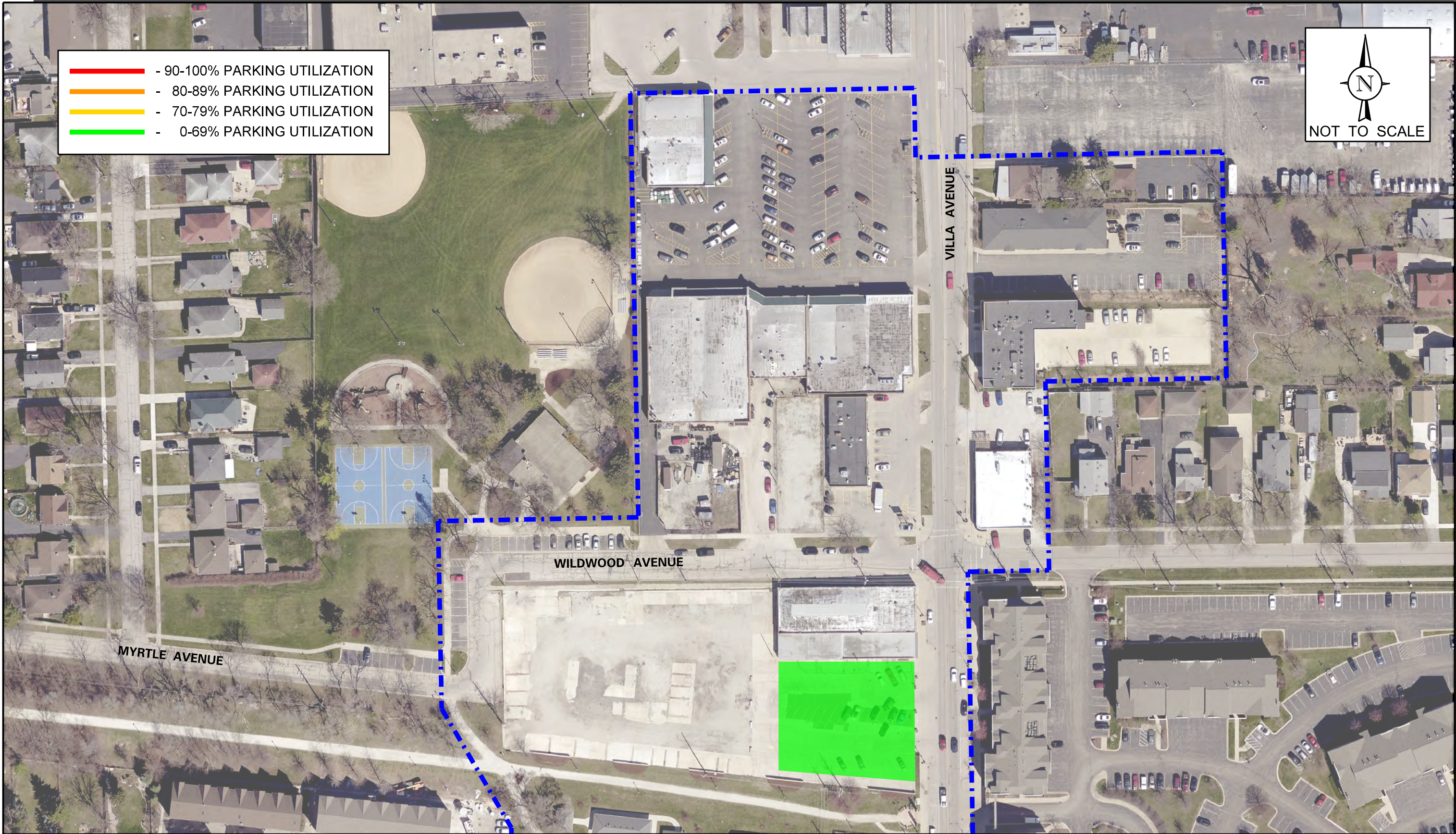
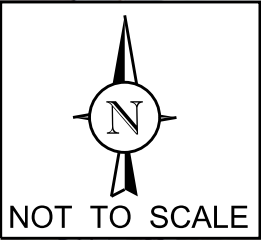
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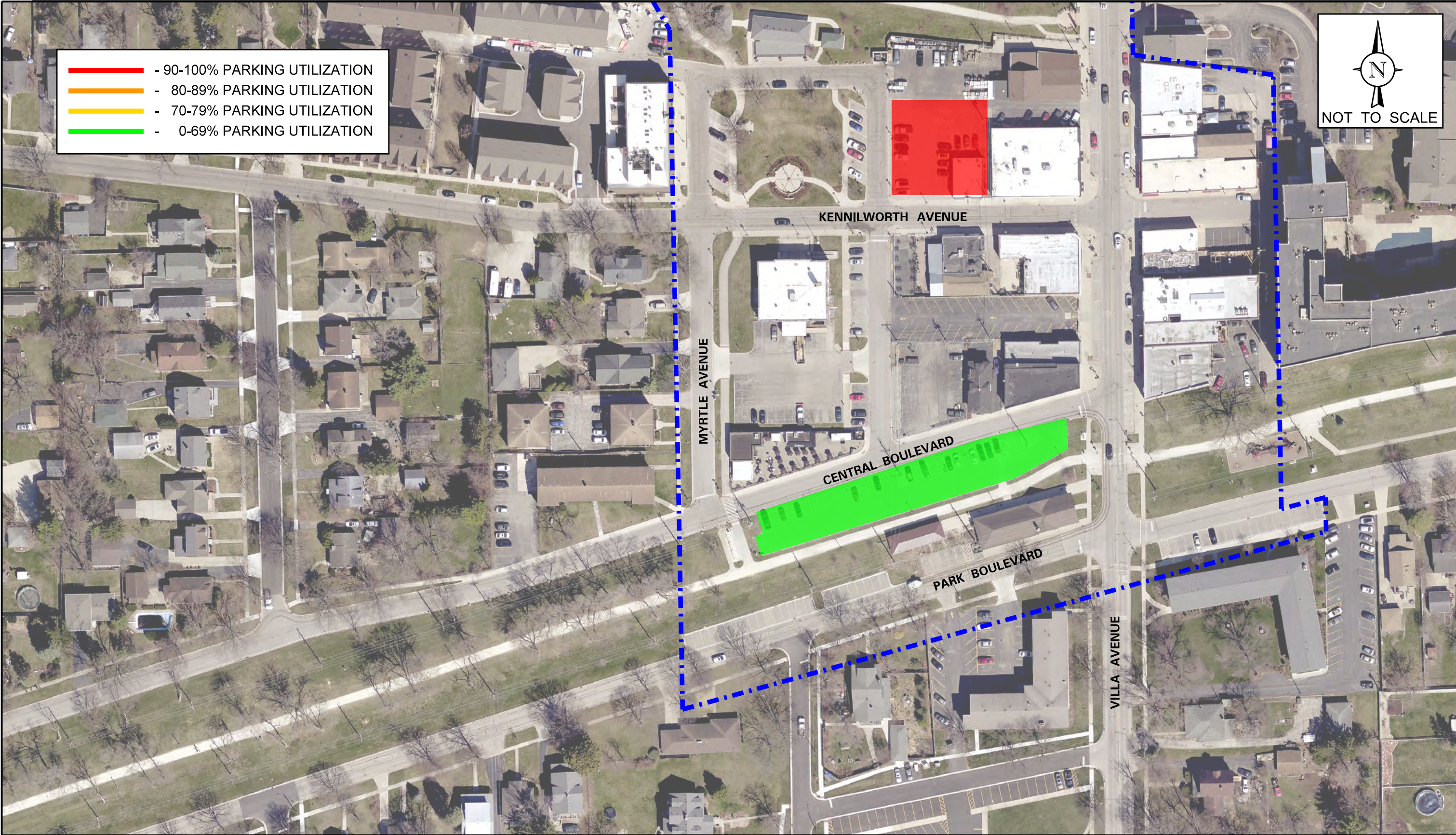
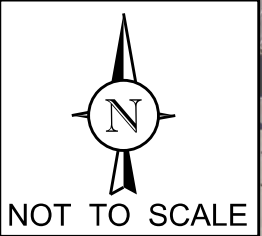
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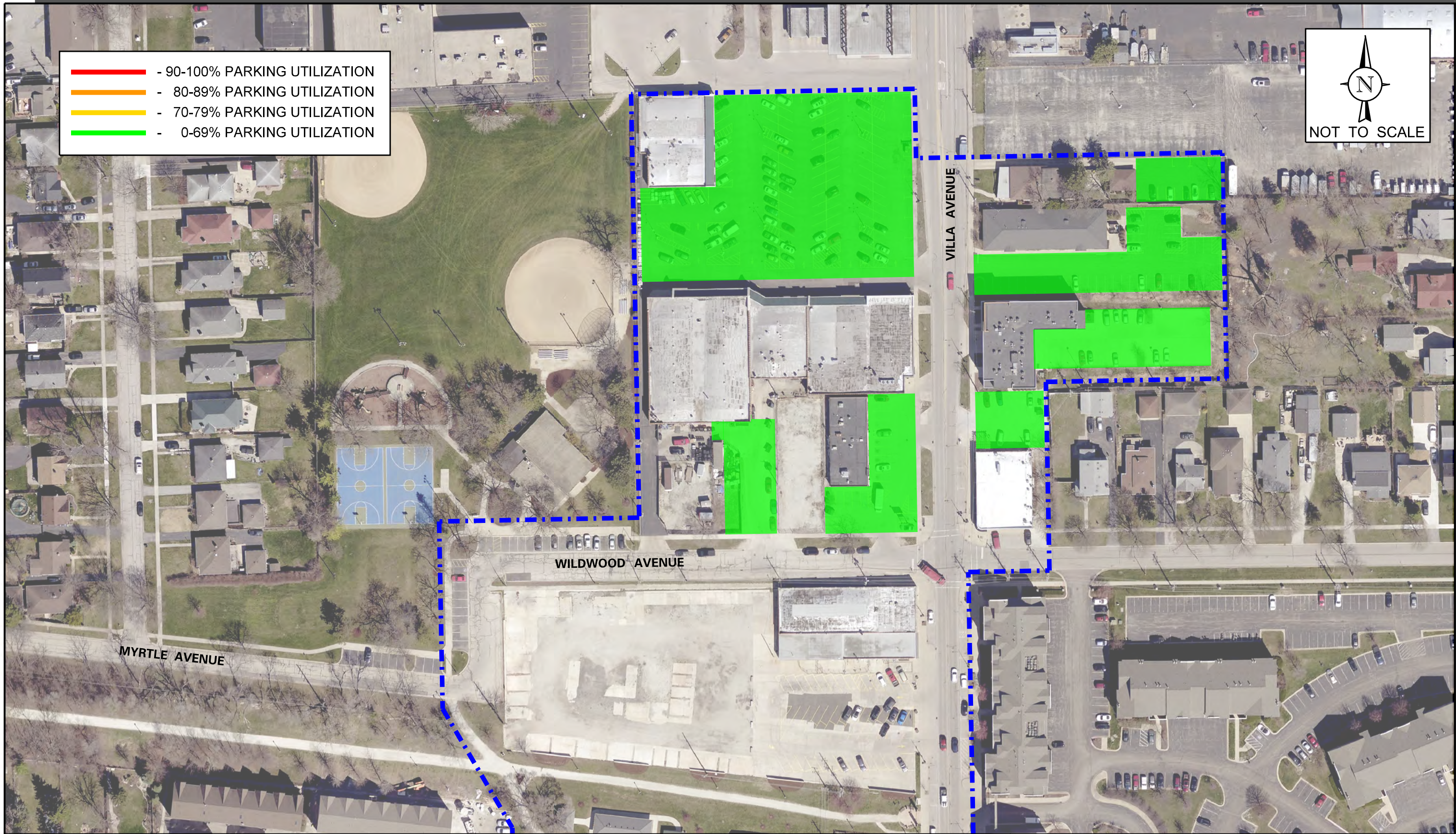
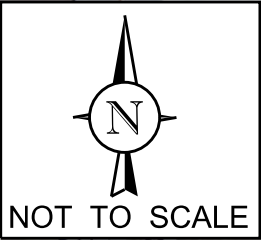
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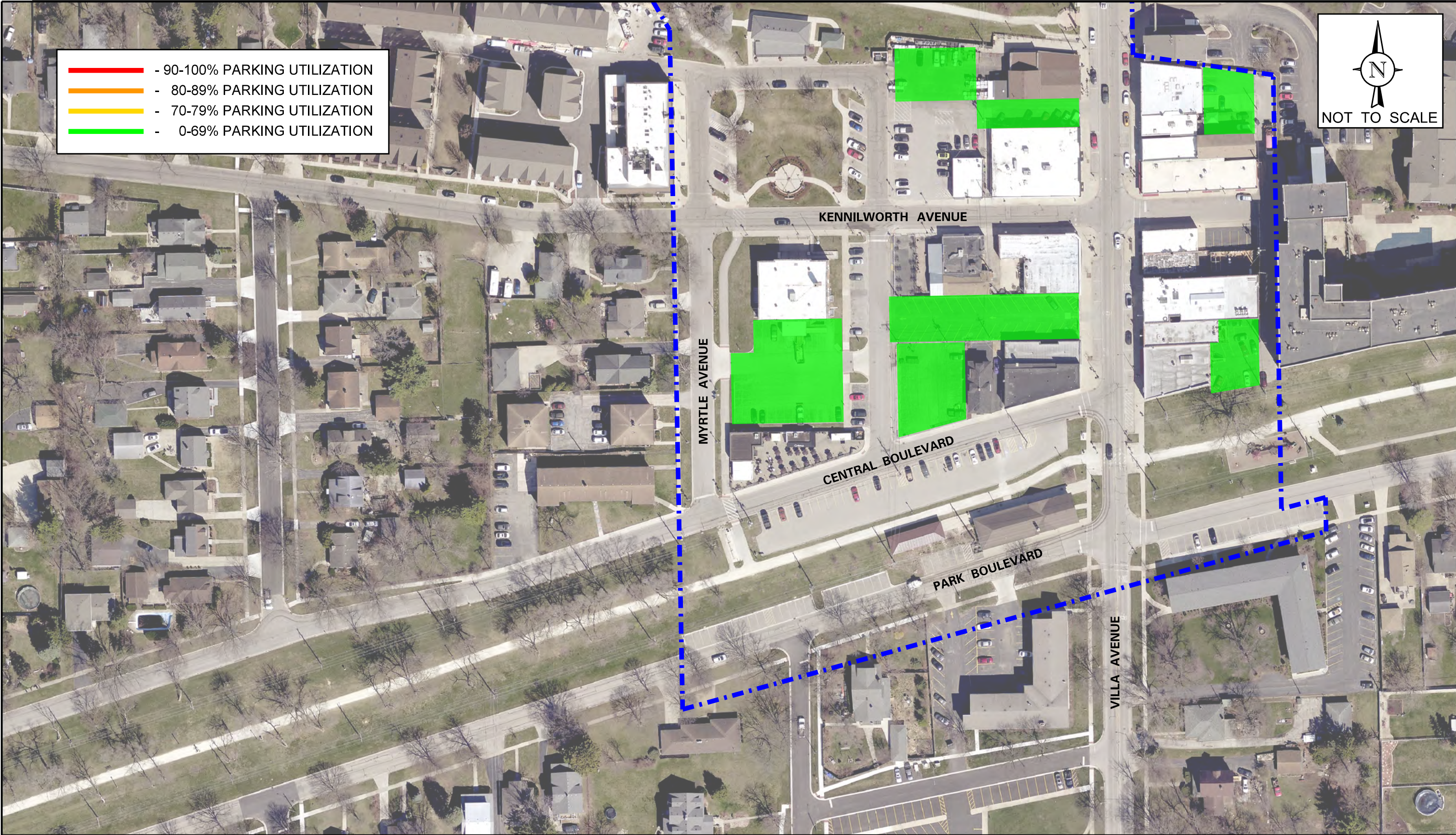
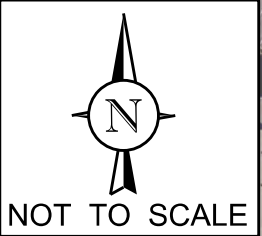
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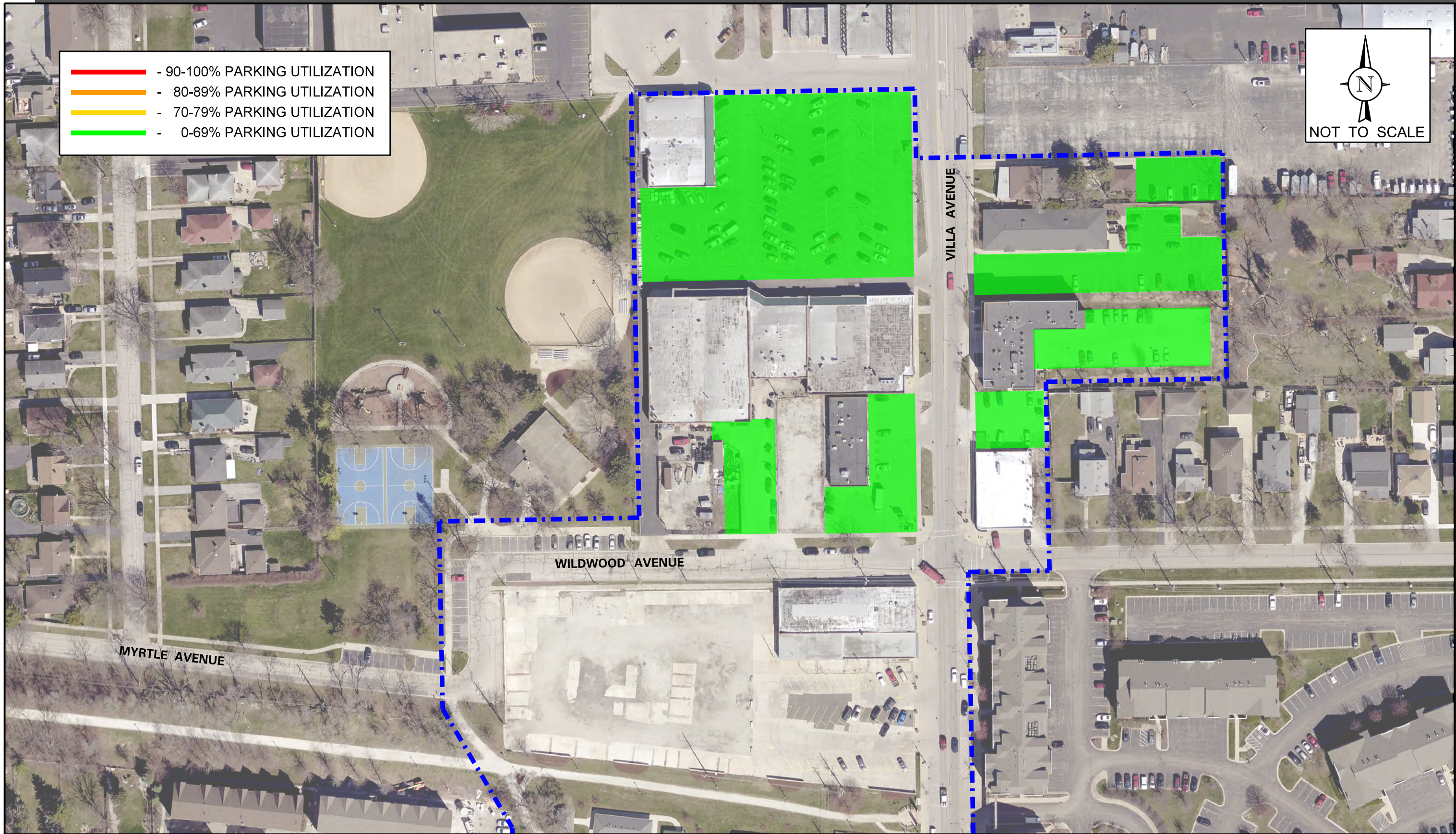
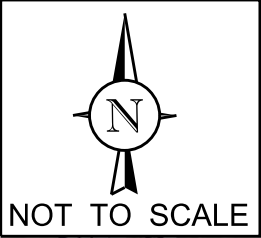
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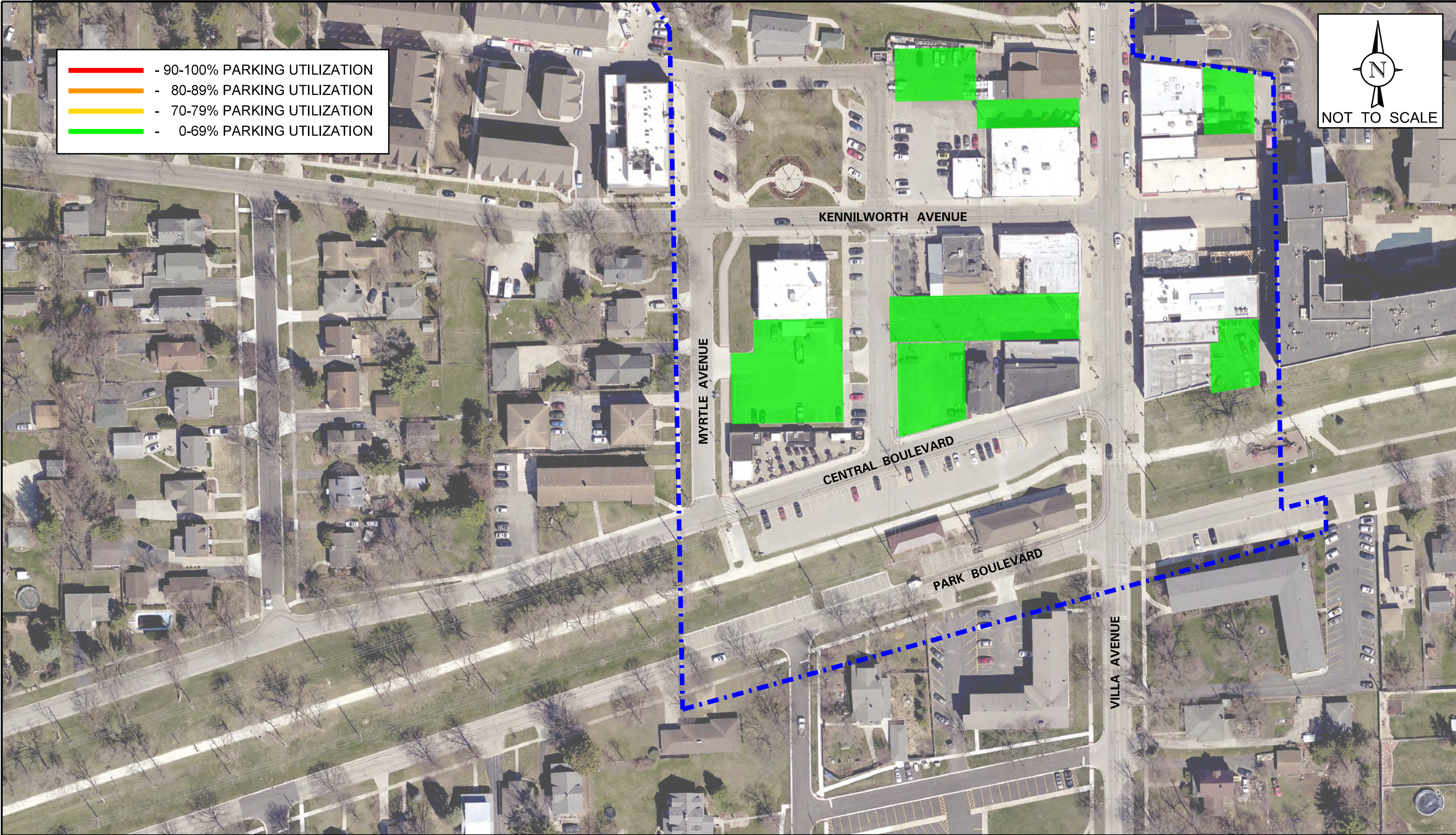
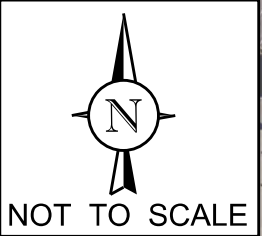
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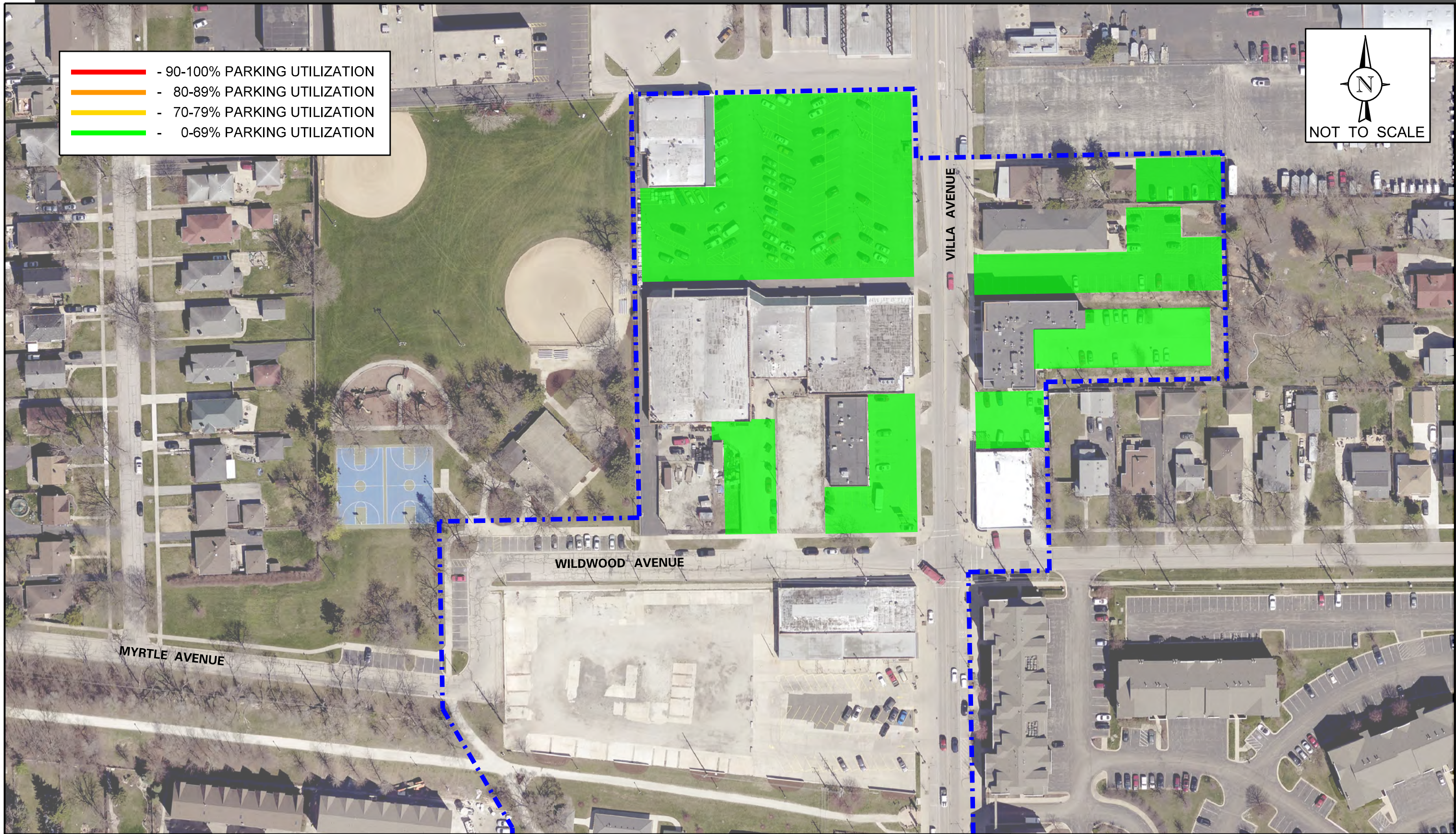
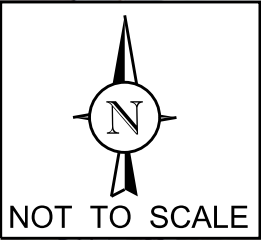
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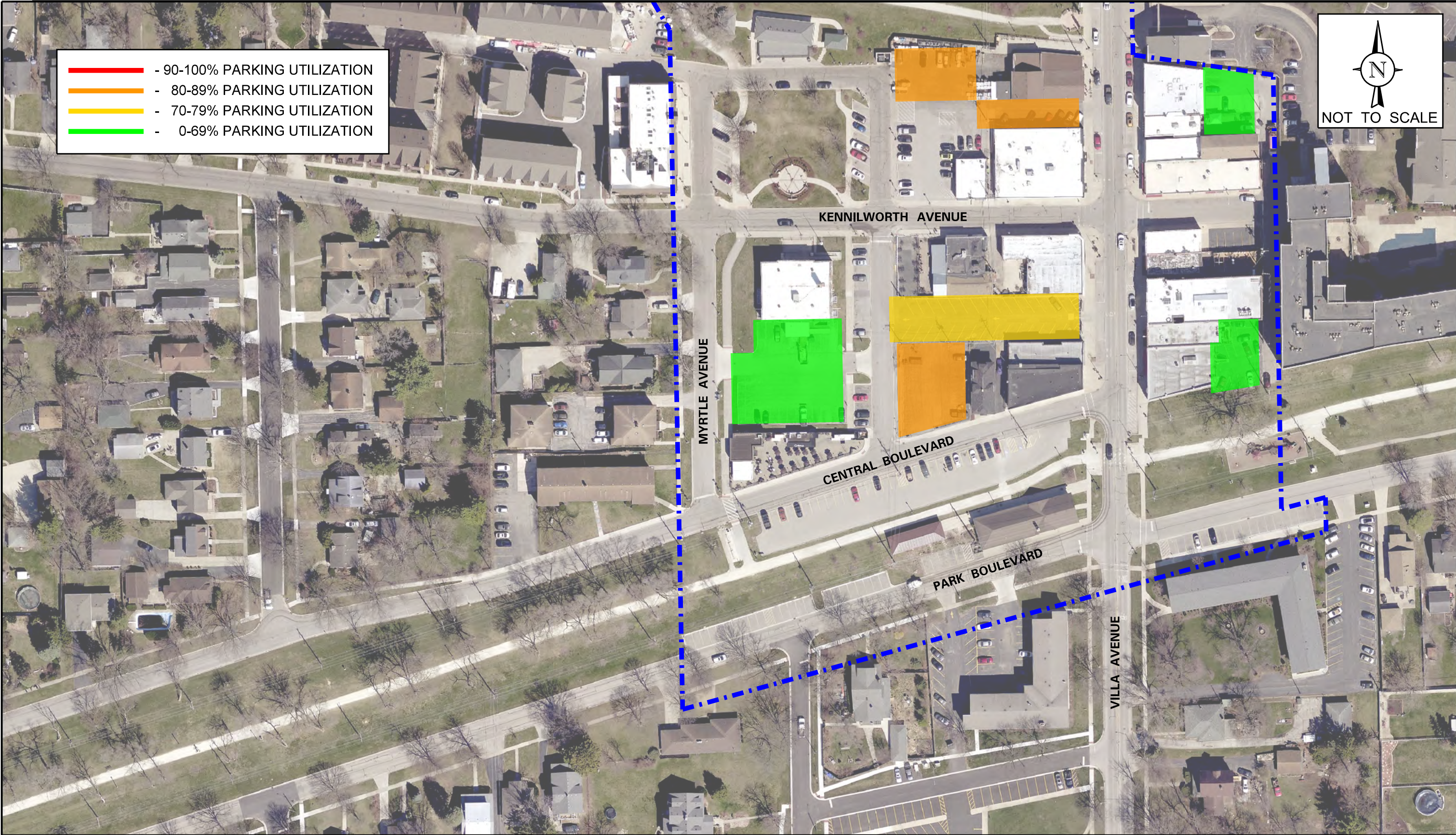
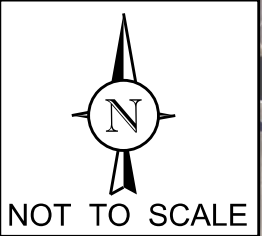
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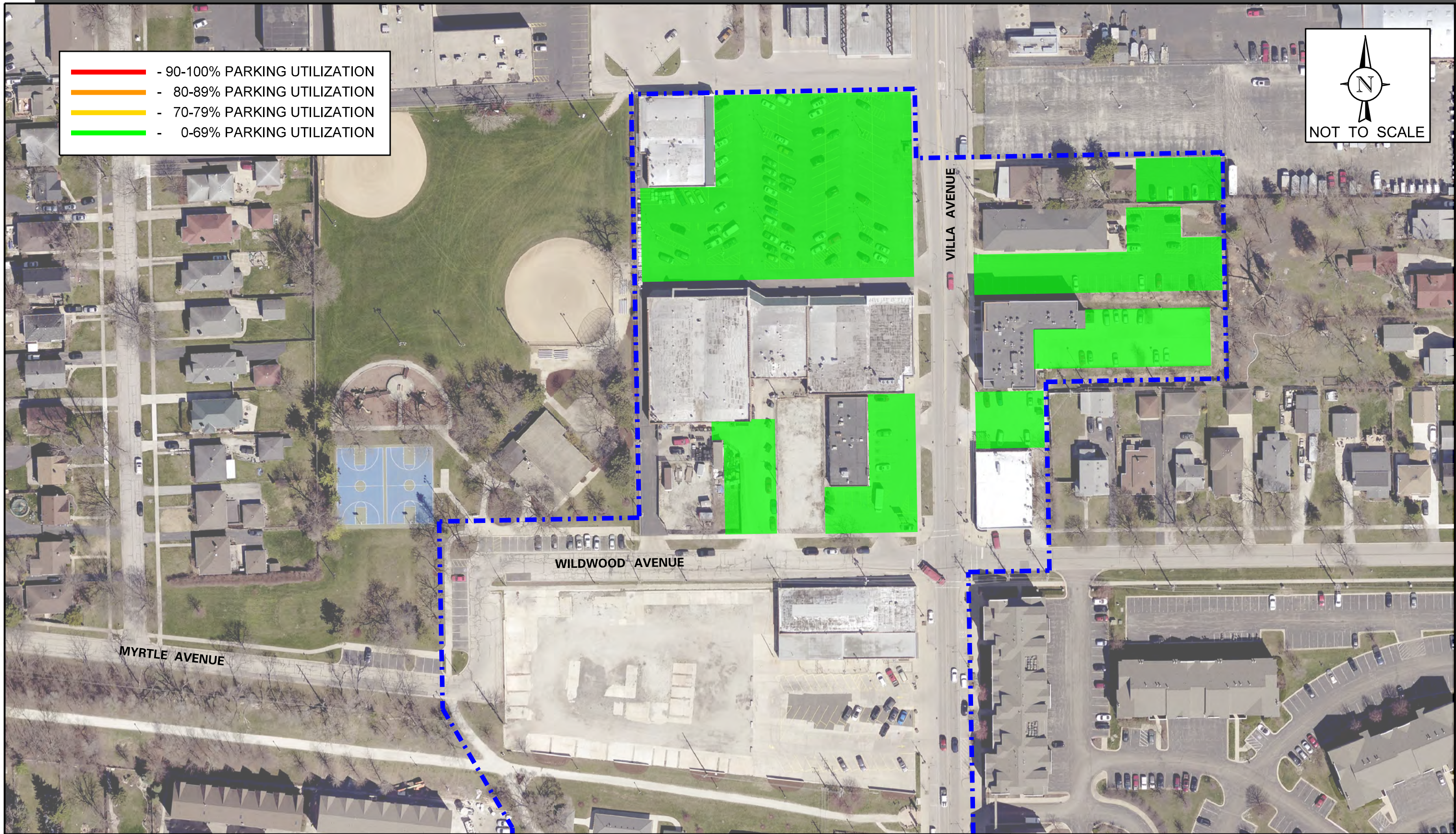
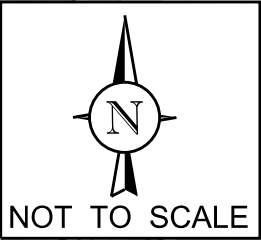
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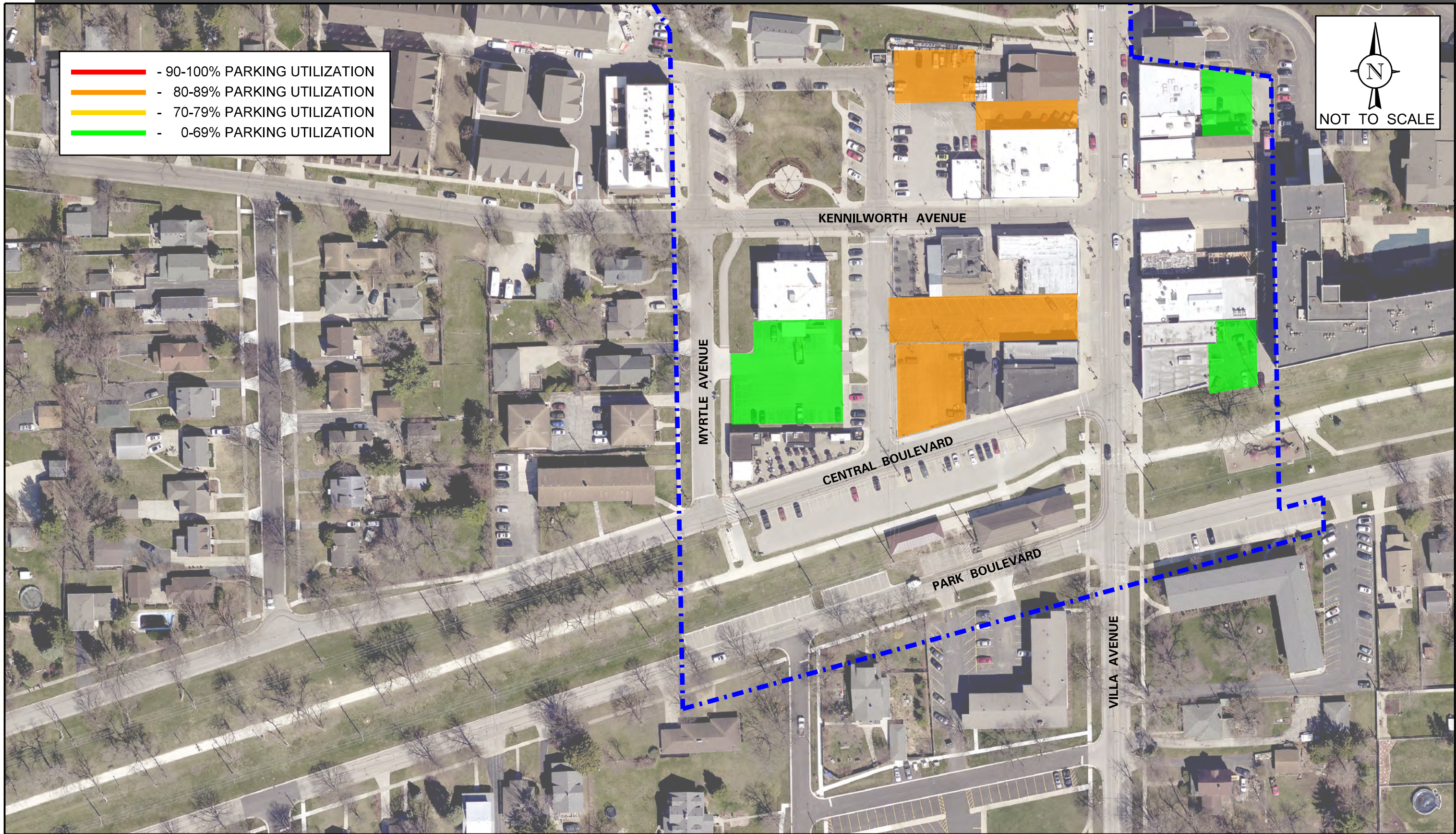
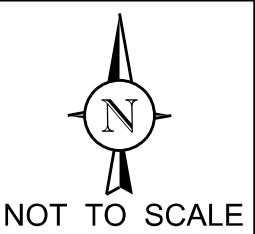
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### 3. Projected Parking Conditions

The future parking conditions in the downtown area will be impacted by redevelopment projects. With the development of any parcel, the following changes in the parking characteristics must be examined:

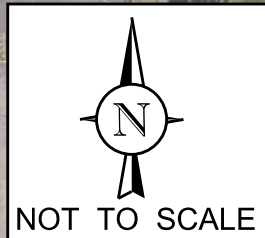
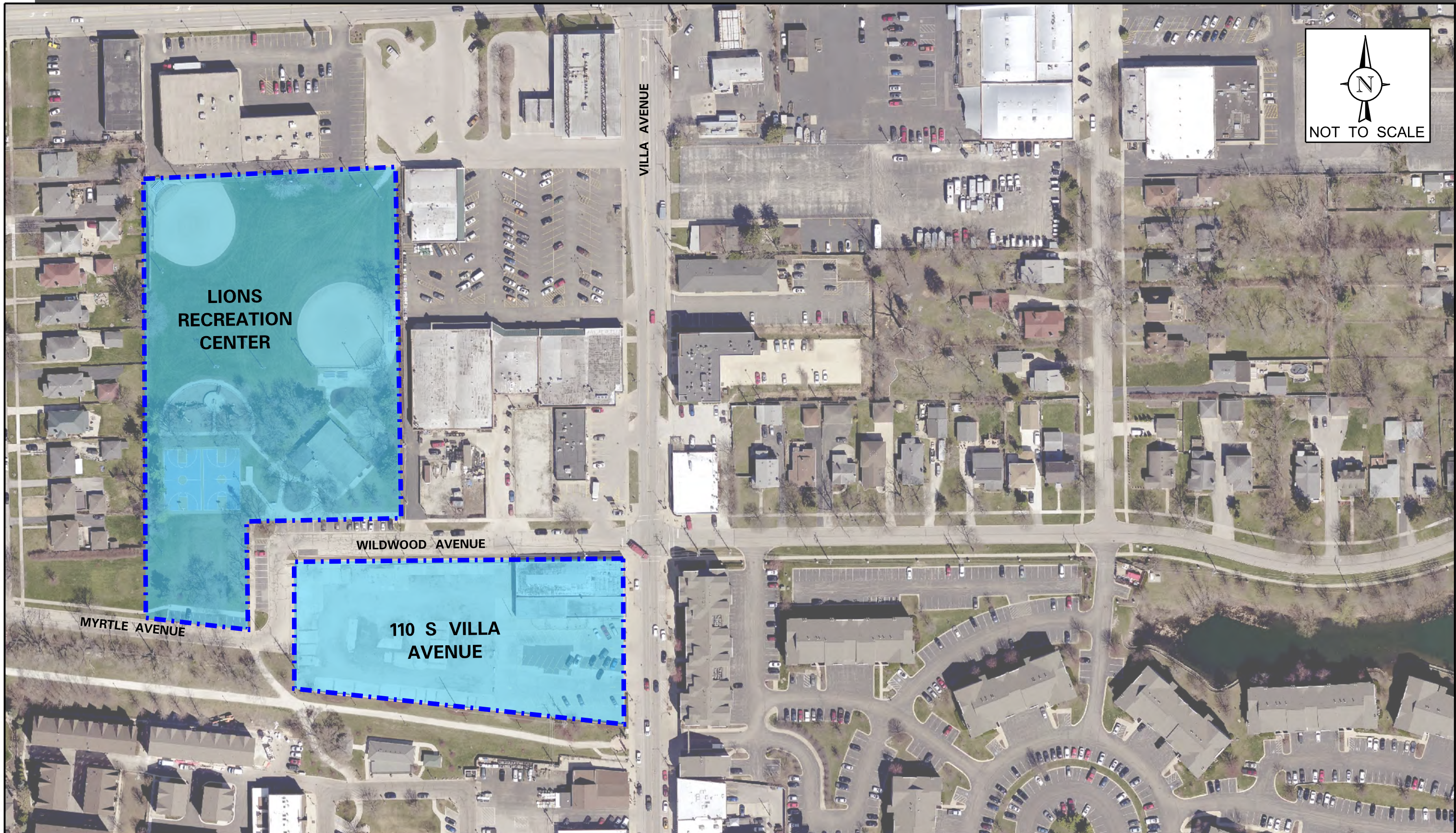
- *Type of Parking.* The change in the type of parking (i.e., public vs. private) and/or the parking regulations (i.e., reserved parking, time restrictions, etc.), if any.
- *Parking Inventory.* The net gain or loss in the number of parking spaces resulting from the development project.
- *Parking Demand.* The net gain or loss in parking demand resulting from the development.

#### Future Downtown Developments

According to Village officials, several new developments are proposed, approved, and/or under construction in downtown Villa Avenue, as shown in **Table 4** and **Figure 27**.

Table 4  
DOWNTOWN DEVELOPMENT PROJECTS

| Location               | Land Use                                                                                                                                 | Status                   |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 320 E. Wildwood Avenue | Lions Recreational Center<br>(Phase I – 73 off-street parking spaces)<br>(Phase II – 53 additional off-street parking spaces)            | Under Construction       |
| 110 S. Villa Avenue    | 220 Apartment Units/8,000 s.f. Retail<br>(100 public parking spaces, 315 residential only parking spaces and 8 on-street parking spaces) | Spring 2024 Construction |



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FUTURE DOWNTOWN DEVELOPMENT

## Multi-Family and Retail Uses Parking Rates

As discussed above, the future downtown developments consist of the reconstruction of the existing Lions Park and one mixed-use development that will include multi-family residential units and 8,000 square feet of retail space. For analysis purposes, half of the retail space was assumed to be a restaurant (100 seats) while the other half was assumed to be general retail. The following summarizes the peak parking ratios for multi-family developments and retail based on (1) the Village of Villa Park, and (2) parking rates published in the *Parking Generation Manual*, 5<sup>th</sup> Edition published by the Institute of Transportation Engineers (ITE):

- *Village of Villa Park Requirements.* According to the Village's Zoning Ordinance, multifamily developments are required to provide 1.0 parking spaces per unit or 1.0 per bedroom (whichever is greater). Restaurants are required to provide 0.33 spaces per seat and retail uses 4.0 spaces per 1,000 square feet.
- *ITE Parking Ratios.* The *ITE Parking Generation Manual* indicates that Multifamily residential land uses (Mid-Rise, Land Use Code 221) have an average parking ratio of 1.23 spaces per unit. A high turnover restaurant and a retail land use have the following peak parking demand:

### PEAK PARKING DEMAND PER ITE

| Land Use                 | Monday-Thursday            | Friday                      | Saturday                    |
|--------------------------|----------------------------|-----------------------------|-----------------------------|
| High Turnover Restaurant | 8.97 spaces per 1,000 s.f. | 14.27 spaces per 1,000 s.f. | 11.53 spaces per 1,000 s.f. |
| Retail                   | 2.79 spaces per 1,000 s.f. | 3.13 spaces per 1,000 s.f.  | 2.77 spaces per 1,000 s.f.  |

## Parking Evaluation of the Future Developments

The following summarizes each of the developments, evaluates the potential changes they would have on the downtown parking supply and demand, and identifies any positive or negative impacts they would have on downtown parking conditions.

### 320 E. Wildwood

This is the redevelopment of the existing Lions Park and is currently under construction. The redevelopment will be conducted in two phases with the first phase providing 73 off-street parking spaces and the second phase an additional 53 off-street parking spaces. It is important to note that this redevelopment will eliminate approximately 38 on-street parking spaces for a net gain of 88 public parking spaces. The net gain in parking spaces will provide adequate parking for the Lions Park Recreational Center. It is recommended that these parking spaces be made available to the general public, especially at night-time, to ensure that adequate public parking is provided for all of the businesses within the downtown center.

## 110 S. Villa Avenue

This mixed-use development is proposed to be located on the south side of Wildwood Avenue between Villa Avenue and Myrtle Avenue. The subject site is currently occupied by a vacant parcel and a public parking lot that provides approximately 49 off-street parking spaces. As proposed, the site will be redeveloped with a seven-story building providing 220 apartment units with the following composition:

- Five studio units
- 140 one-bedroom units
- 65 two-bedroom units
- 10 three-bedroom units

In addition, the site will include 8,000 square feet of first floor retail space. Approximately 315 residential only parking spaces and 100 off-street public parking spaces will be provided in a garage. Furthermore, approximately eight on-street parking spaces will be provided along the west side of Villa Avenue fronting the development thus providing a net gain of four on-street parking spaces. As such, the proposed development will provide a net gain of approximately 55 public parking spaces.

As previously indicated, half of the 8,000 square feet of retail space was assumed to be a restaurant with 100 seats while the other half was assumed to be a typical retail store. Based on the Village of Villa Park parking requirements, the development should provide 305 residential spaces and the retail portion should provide 33 spaces for the restaurant and 16 spaces for the retail space. Based on this, the development is providing ample parking to meet and exceed the Village of Villa Park requirements for the residential component. The parking required by the future restaurant and retail use can be accommodated by the net gain in the number of public parking spaces.

For comparison purposes and based on ITE parking generation data, the residential portion of the development will have a peak parking demand of approximately 271 vehicles while the restaurant will have a peak parking demand (Friday) of 57 vehicles and the retail space a peak parking demand of 13 vehicles. While it appears that the restaurant and retail component of the development will utilize all of the net gain in public parking spaces, it is important to note that the adjacent area has ample parking available to accommodate this additional demand and the assumed land uses peak at different times thus having good parking demand synergy. As such, the proposed development is providing adequate parking to have a positive impact on the parking supply in the area.

## 4. Findings and Recommendations

Based on the findings from the parking surveys, and the evaluation of existing and projected parking conditions, recommendations were developed to increase utilization of the public parking supply and mitigate areas where the availability of public parking is constrained. In addition, the recommendations address options for improving wayfinding signage for the public parking lots and the utilization of newer parking technologies.

### Summary of Findings

As the parking surveys have shown, the overall parking supply within the downtown study area is sufficient to accommodate the peak parking demand on most days with the exception of some specific parking areas for a couple of hours. The following summarizes the results of the parking surveys:

- *Typical Weekday.* The peak utilization of public parking (on-street and off-street) in the Villa Avenue downtown area on a typical weekday was 50.9% and occurred around 8:00 P.M. A minimum of approximately 136 of the 277 public parking spaces were available at this time.
- *Typical Saturday.* The peak utilization of public parking (on-street and off-street) in the Villa Avenue downtown area on a typical Saturday was 62.4% and occurred around 8:00 P.M. A minimum of approximately 104 of the 277 public parking spaces were available at this time.

### Recommendations

#### Enhanced Marketing and Wayfinding

The existing public parking lots are located within a block or two of the areas with the highest parking demand (DeMito's and More Brewing Company). Yet the parking surveys revealed that the on-street parking along Park Boulevard is underutilized in the evenings and/or weekends. Downtown patrons and business owners can perceive there to be a parking problem if they are unable to park in front of or within view of their destination. The Village may be able to alleviate this perception and achieve greater utilization of the on-street parking along Park Boulevard by publicizing better parking information and improving the visibility and accessibility of these spaces. Furthermore, the Village should increase the visibility of the public lots from Villa Avenue, Kenilworth Avenue, and Wildwood Avenue, and implement wayfinding guidance to the lots.

- *Develop digital downtown public parking maps* – The Village of Villa Park provides various maps on its website. However, there are no maps for the downtown area. The Village should create a map showing public parking options within the Villa Avenue downtown area. The map should also depict all of the public parking options, regulations, and time limitations. The map should be publicized through multiple media platforms including websites, social media, and the Villa Park Chamber of Commerce. The map could also be made available via QR codes. Additional parking lot information should be edited/added on Google and Apple maps, providing visitors with the tools to see where the adjacent parking lots are located and decide ahead of their arrival where they would like to park.

- *Develop and implement a wayfinding sign system* – There is inconsistent signage for the public lots within the Villa Avenue downtown. There are no advance signs indicating public parking lot location along Villa Avenue for the lot on the west side of Villa Avenue north of the Great Western Trail. This lot only has a directional sign immediately north of its entrance off Villa Avenue and it is in a state of disrepair. Further, there are no signs along Villa Avenue going northbound indicating the availability of public parking on Central Boulevard or on either direction along Villa Avenue at its intersection with Kenilworth Avenue indicating the availability of public parking within the Cortesi Avenue public lot. Lastly, there is no sign on Myrtle Avenue at its intersection with Central Avenue indicating the availability of public parking on Central Boulevard or along Park Boulevard. The Village should prepare a wayfinding master plan that would establish a uniform and comprehensive system of directional parking signs, lot identifications signs, and parking trailblazing signs as well as identify the appropriate locations to install these signs. Emphasis should be placed on parking guidance from Villa Avenue, Kenilworth Avenue and Central Boulevard. Examples of wayfinding signage are shown below.



## Examples of Parking Wayfinding Signage

### Better Utilization of the Park Boulevard Parking and Public Parking

Park Boulevard offers approximately 47 parking spaces that are very underutilized. Consideration should be given to better sign these spaces as public parking and providing a pedestrian connection from the spaces on the north side of Park Boulevard just west of Villa Avenue to the Illinois Prairie Path in order to make it more attractive and easier for patrons to utilize these spaces. In addition to improving wayfinding guidance to the lots, as noted above, the following recommendations were developed to better utilize the public parking lots during weekday evenings and weekends.

- *Reduce confusion over public and private parking in the vicinity of the lots.* The Villa Park Historical Society Museum lot should be clearly defined as public parking. In order to better define the public parking lots the following should be considered:
  - a. Install gateway features at entryways to the public parking lots such as overhead signs, lot identification signs, and/or landscaping.
  - b. Install uniform parking banner signs on the light poles along Villa Avenue, Kenilworth Avenue and Central Boulevard.
- *Improve parking lots to enhance self-parking experience and promote the use of the lots.* This could include repaving/restriping the lots, adding landscaping, and enhancing lighting as well as adding electric charging stations.
- *Develop visible pedestrian pass-through routes between the parking spaces on the north side of Park Boulevard and the Illinois Prairie Path.* This would require coordination with the DuPage County Division of Transportation and could be accomplished with pavement markings, new sidewalk and/or signage.
- *Improve pedestrian access to the Illinois Prairie Path and businesses to the north.* The parking spaces on the north side of Park Boulevard require walking on the grass or the street to reach the existing pedestrian system. A sidewalk segment could be installed along the north side of the parking spaces connecting with the recommended connection to the Illinois Prairie Path.
- *Encourage valet parking.* Have businesses develop a valet plan to utilize the on-street parking spaces in front of their respective businesses and valet vehicles to underutilized parking lots in the downtown area.



### Better Utilization of On-Street Parking During Evenings and Weekends

Many of the on-street parking spaces along Villa Avenue have a time limit of three hours until 8:00 P.M. However, most of the businesses along Villa Avenue are closed by 5:00 P.M. In order to better utilize the on-street parking spaces, consideration should be given to removing the restriction or reducing it to be from 9:00 A.M. to 5:00 P.M. in order to provide more unrestricted parking when the restaurants in the area begin to experience their peak operation.

### Elimination of Parking Requirements for Non-Residential Uses with MX Districts

The Villa Avenue downtown area is mainly composed of various MX zoning categories. Based on the result of the surveys there is plenty of parking available to eliminate the parking requirement for non-residential uses within the Villa Avenue downtown area. This would allow for the greatest amount of usage of existing parking facilities and provide for redevelopment opportunities that will not be burdened with required parking minimums while existing parking spaces remain empty.

The requirement of additional unwarranted parking is a disservice to the limited amount of land available in the Villa Avenue downtown area and is not the highest and best use long term for the Village's economic growth. The elimination of non-residential parking minimums would not be imposed should a project site desires to provide onsite parking for their own internal needs while still ensuring that residences have adequate overnight parking supply, so as to not burden the public on-street parking and public parking lots.

## 5. Conclusions

This report summarizes the findings from a parking demand assessment of the public parking supply in the Villa Avenue downtown area in Villa Park, Illinois. The study area for the parking assessment was selected by Village staff and is generally bounded by St. Charles Road on the north, Villa Avenue on the east, Park Boulevard on the south, and Myrtle Avenue on the west. The study area consists of public and private parking lots and on-street parking spaces that are both regulated and unregulated and are used by downtown employees, visitors, and patrons.

The purpose of this study was to assist the Village of Villa Park in the evaluation of the existing and future parking demand operations and develop recommendations on Village Code appropriateness.

The following summarizes the findings and results of the study.

### Existing Downtown Parking Supply

- The downtown study area provides a total of 277 public parking spaces including approximately 96 spaces (35%) spread over three public lots and 181 spaces (65%) on the street.
- 13 private off-street locations with a total of approximately 367 parking spaces are provided throughout the downtown area.
- Approximately 24 spaces of the 181 on-street spaces are signed for 3-hour parking from 9:00 A.M. to 8:00 P.M., 14 spaces are signed for 30-minute parking from 9:00 A.M. to 8:00 P.M. and one space is signed for 15-minute parking. The remaining 142 on-street spaces do not have any time restrictions.

### Existing Downtown Parking Occupancy

- Parking occupancy surveys were performed on Thursday May 4, 2023 and Saturday May 6, 2023 from 9:00 A.M. to 12:00 A.M.
- Of the two days in which the parking occupancy surveys were performed, the peak utilization of public parking in the Villa Avenue downtown area occurred during the Saturday evening (9:00 P.M.) when 173 of the 277 public parking spaces (62.4%) were occupied.
- The peak parking utilization of public parking on a weekday also occurred during the evening (8:00 P.M.) when 141 of the 277 public parking spaces (50.9%) were occupied.

- Of the three public parking lots surveyed, parking utilization was highest in the Cortesi Avenue public lot on Saturday from 8:00 P.M. to 12:00 A.M. where the lot was over capacity with some vehicles double parked.
- Parking utilization was the lowest along Park Avenue throughout the two surveyed days.
- Street parking utilization exceeded 90% during the weekday and Saturday evenings along the segment of Cortesi Avenue between Kenilworth and Myrtle Avenue.

## Projected Parking Demand

- The study examined the parking impact of two downtown redevelopment sites. One site is the reconstruction of the Lions Recreational Center along Wildwood Avenue. The other site is the redevelopment of the existing Villa Avenue public parking lot. (110 S. Villa Avenue).
- The Lions Recreational Center will be conducted in two phases with the first phase providing 73 off-street parking spaces and the second phase an additional 53 off-street parking spaces. While the reconstruction will eliminate approximately 38 on-street parking spaces, there will still be a net gain of 88 public parking spaces.
- The 110 S. Villa Avenue will be a mixed-use development that will provide a seven-story building with 220 apartment units and 8,000 square feet of ground floor retail. As part of the development, approximately 315 residential only parking spaces will be provided in a garage and 100 off-street public parking spaces within a garage. Furthermore, approximately eight on-street parking spaces will be provided along Villa Avenue for a net gain of approximately 55 public parking spaces.

## Summary of Recommendations

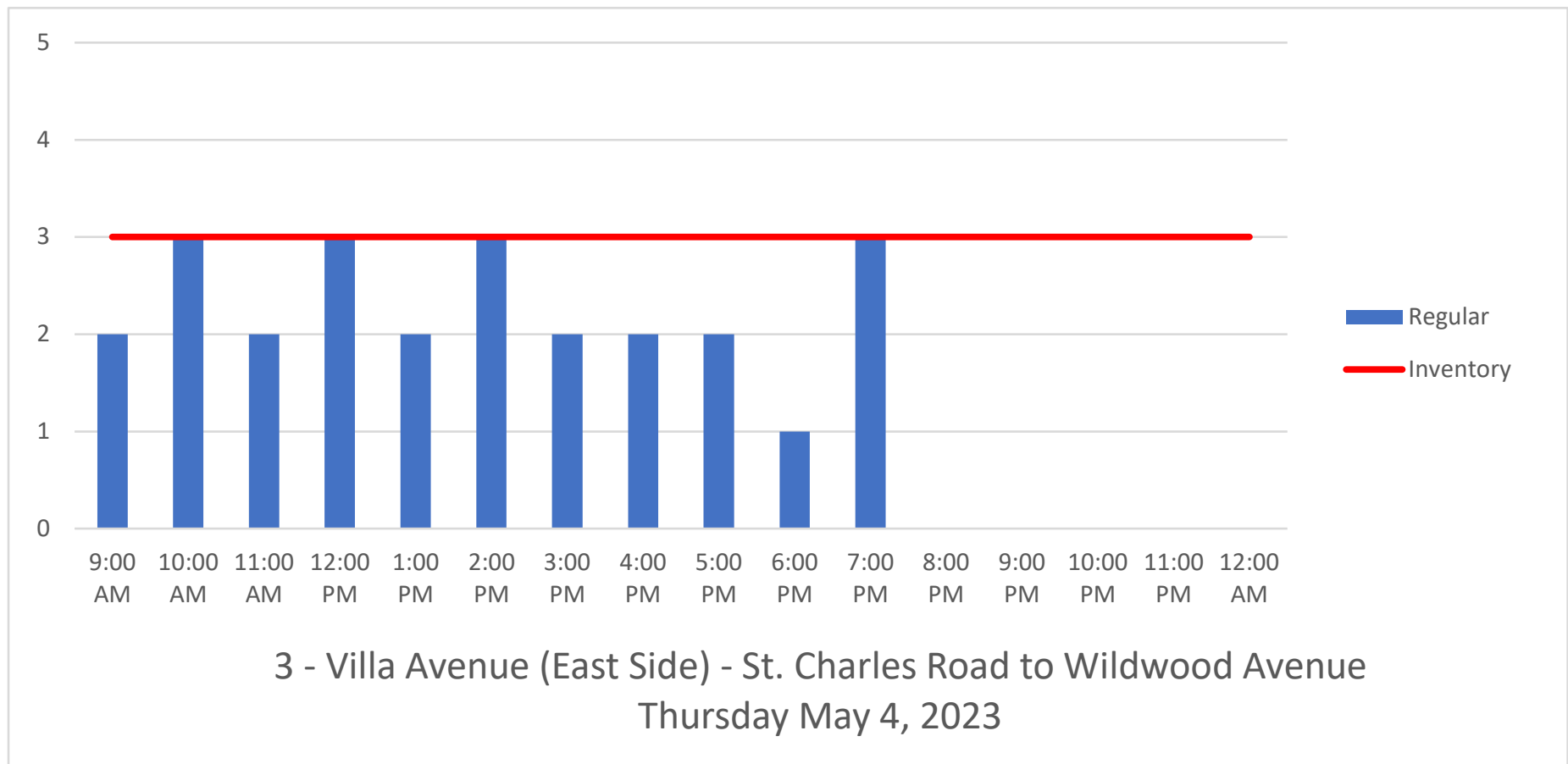
As part of the study, recommendations were developed to increase utilization of the public parking supply, mitigate areas where the availability of public parking is constrained, enhance valet parking operations, and utilize newer parking technologies for enforcement and payment.

- *Enhance Marketing and Wayfinding.* Recommendations intended to better market the public parking facilities and provide directional guidance to reach the facilities include (1) development of a downtown parking map to be publicized through multiple media platforms, as well as on Google and Apple Maps and (2) development and installation of a comprehensive wayfinding signage system including directional parking signs, lot identifications signs, and parking trailblazing signs.

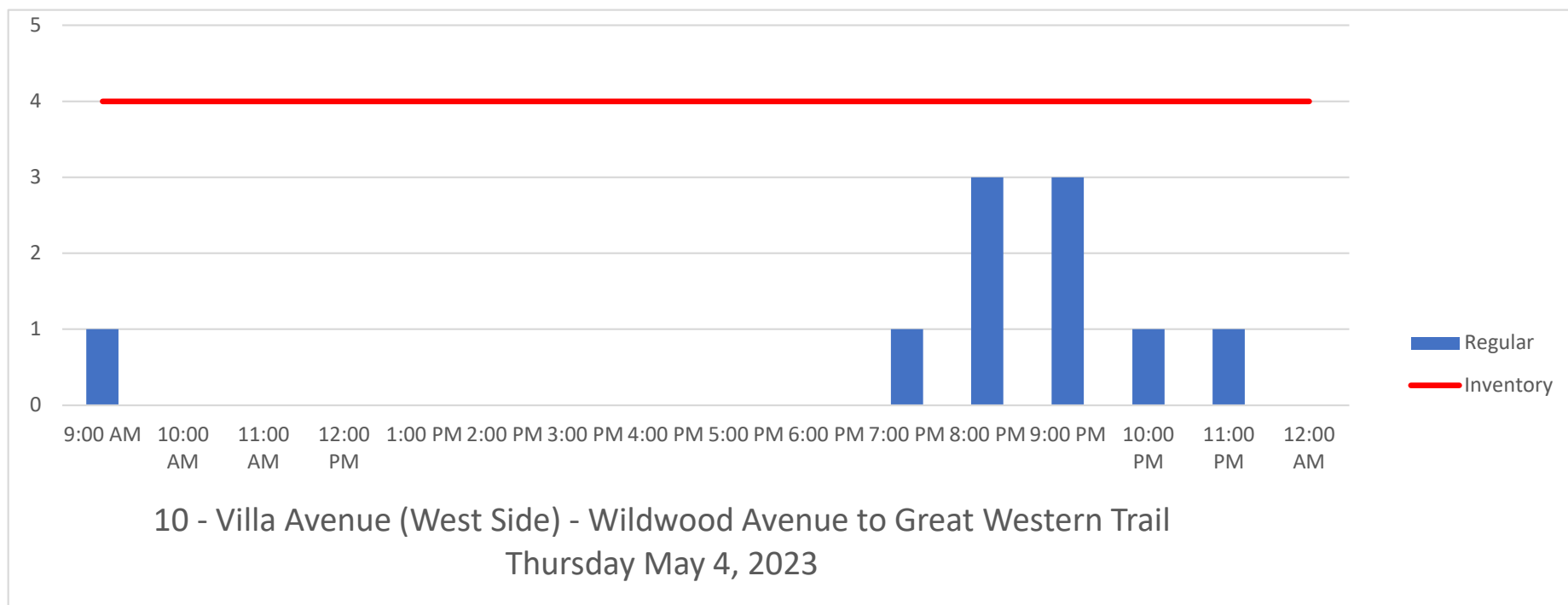
- *Better Utilization of Park Boulevard Parking and Public Lot.* Recommendations include (1) providing a pedestrian connection from the spaces on the north side of Park Boulevard just west of Villa Avenue to the Illinois Prairie Path , (2) installing gateway features at entryways to the public parking lots such as overhead signs, lot identification signs, and/or landscaping, (3) developing visible pedestrian pass-through routes to the Illinois Prairie Path and Central Boulevard via pavement/sidewalk markings and signage, and (4) improving pedestrian accessibility by providing a sidewalk segment along the north side of the parking spaces connecting with the recommended connection to the Illinois Prairie Path.
- *Better Utilization of On-street Parking during Evenings and Weekends.* Recommendations include removing the existing parking restriction or reducing the three-hour restriction to be from 9:00 A.M. to 5:00 P.M. in order to provide more unrestricted parking when the restaurants in the area begin to experience their peak operation.
- *Elimination of Parking Requirements for Non-Residential Uses with MX Districts.* Recommendations intended to allow for the greatest amount of usage of existing parking facilities and provide for redevelopment opportunities that will not be burdened with required parking minimums while existing parking spaces remain empty. This elimination of non-residential minimums would not be imposed should a project site desires to provide onsite parking for their own internal needs.
- *New Parking Inventory.* It is recommended that the additional parking spaces to be provided within the Lions Recreational Center be made available to the general public, especially at nighttime, to ensure that adequate public parking is provided for all of the businesses within the downtown area. As additional public parking opportunities are developed, this additional supply should be taken advantage of to eliminate the burden on private lot developments.

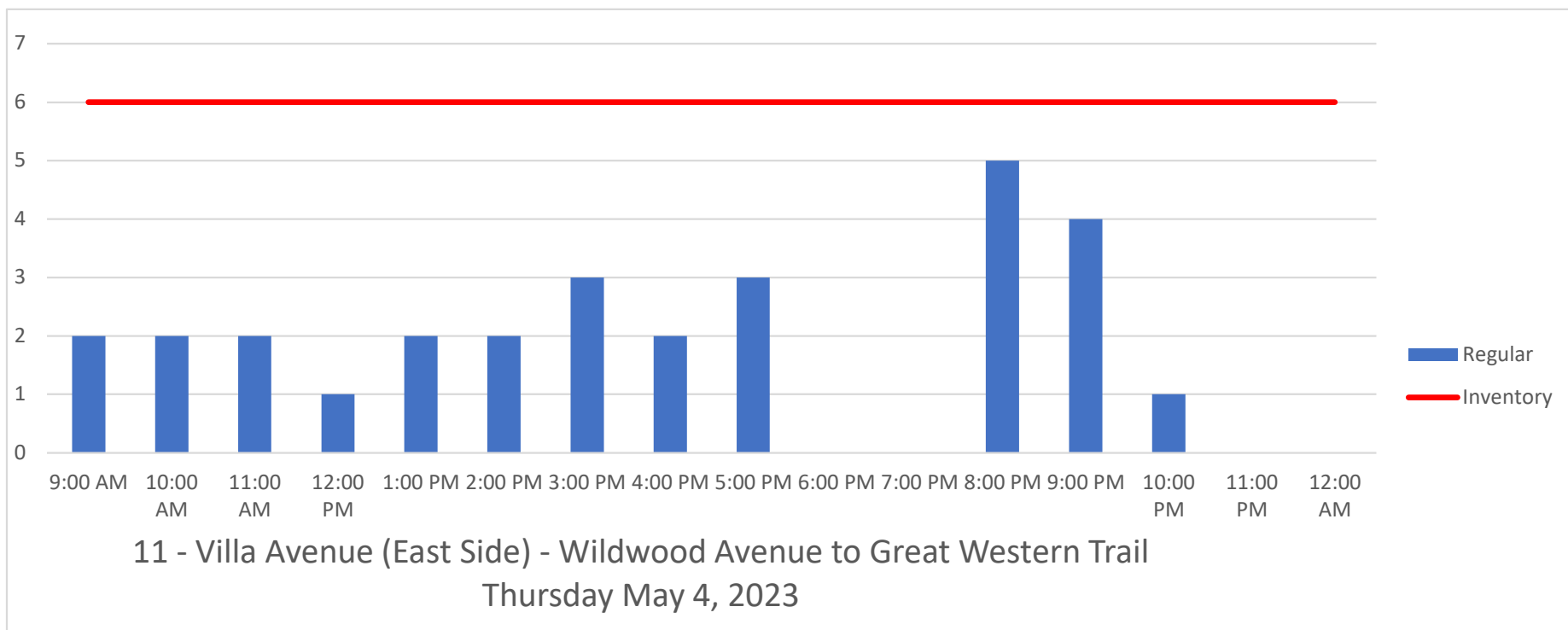
# Appendix

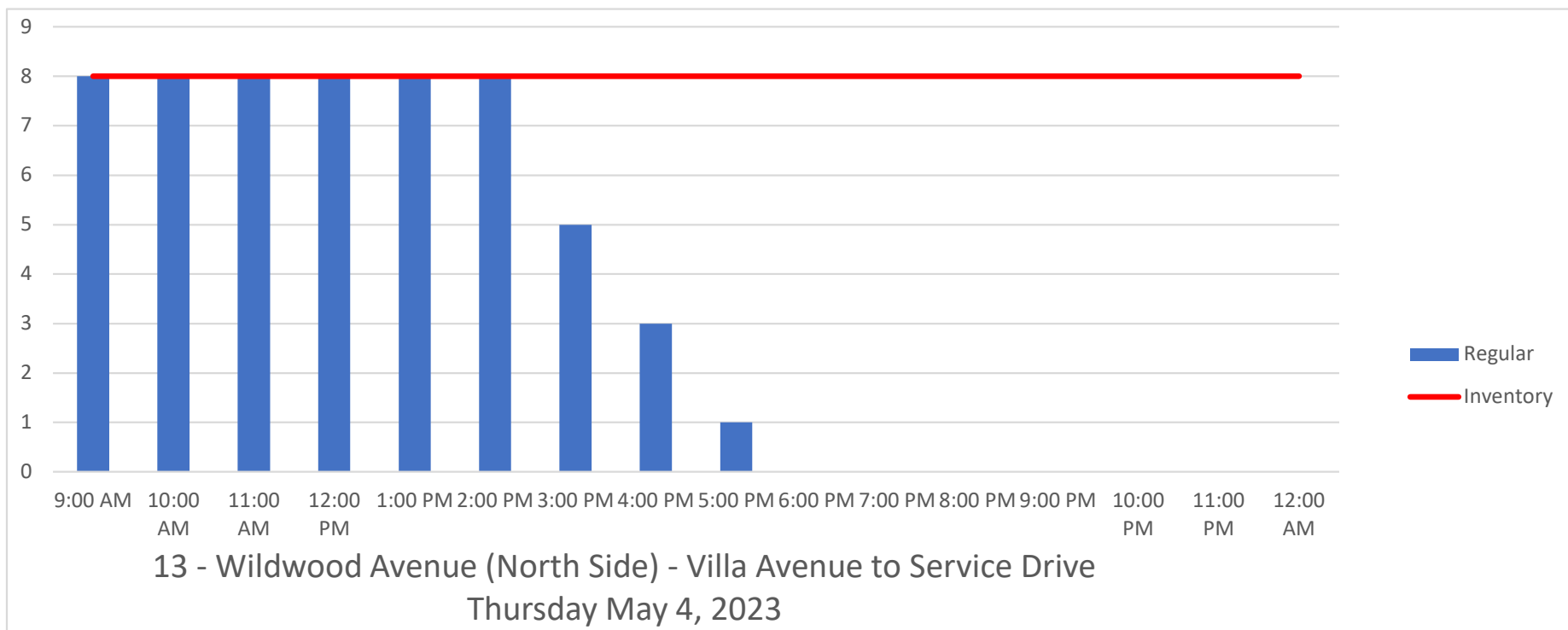
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On-Street Parking Survey

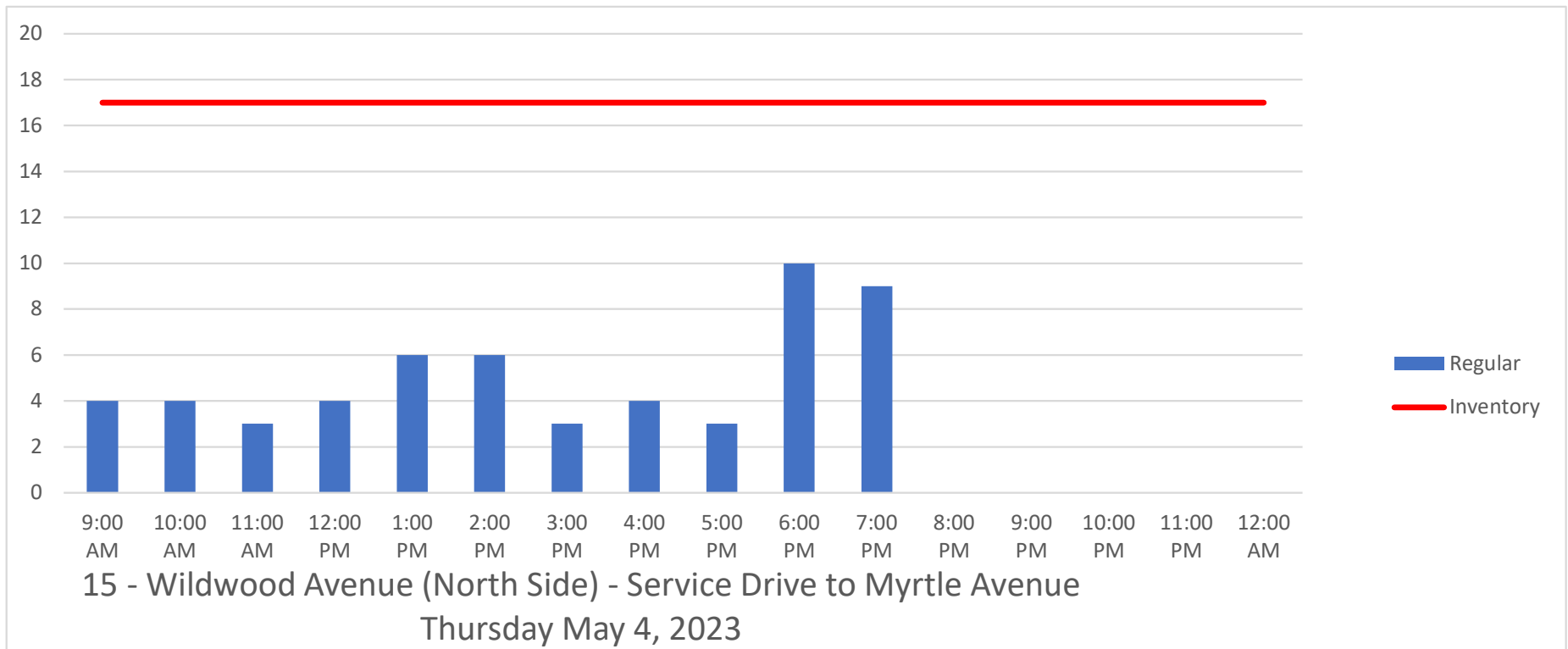


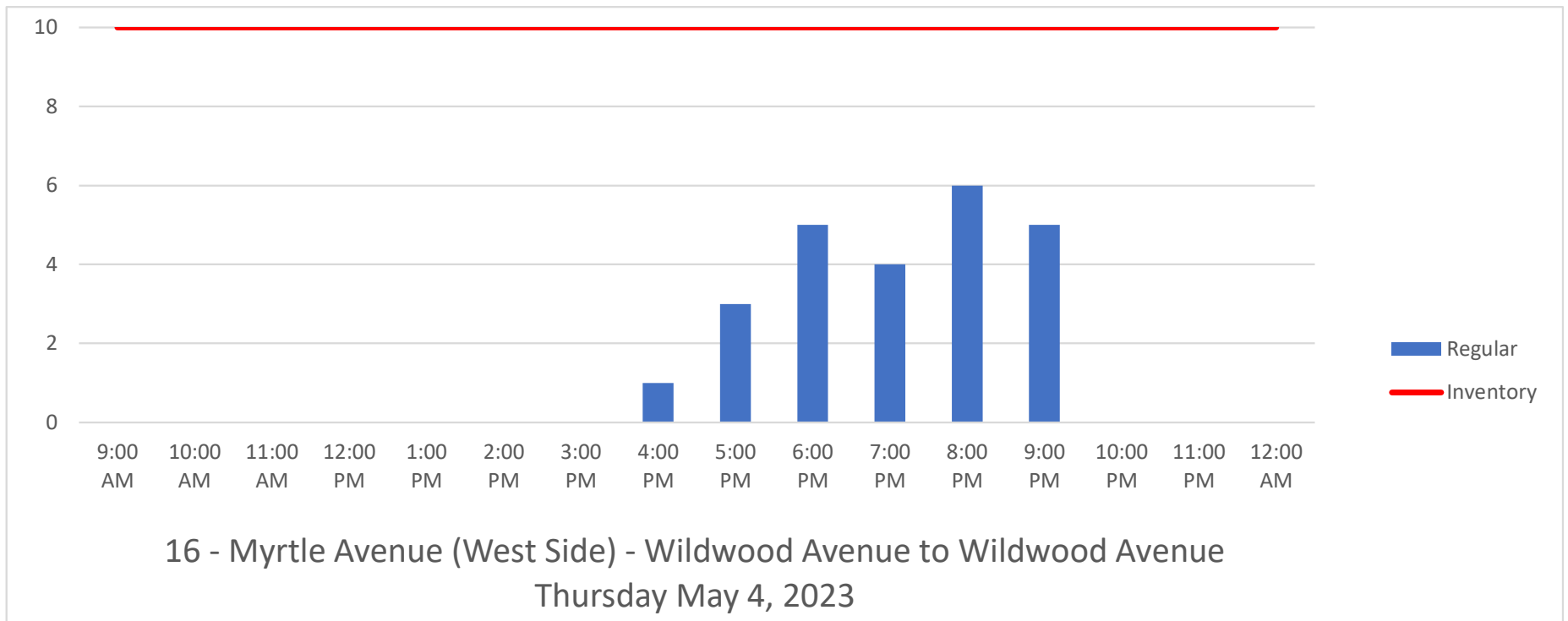


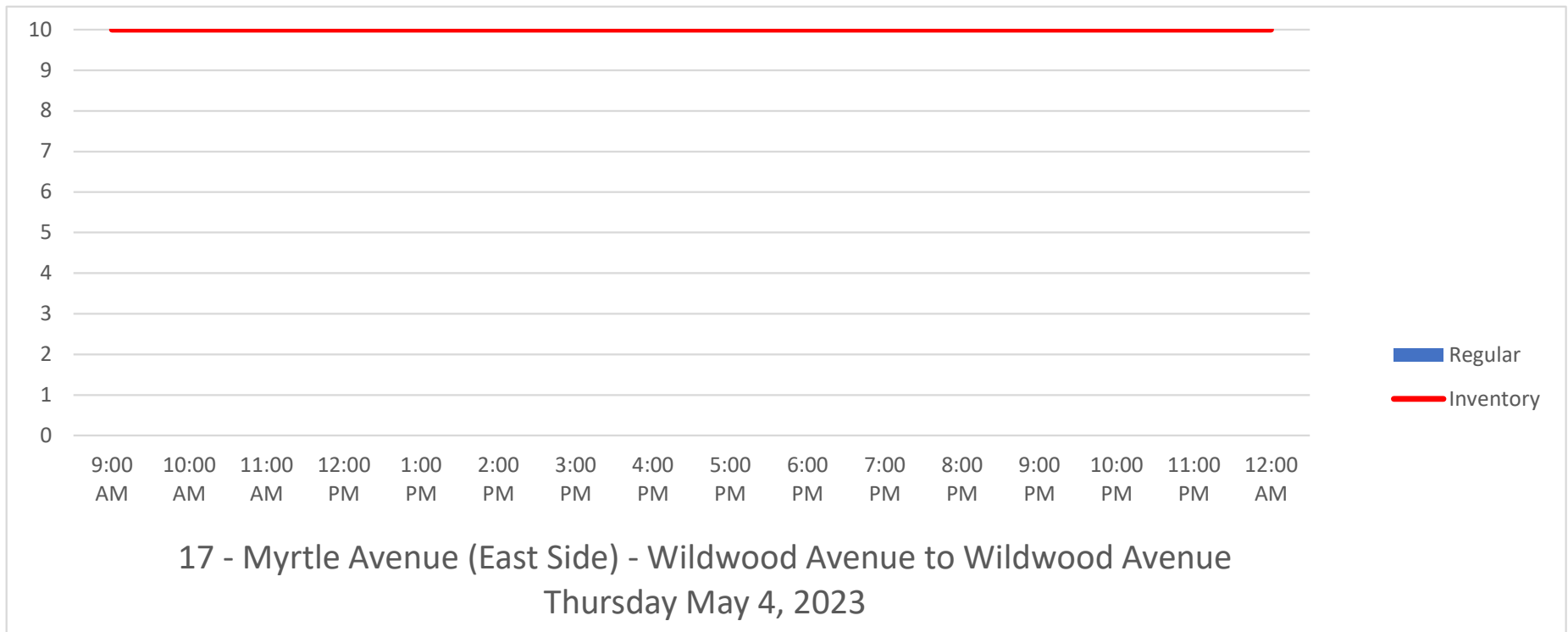


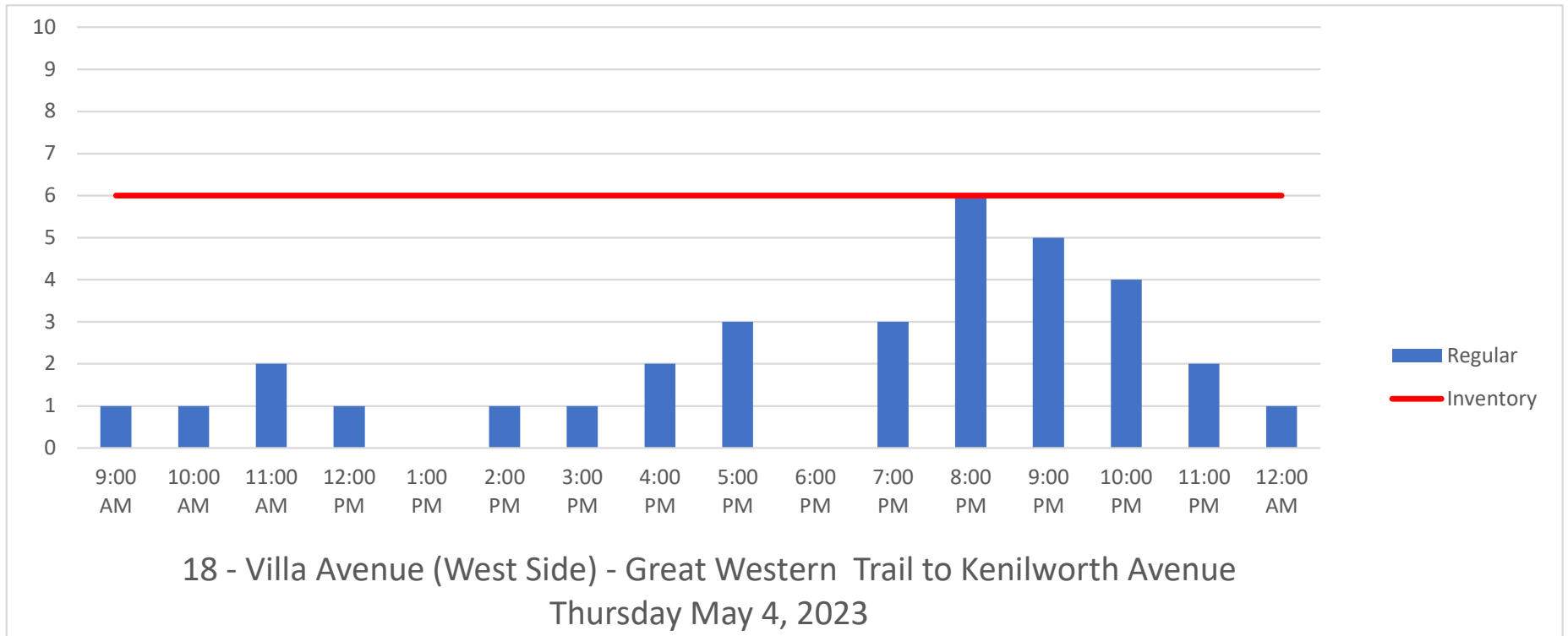


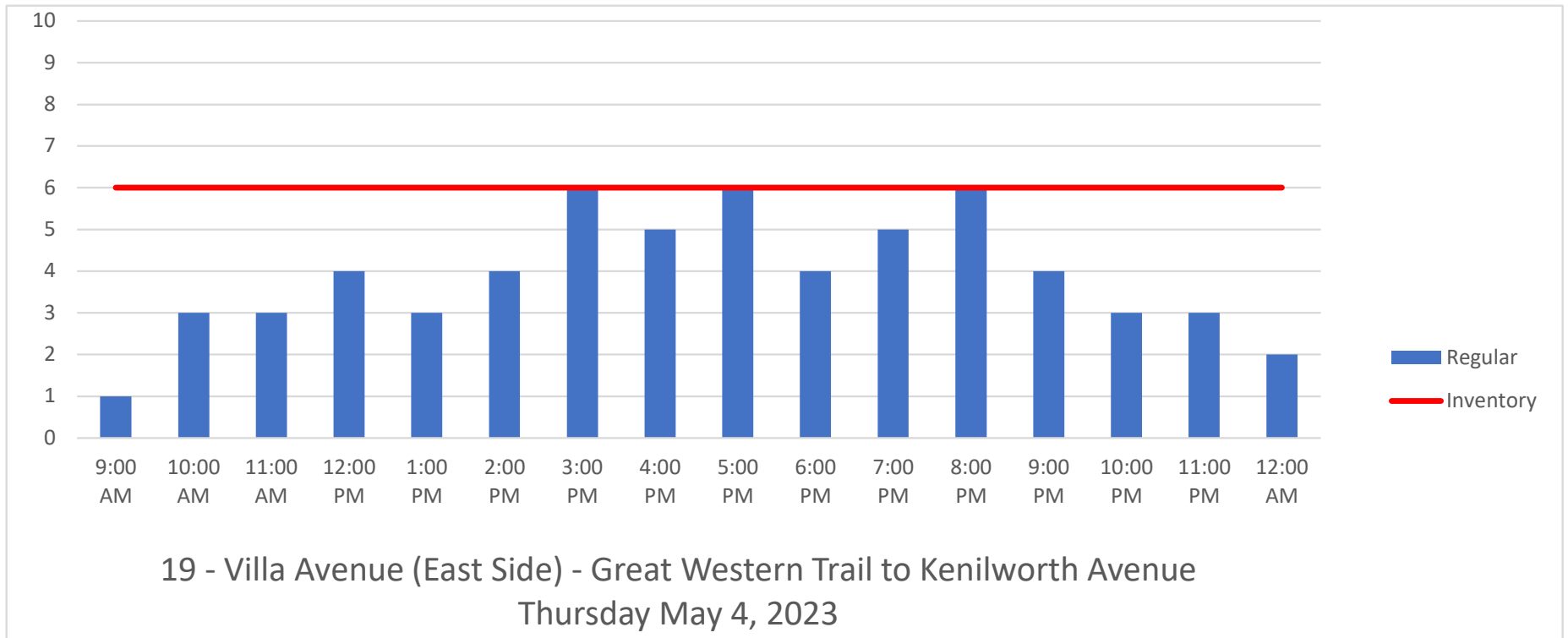


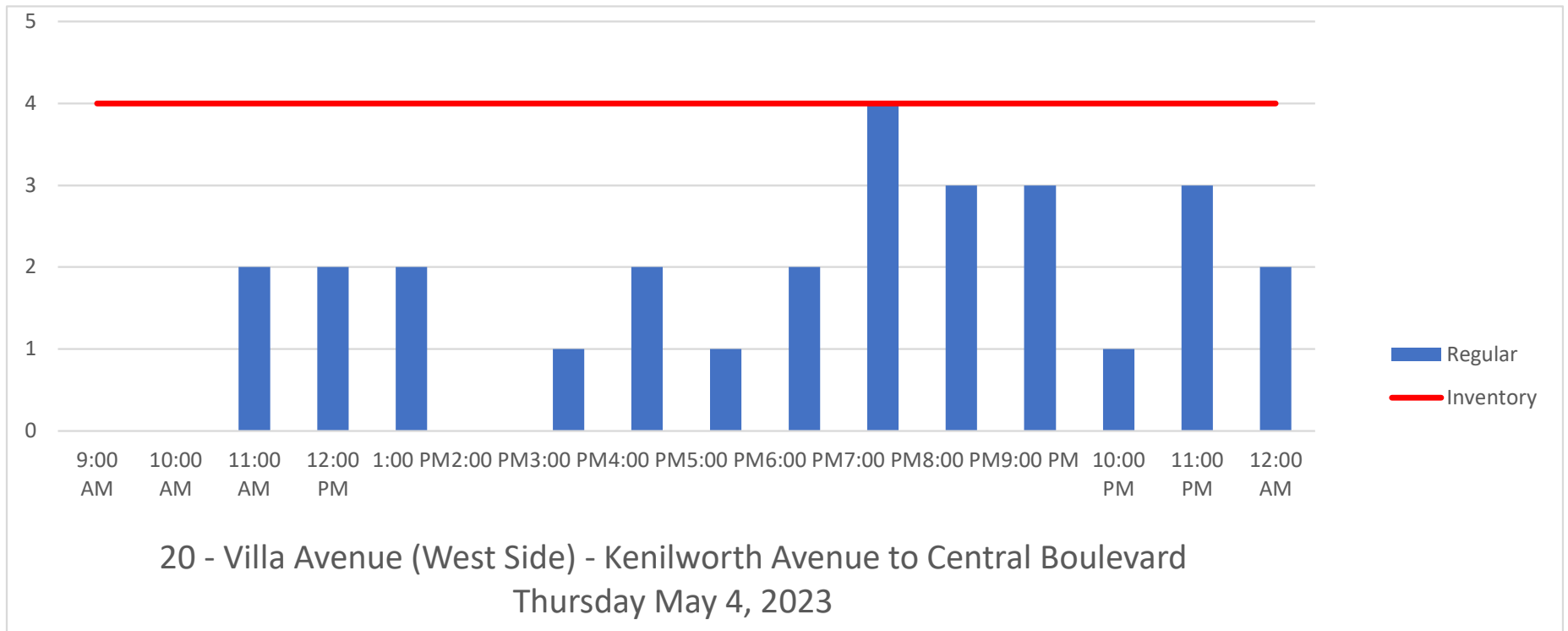


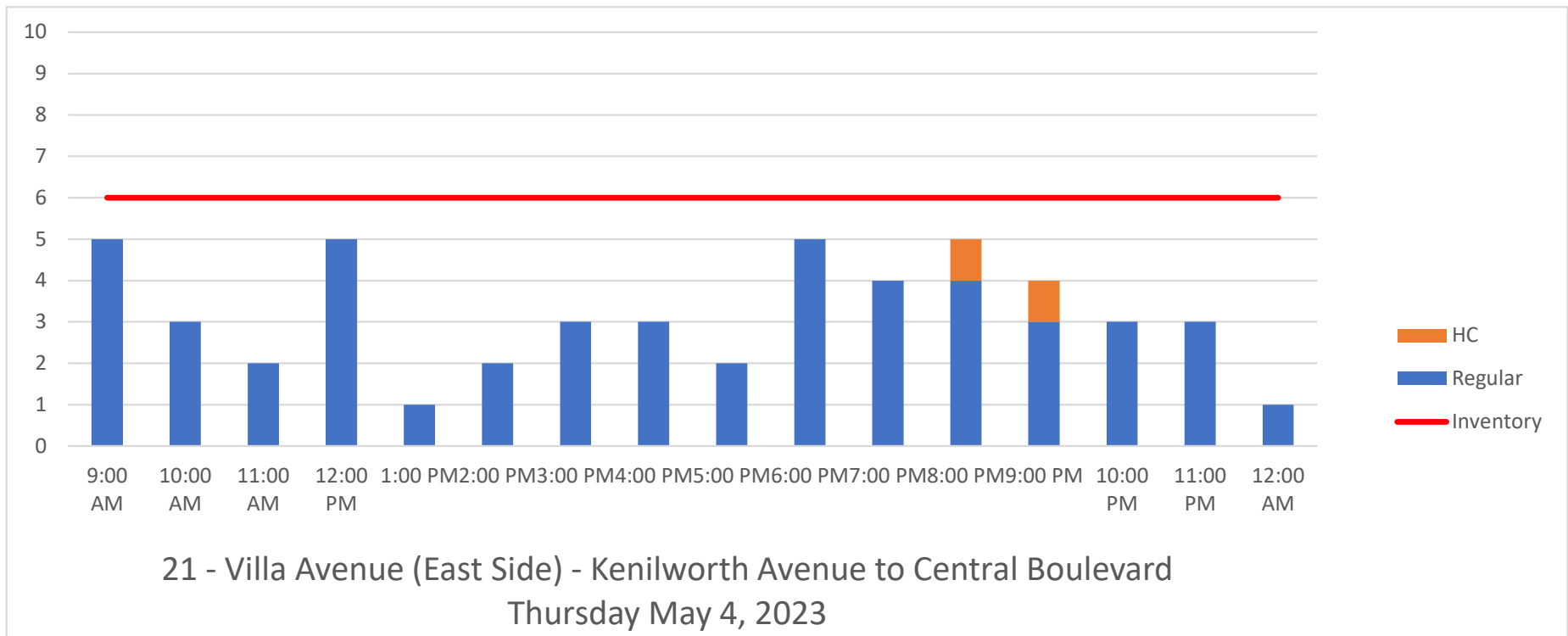


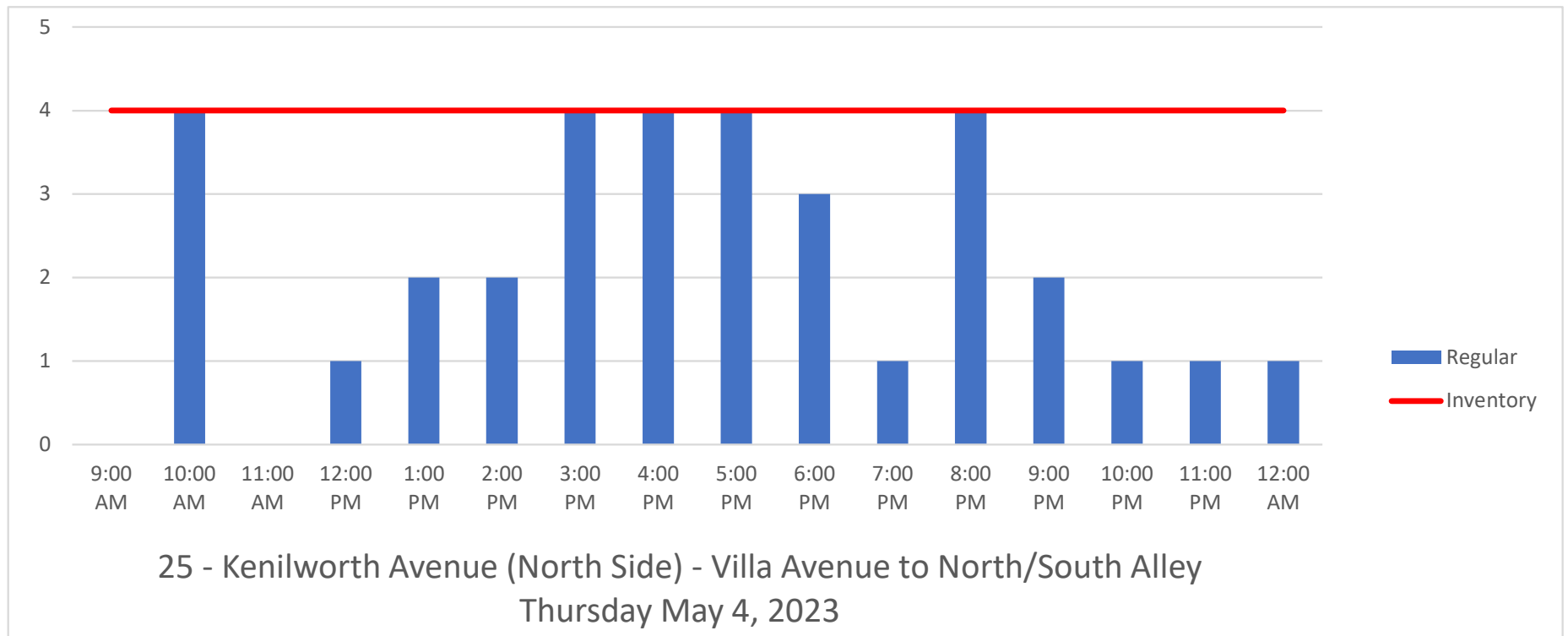




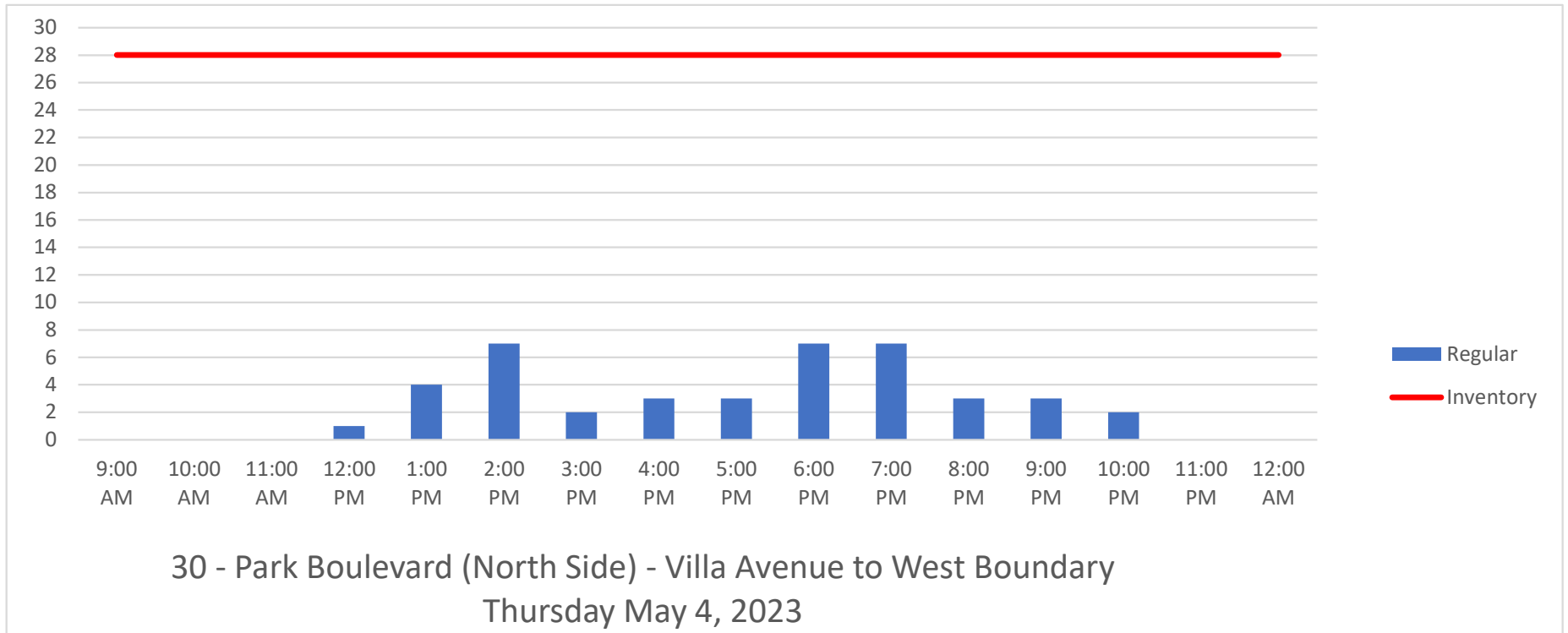


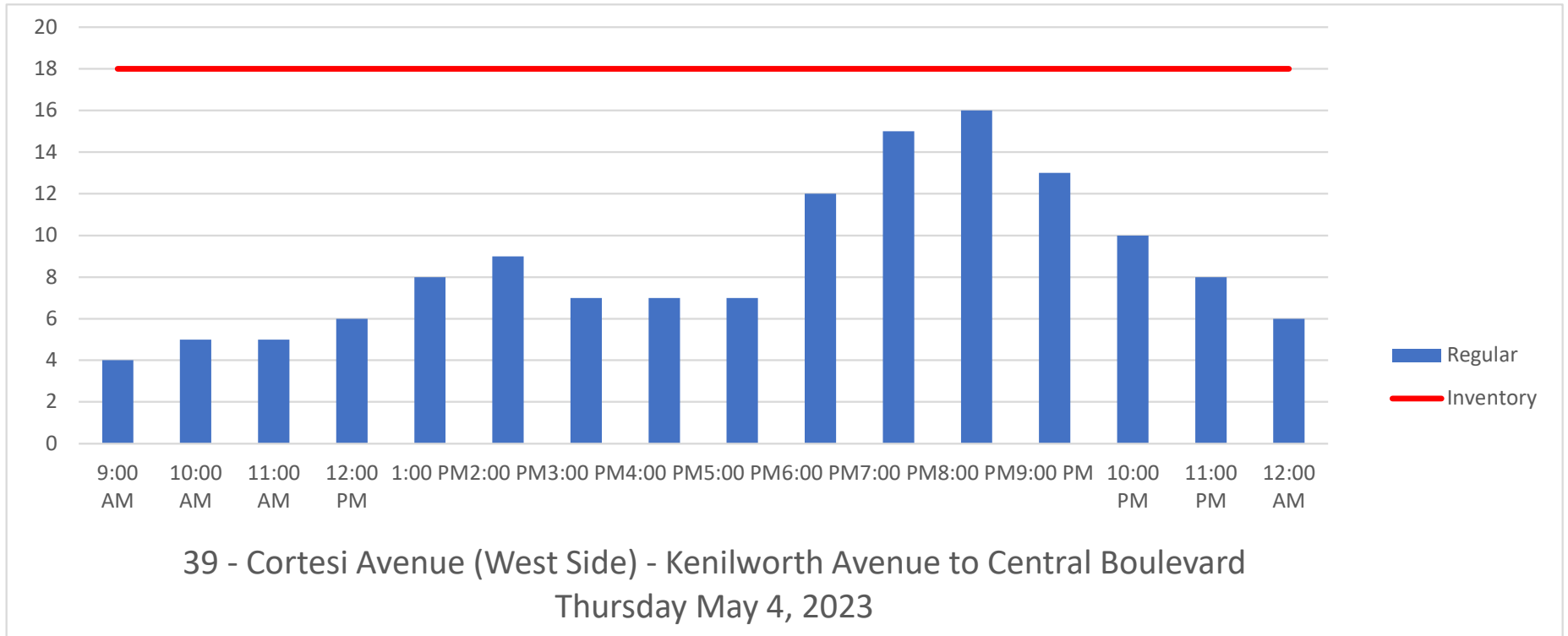


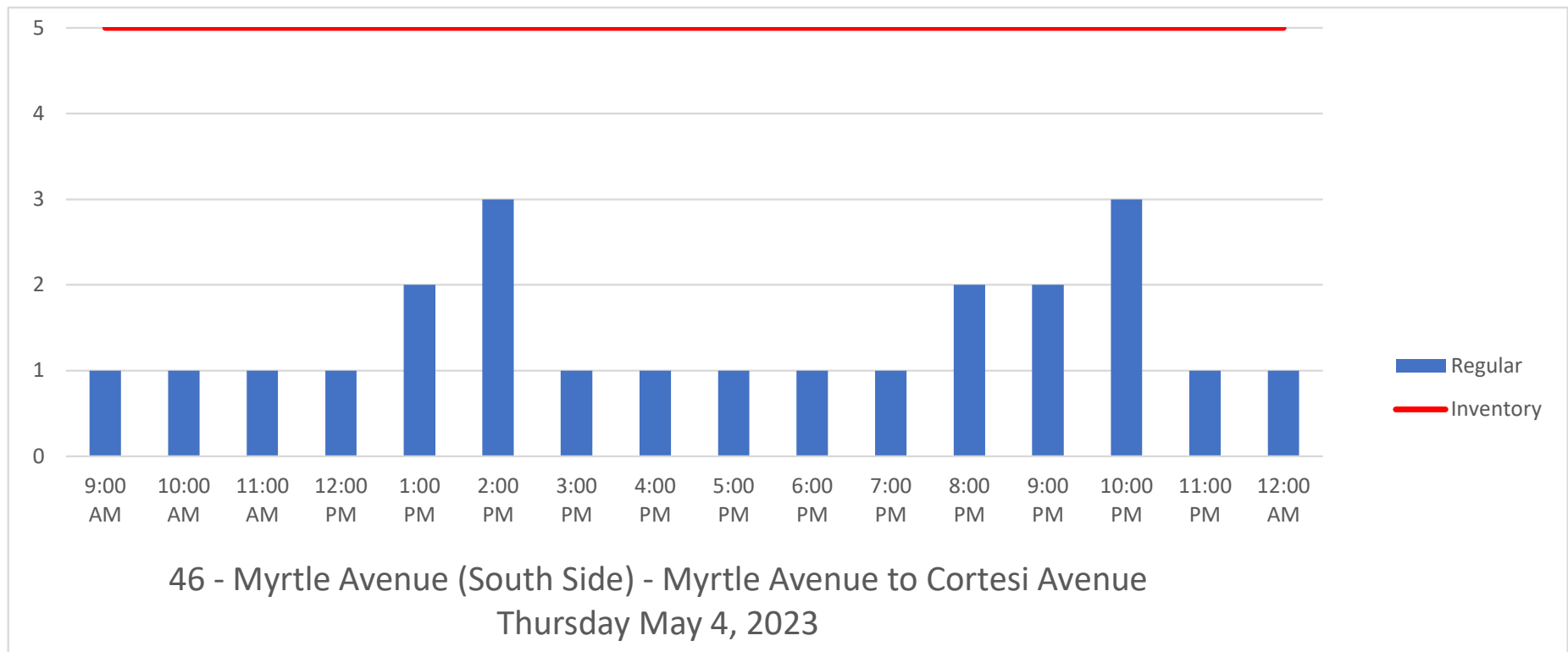


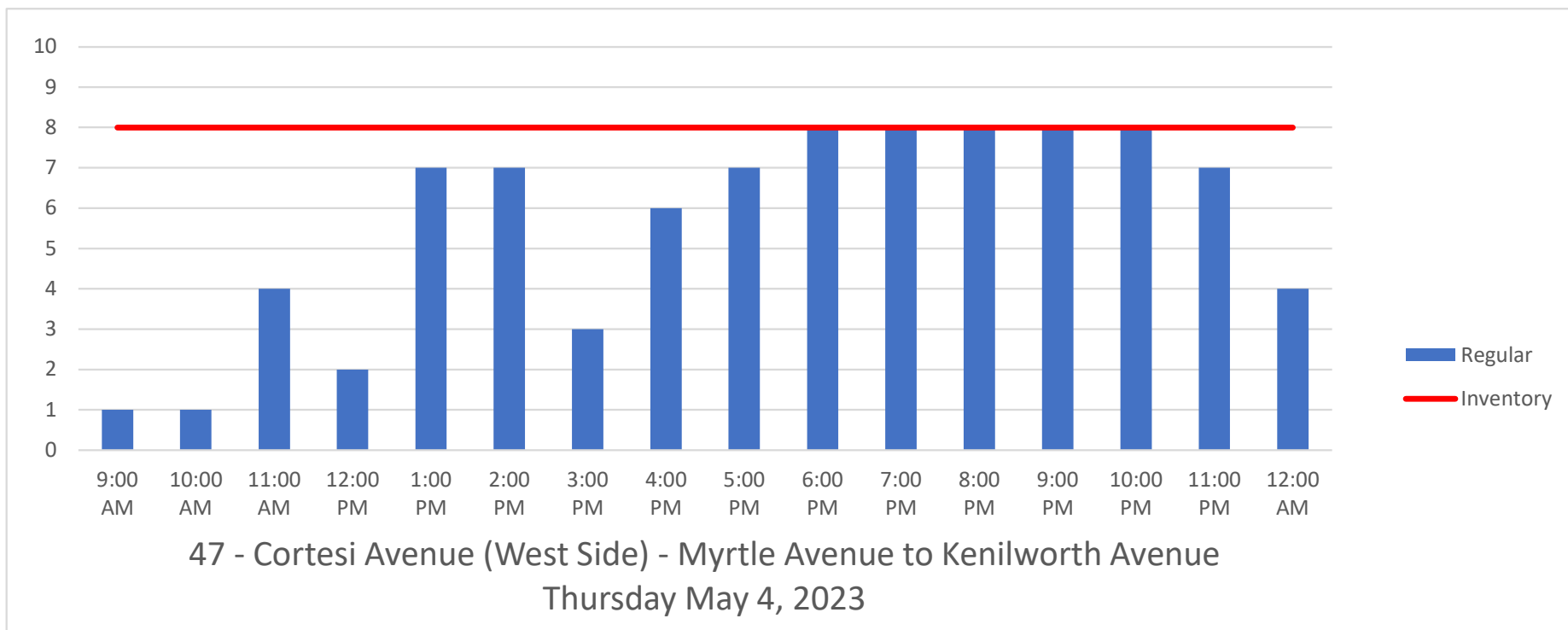


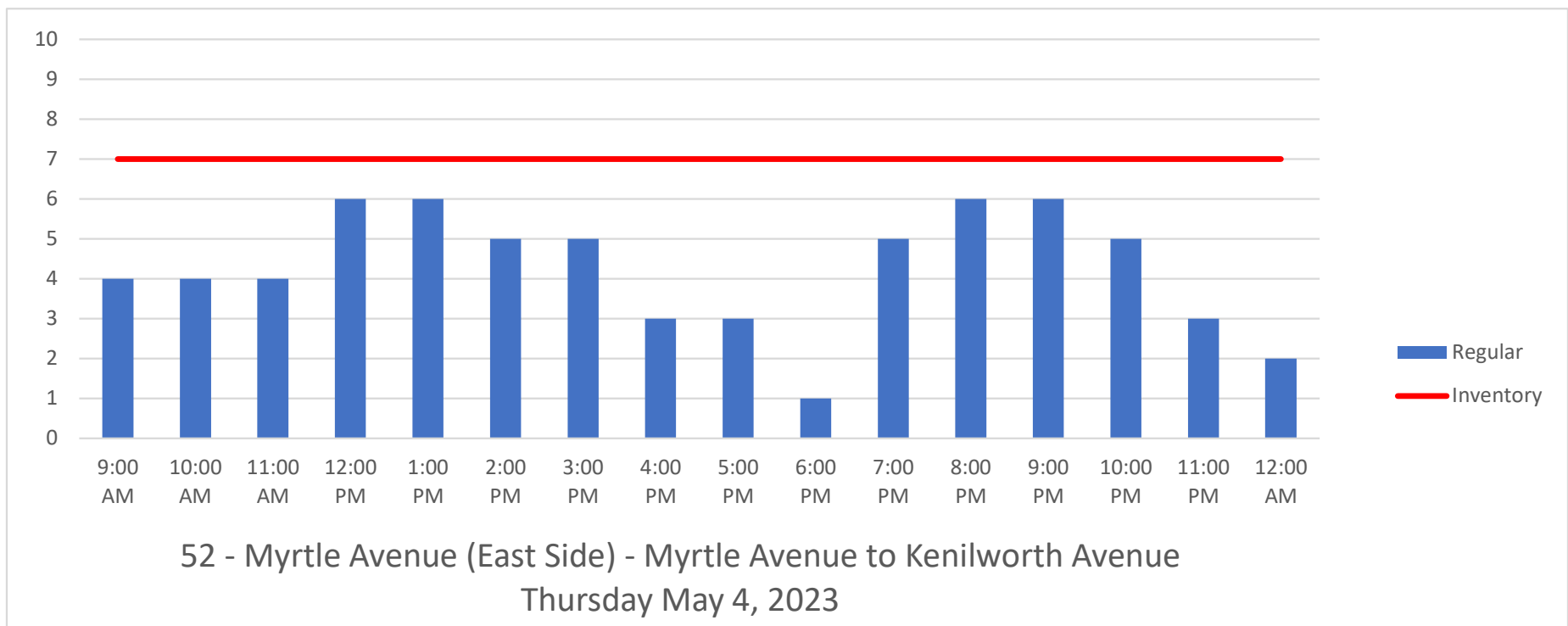


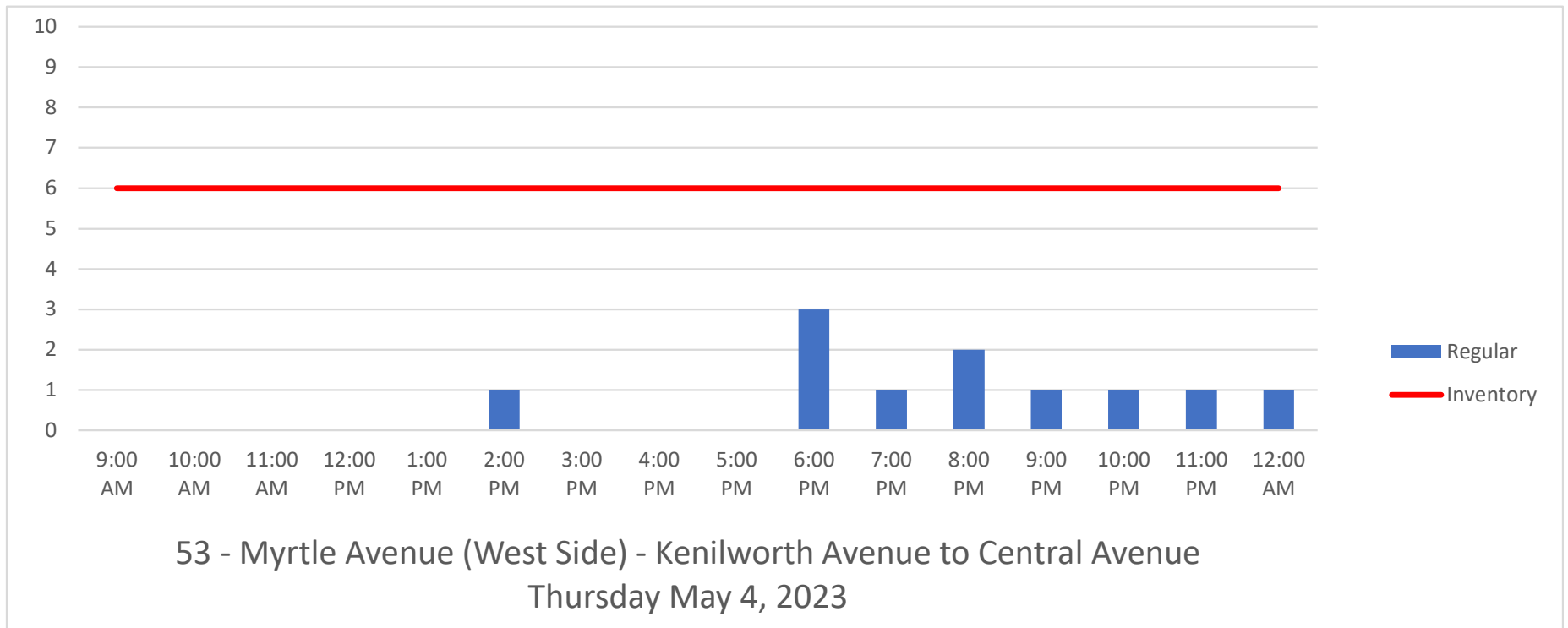




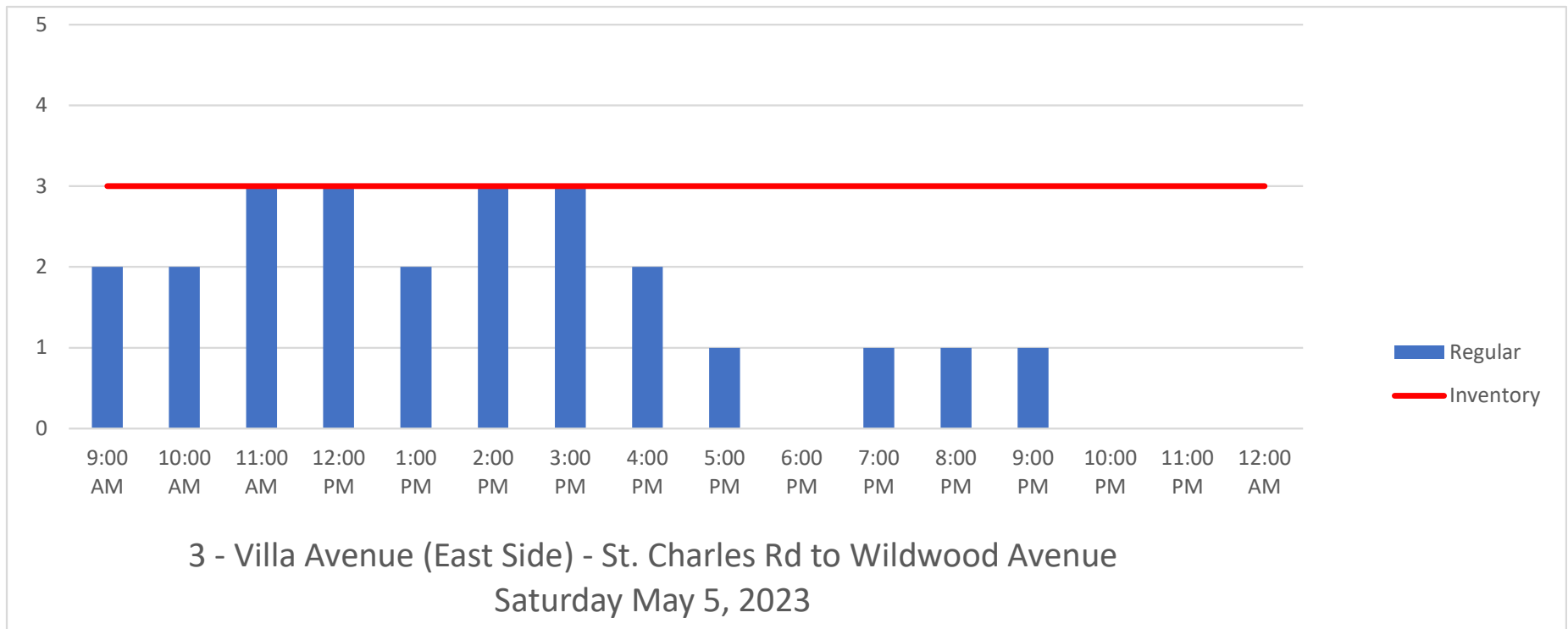


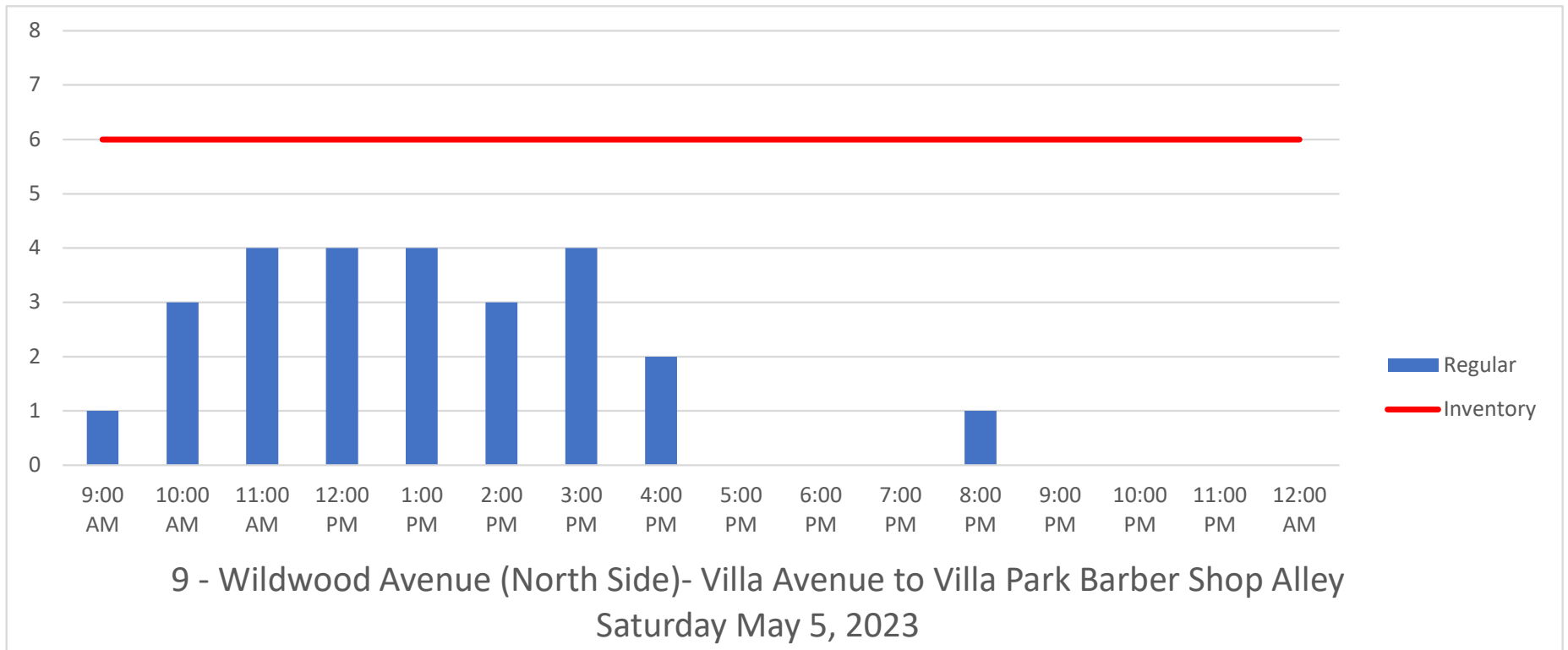


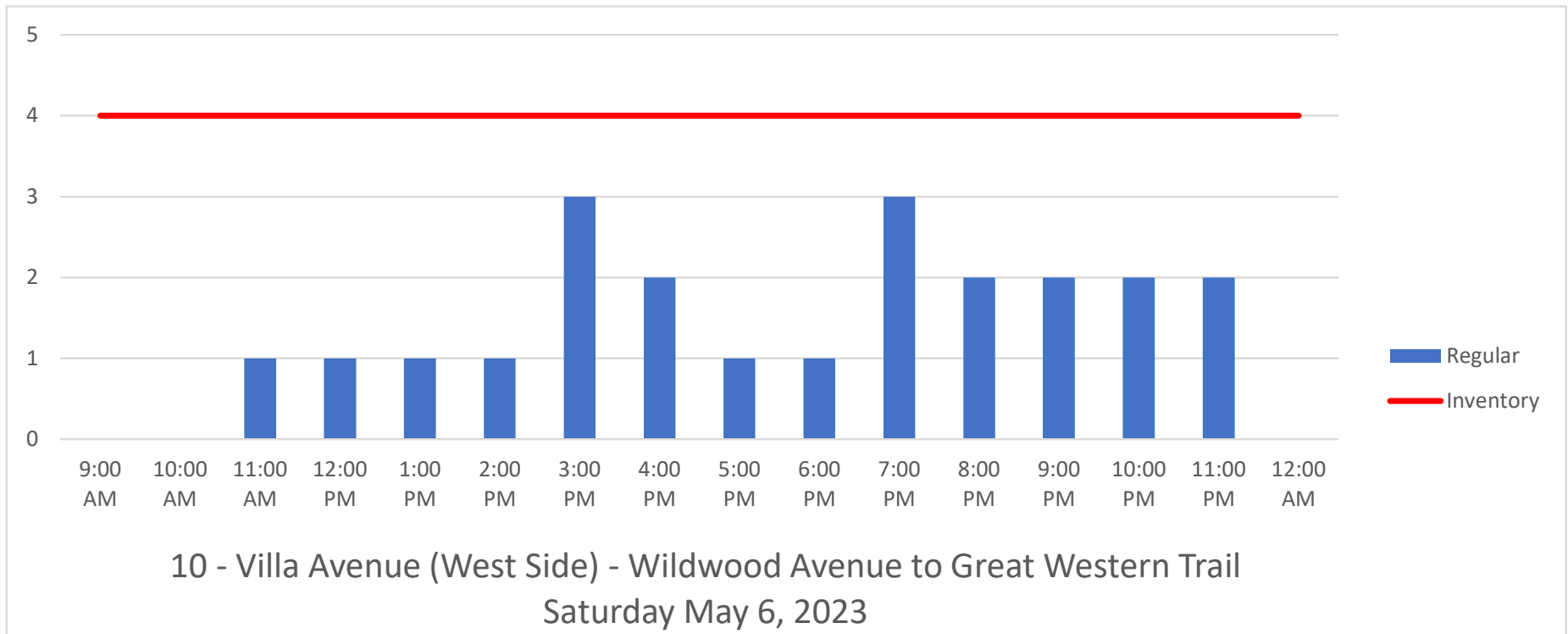


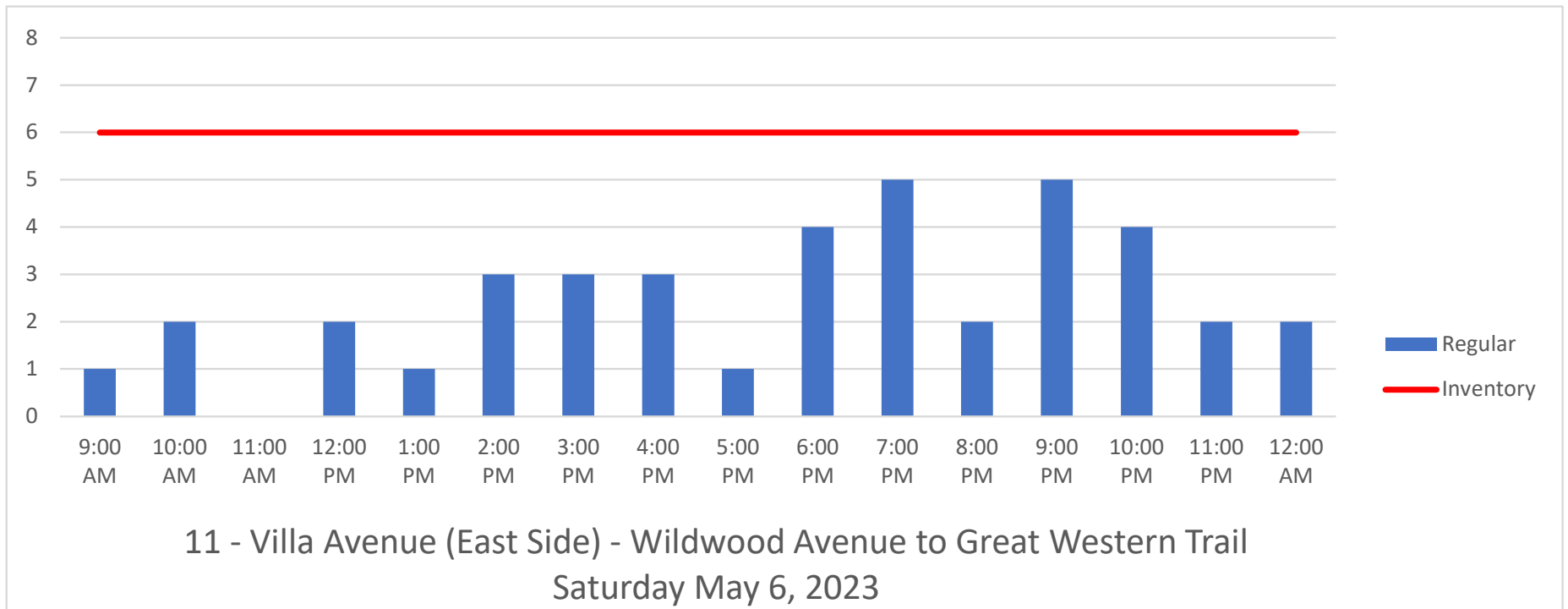


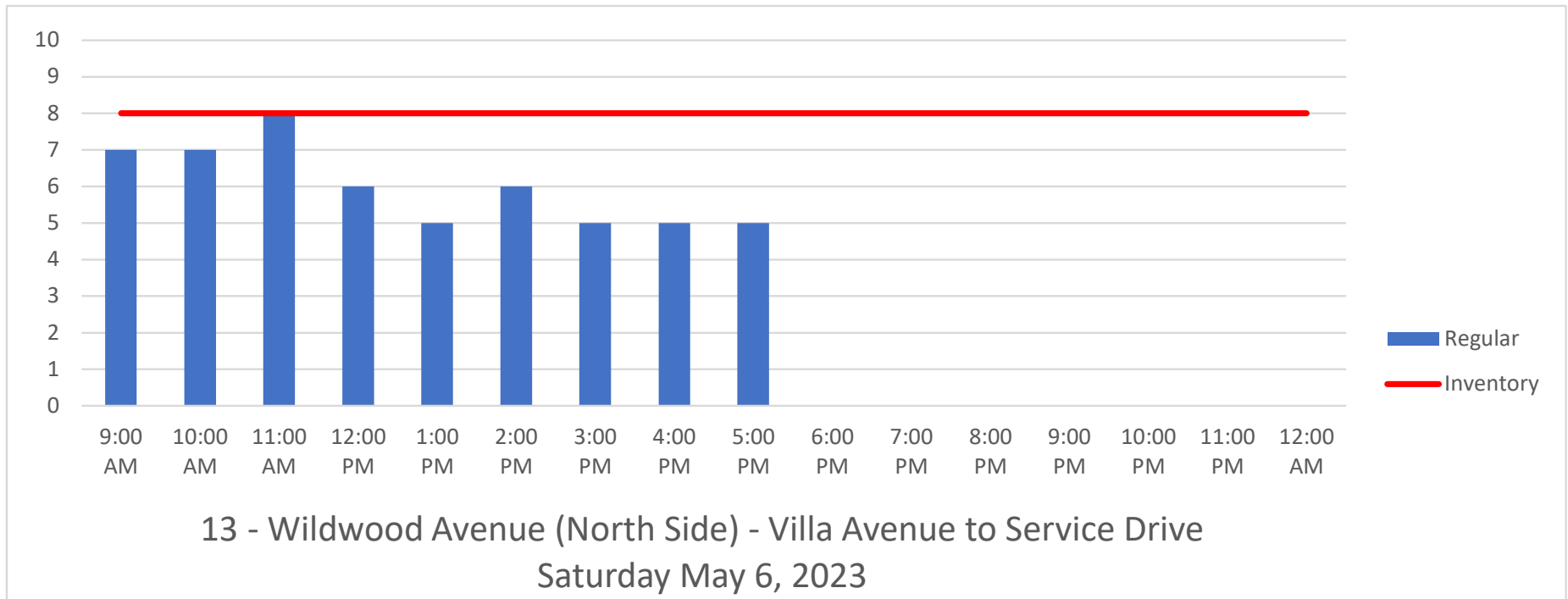
Saturday May 6, 2023  
On-Street Parking Survey

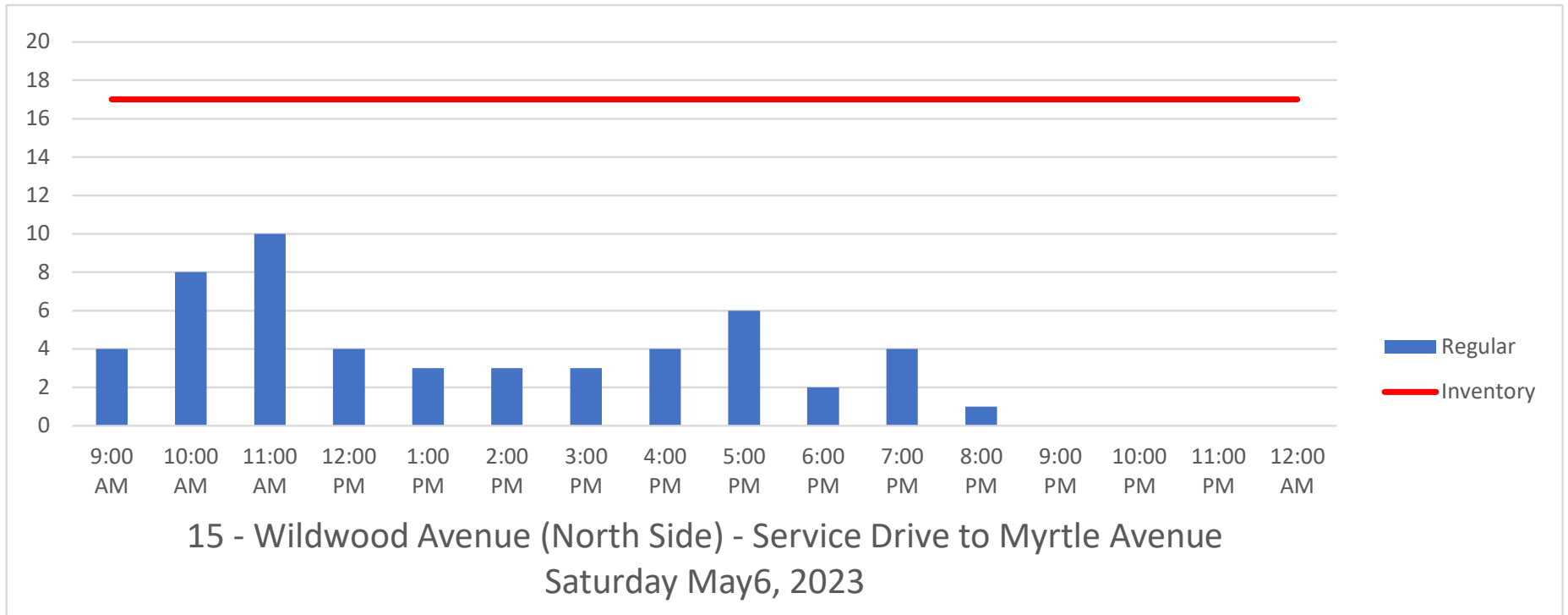


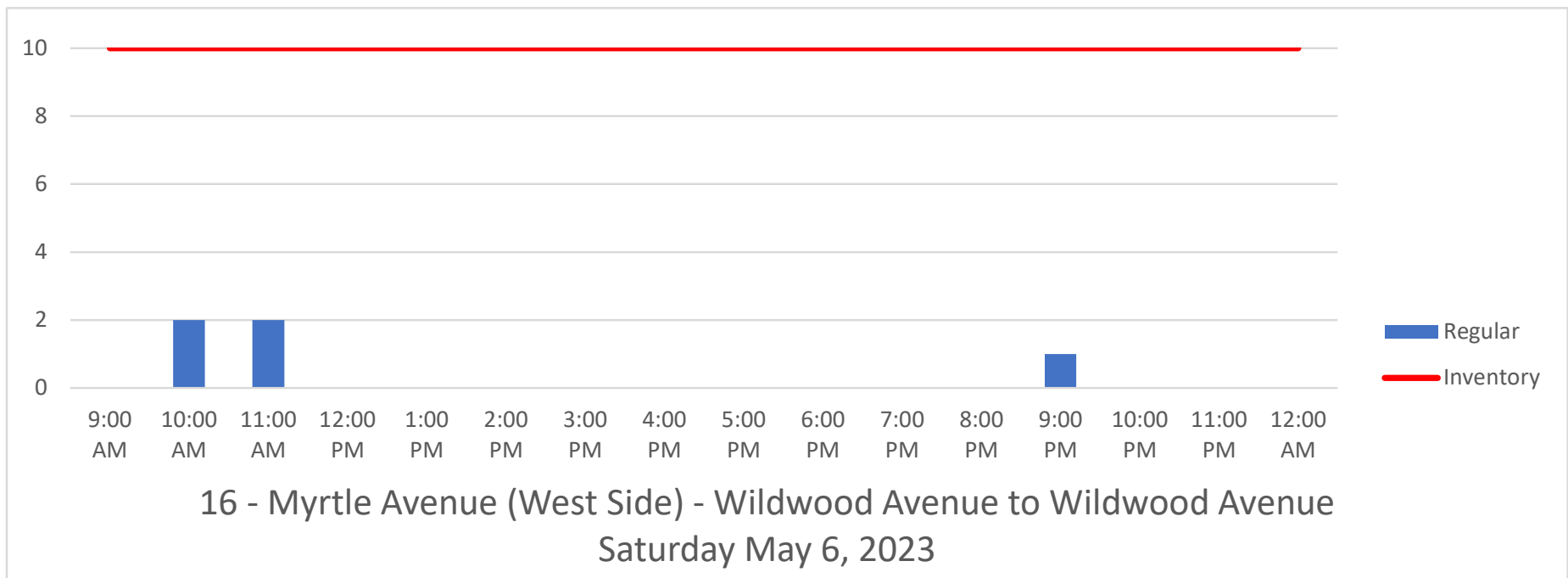


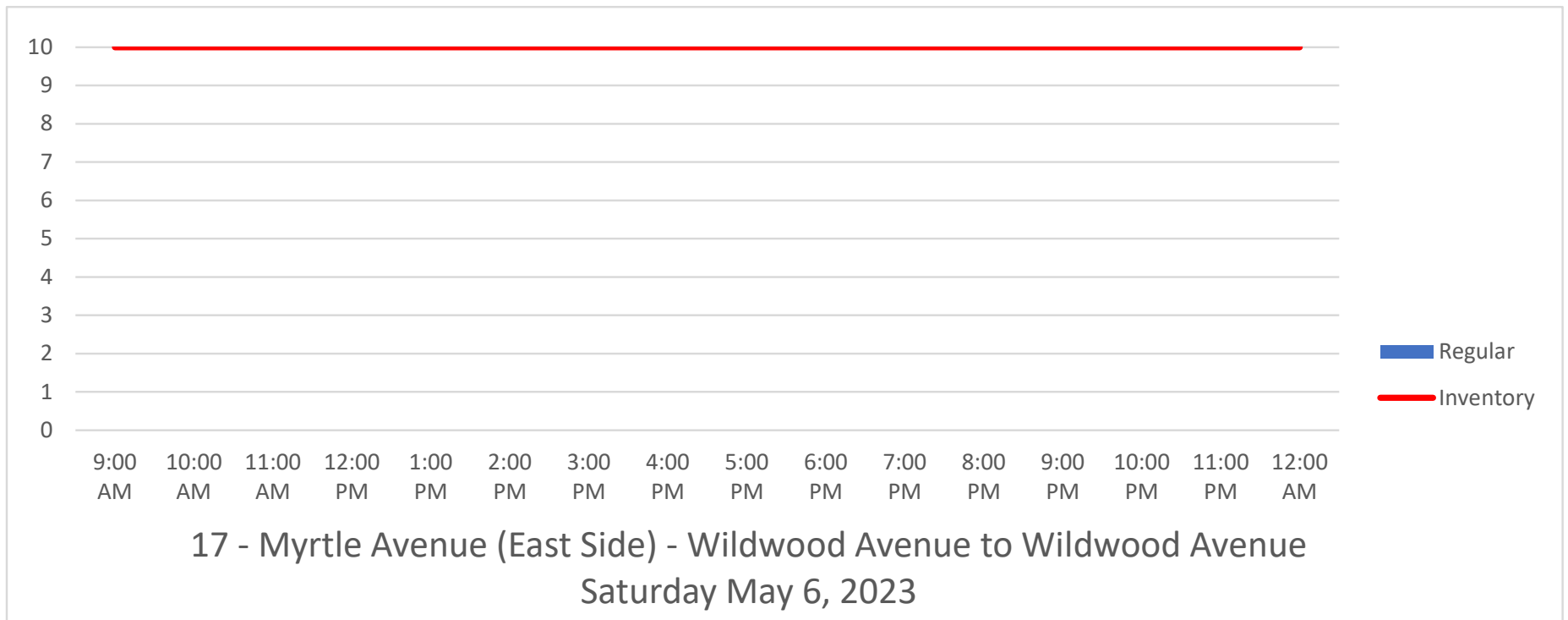


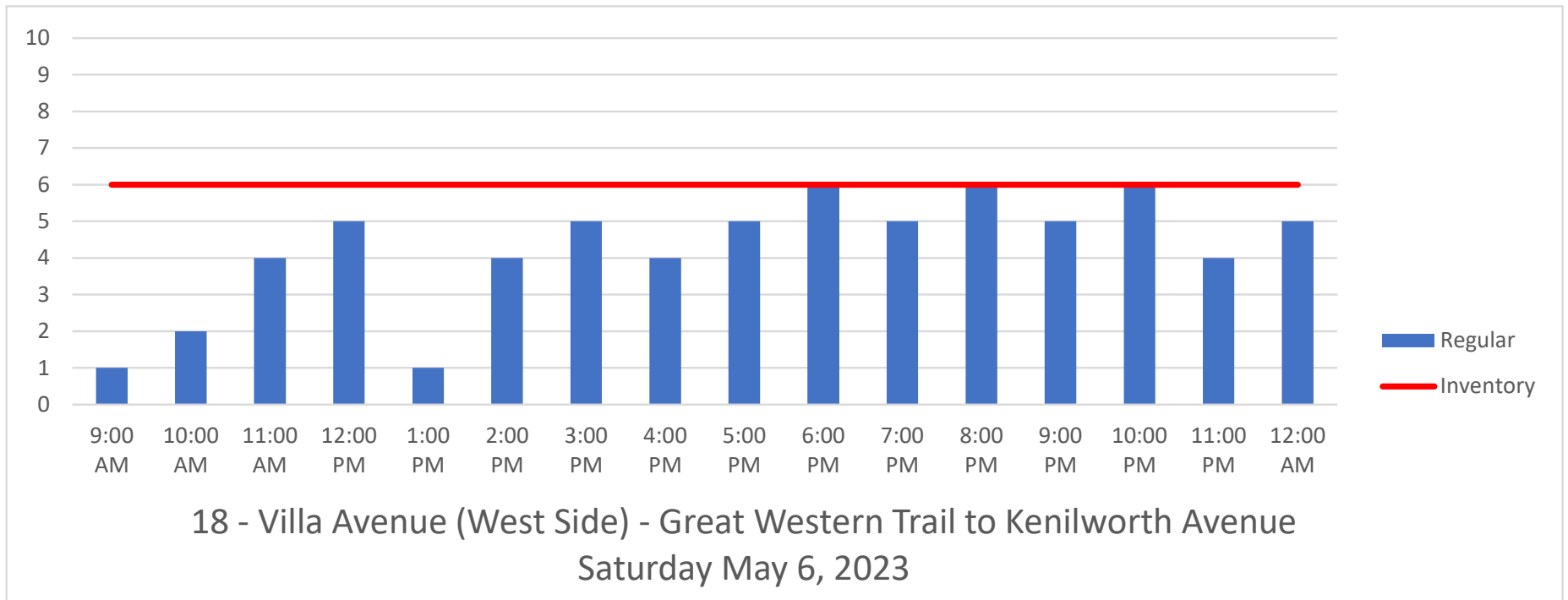


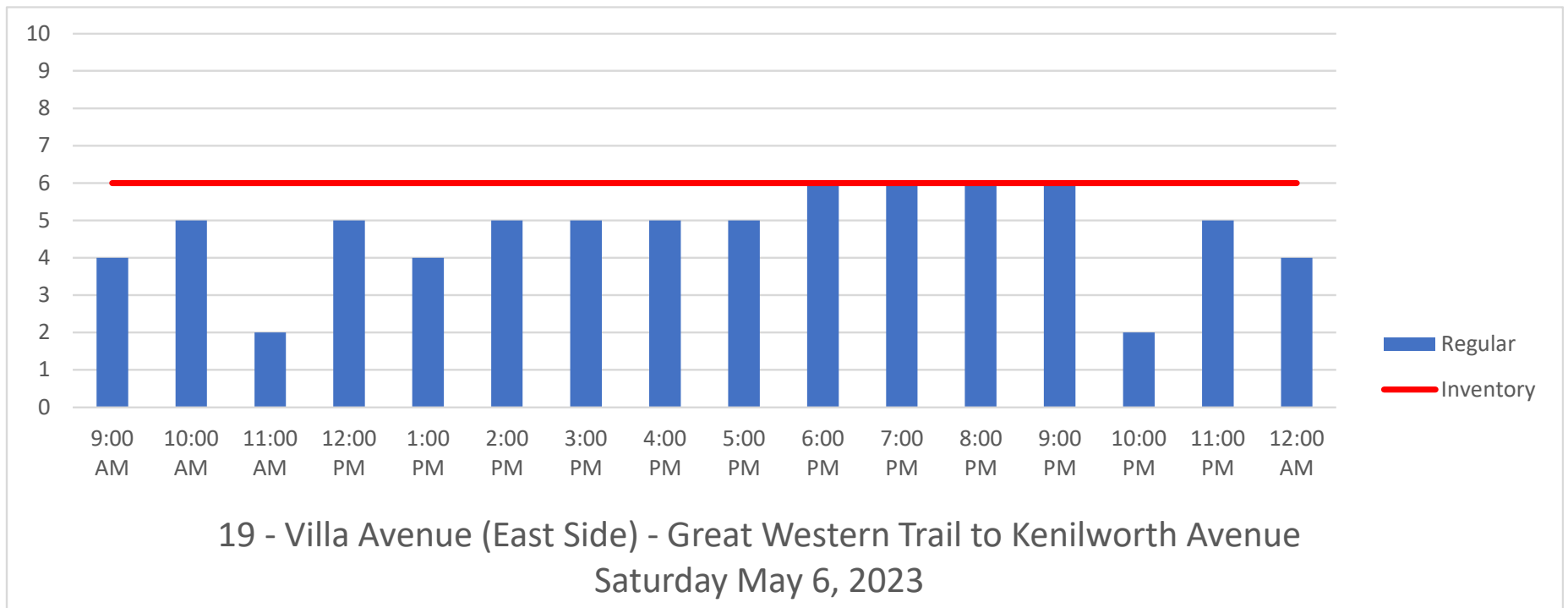


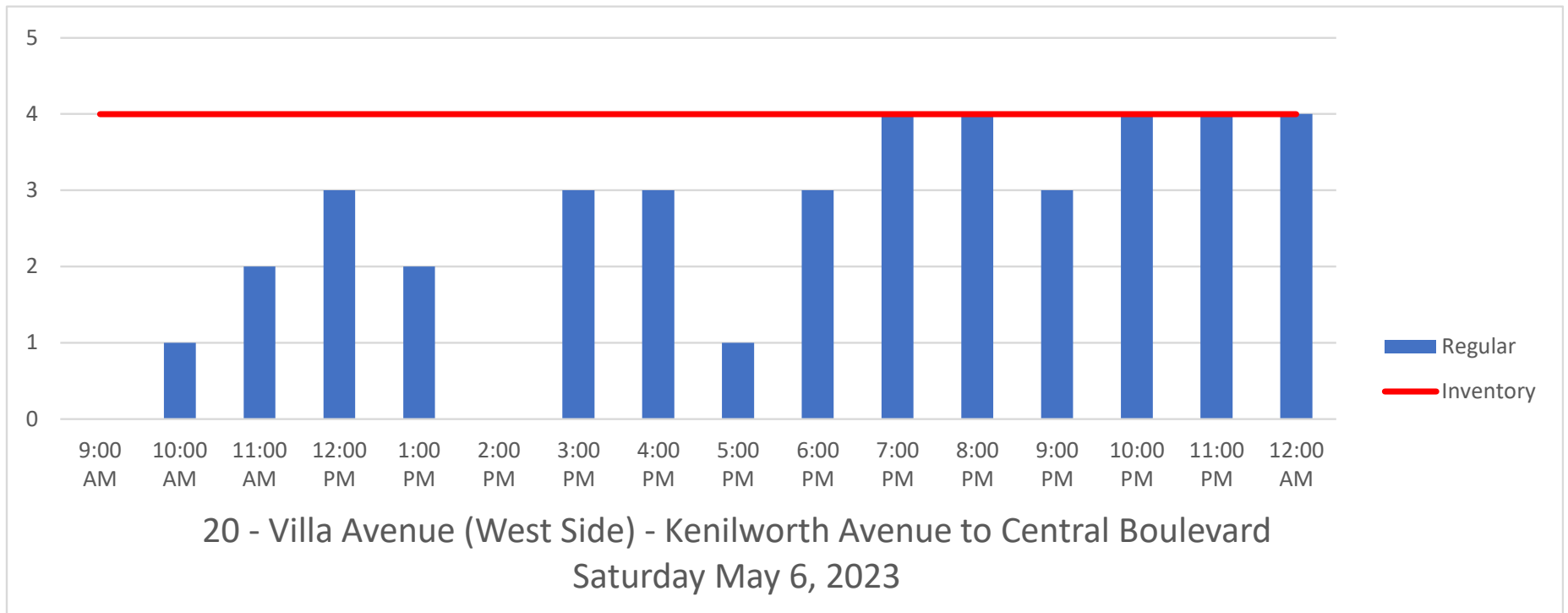


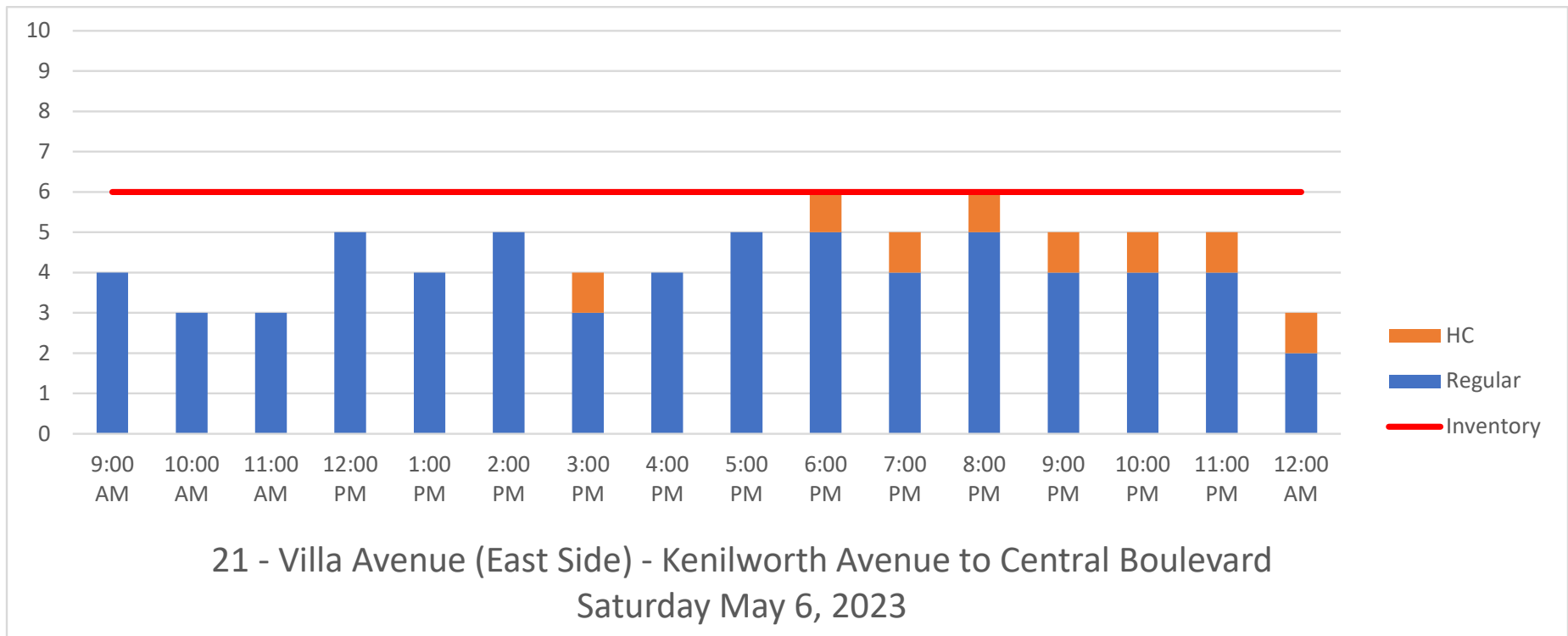


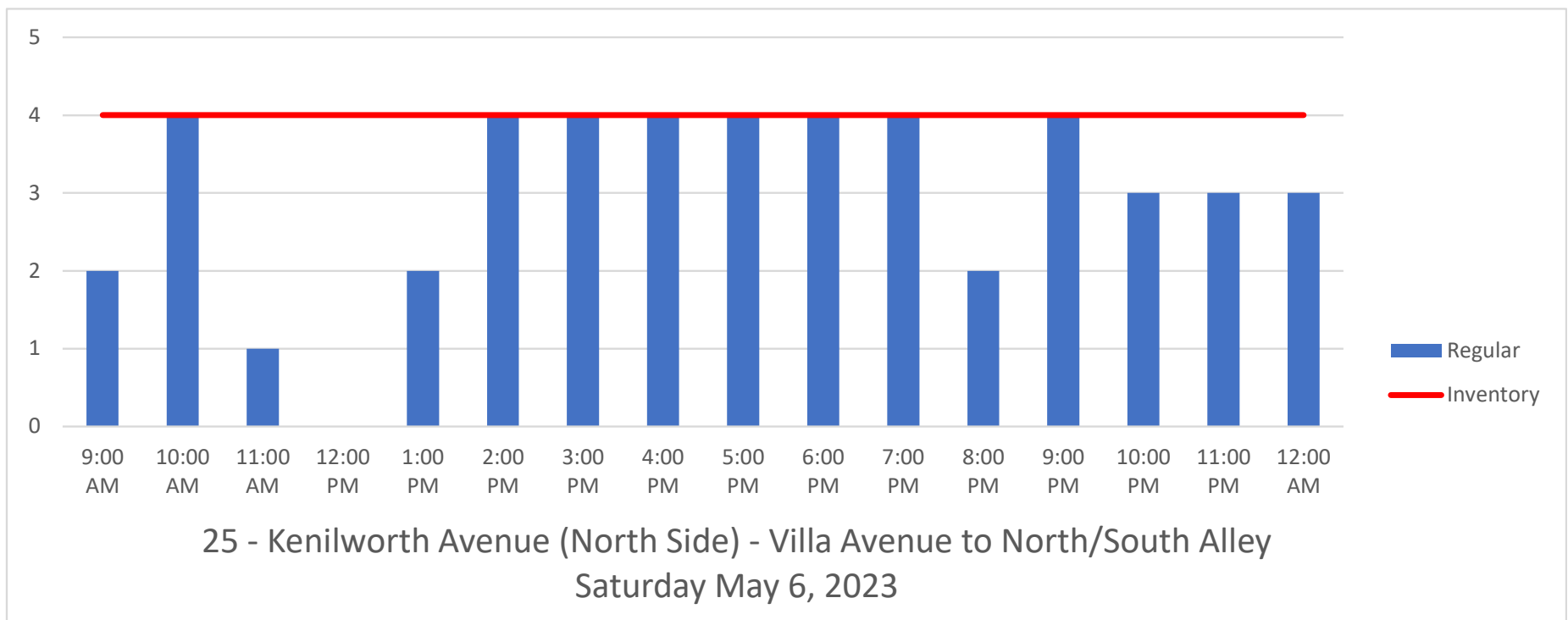


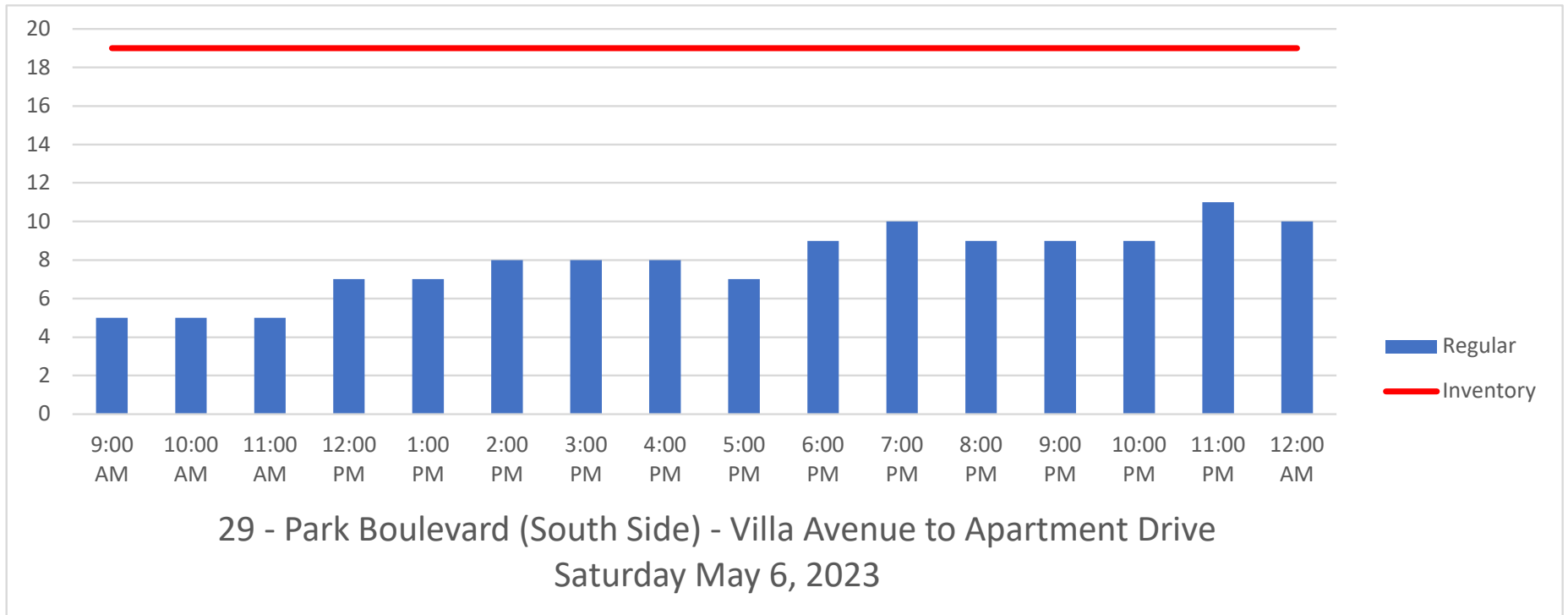


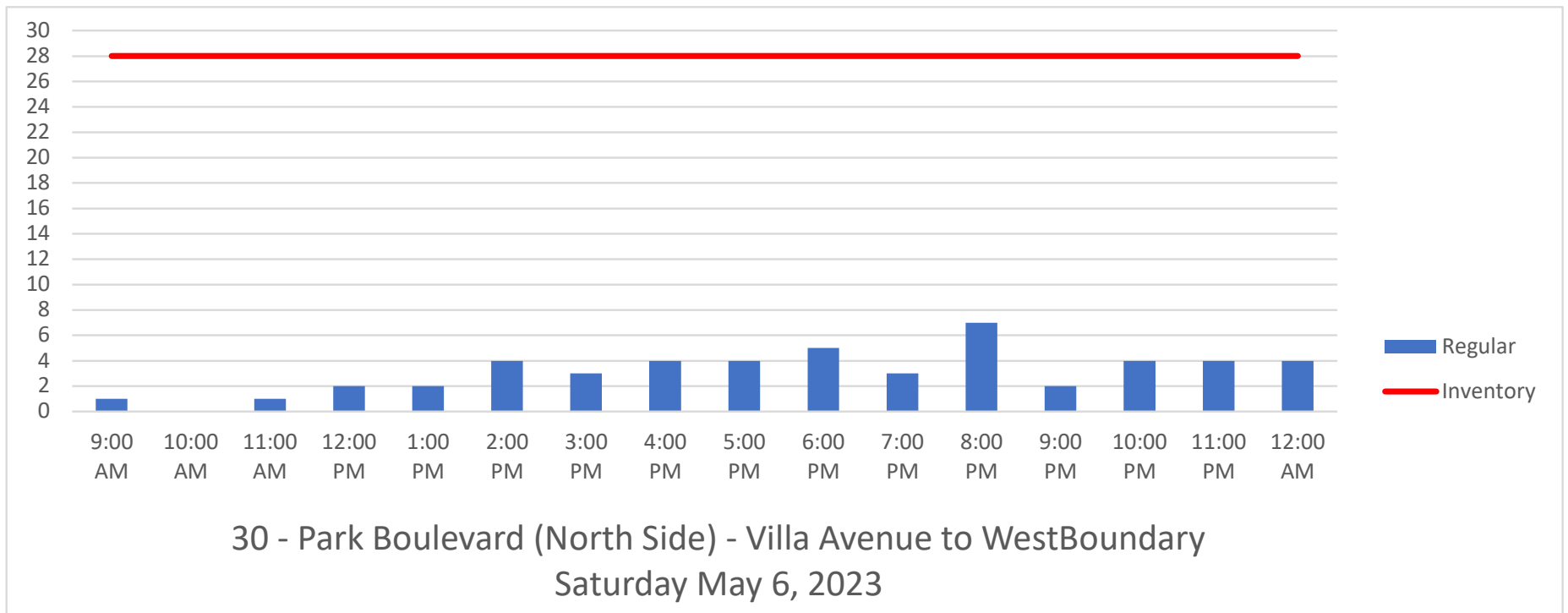


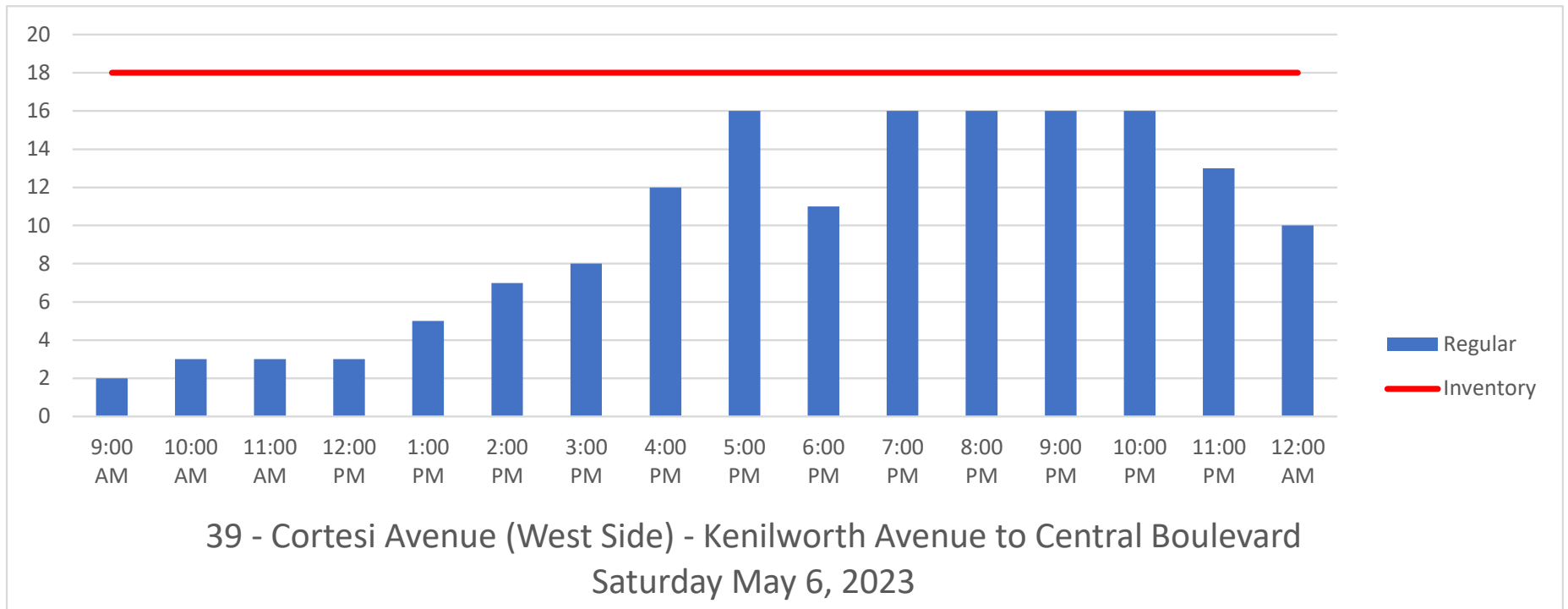


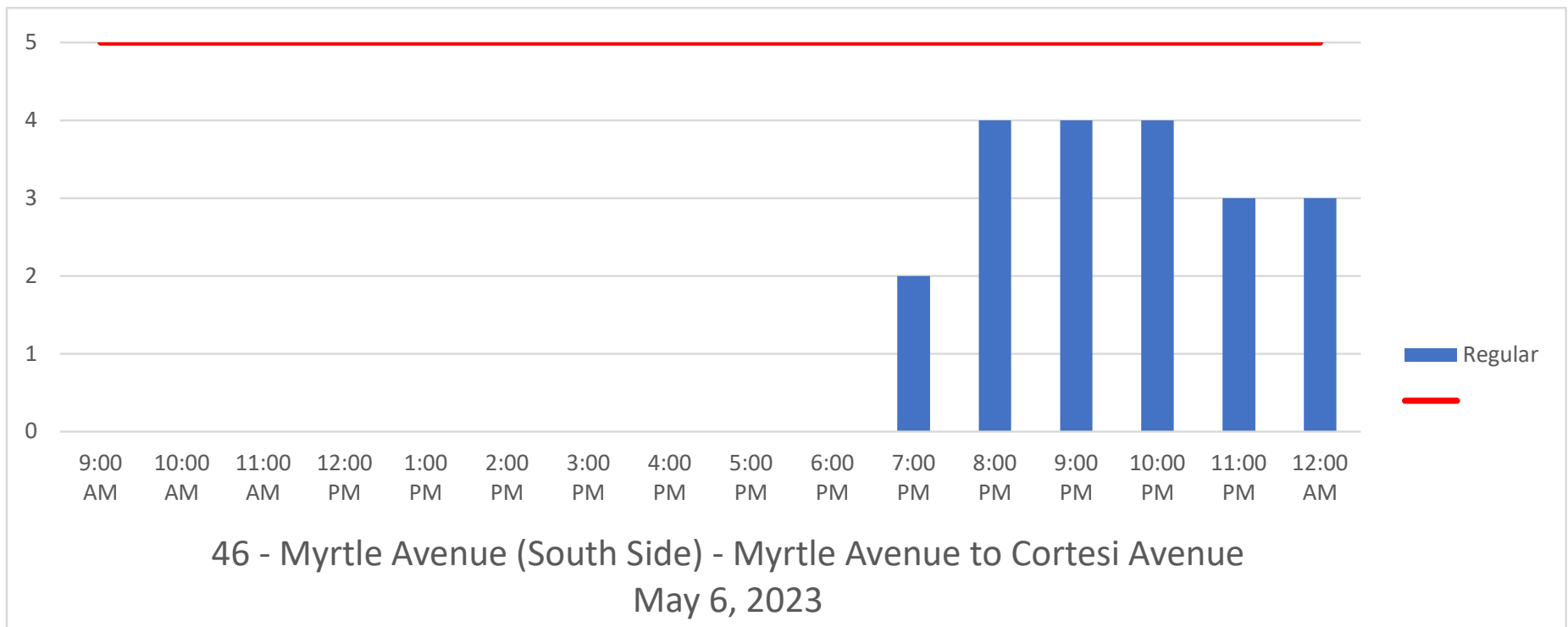


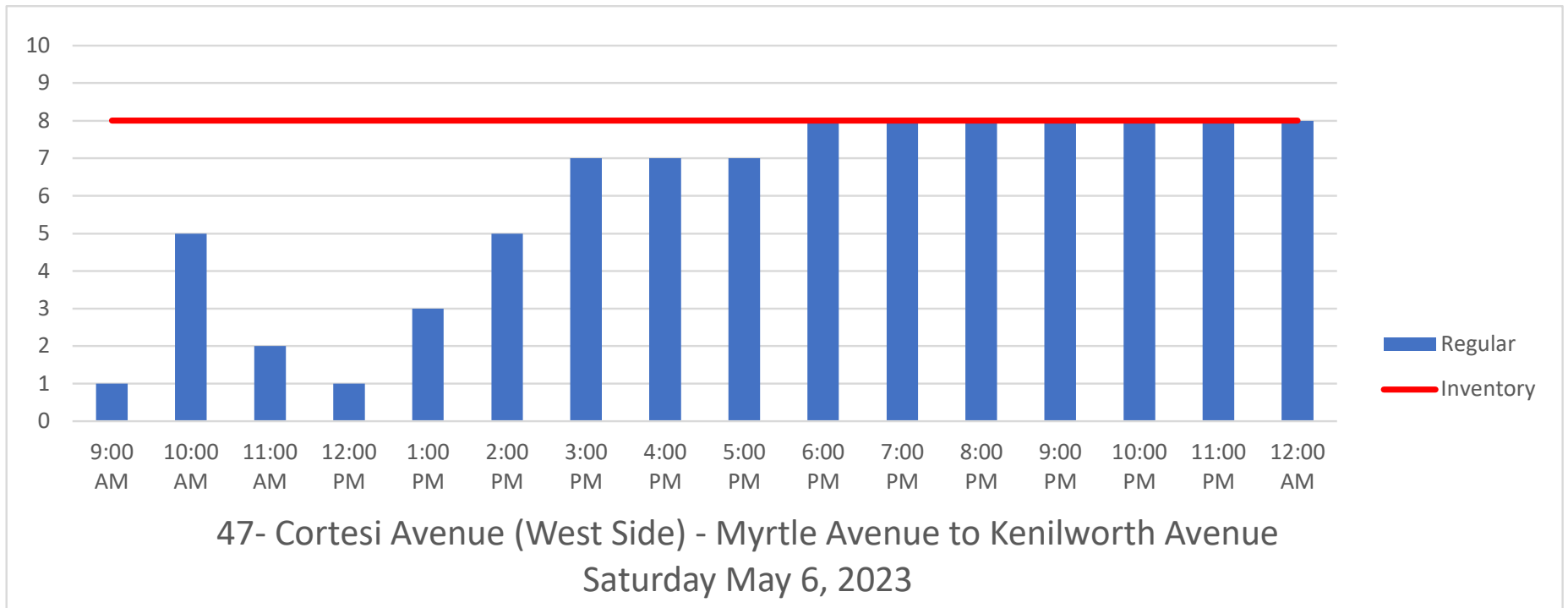


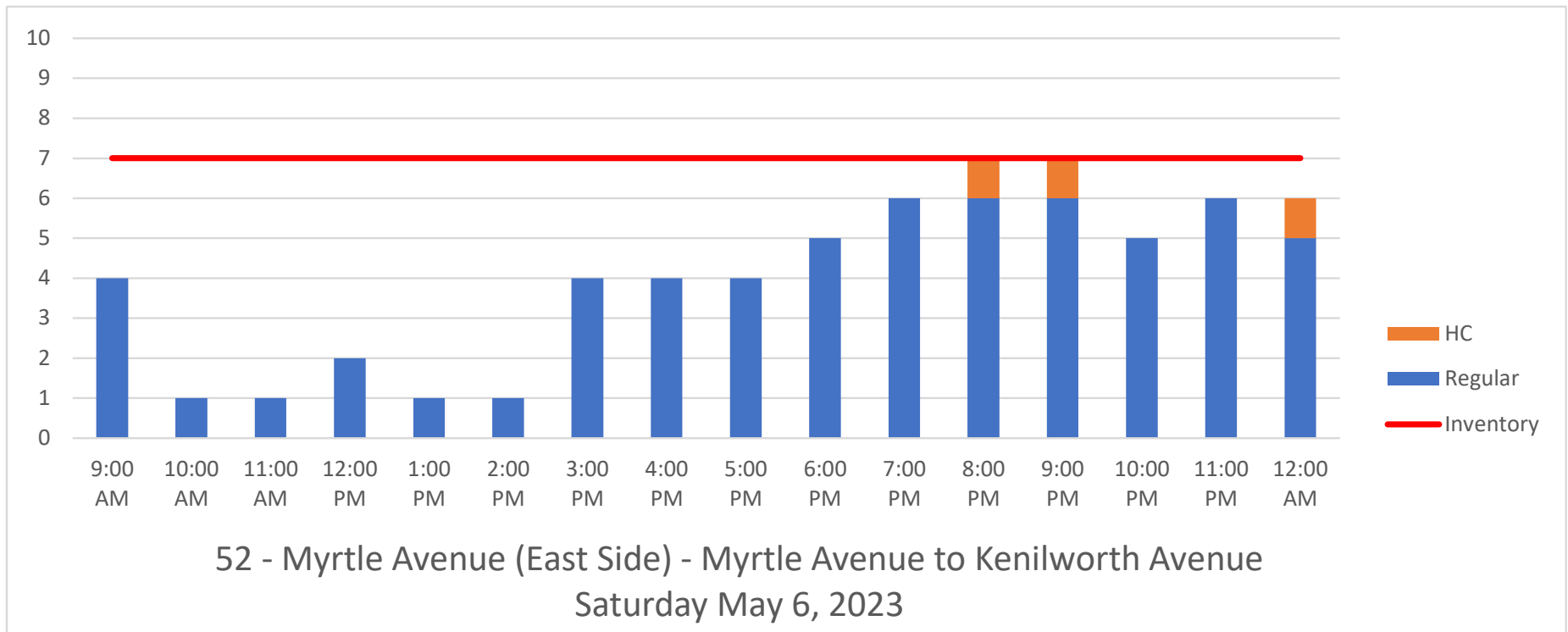


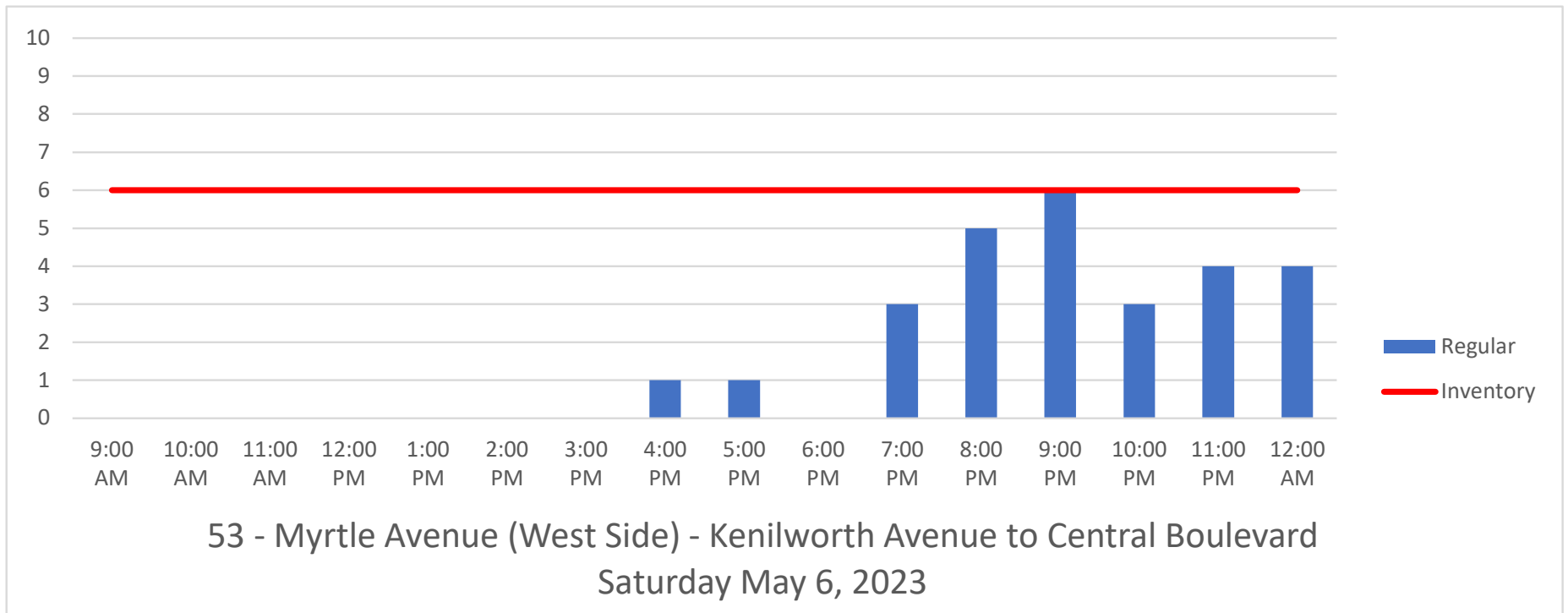




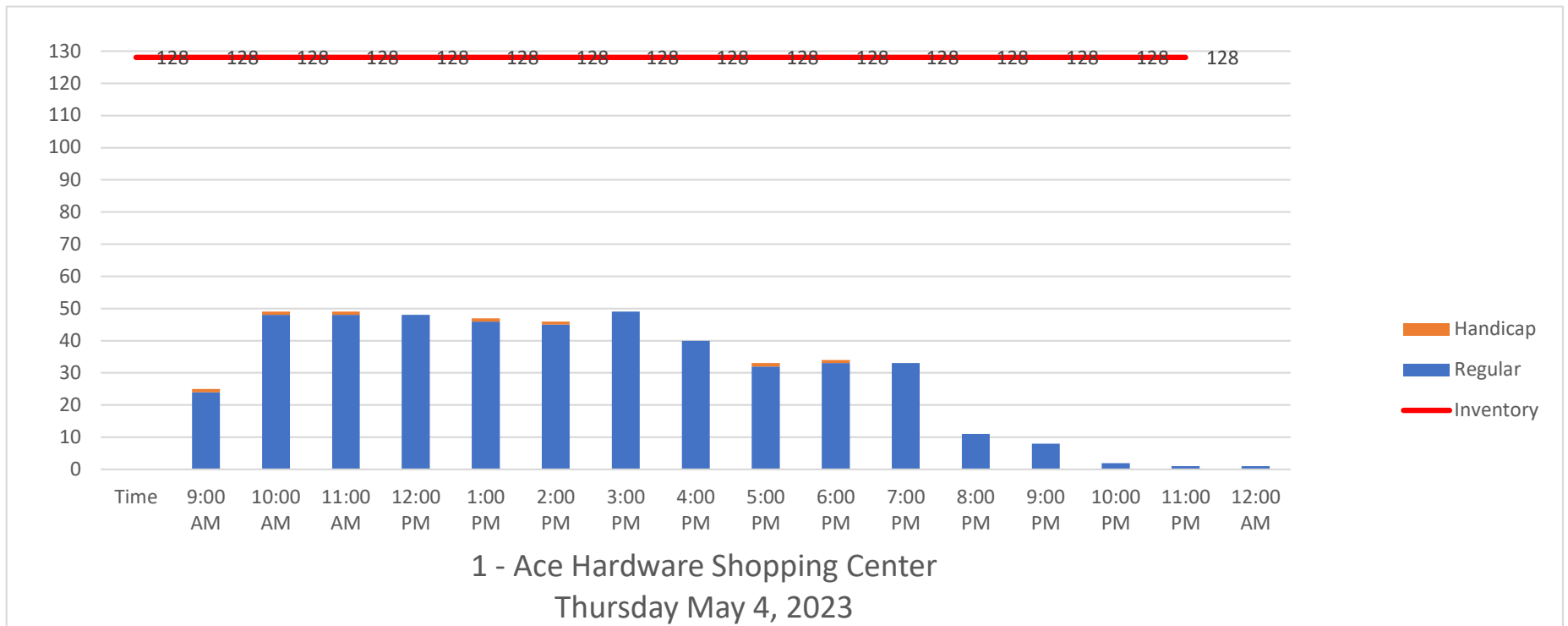


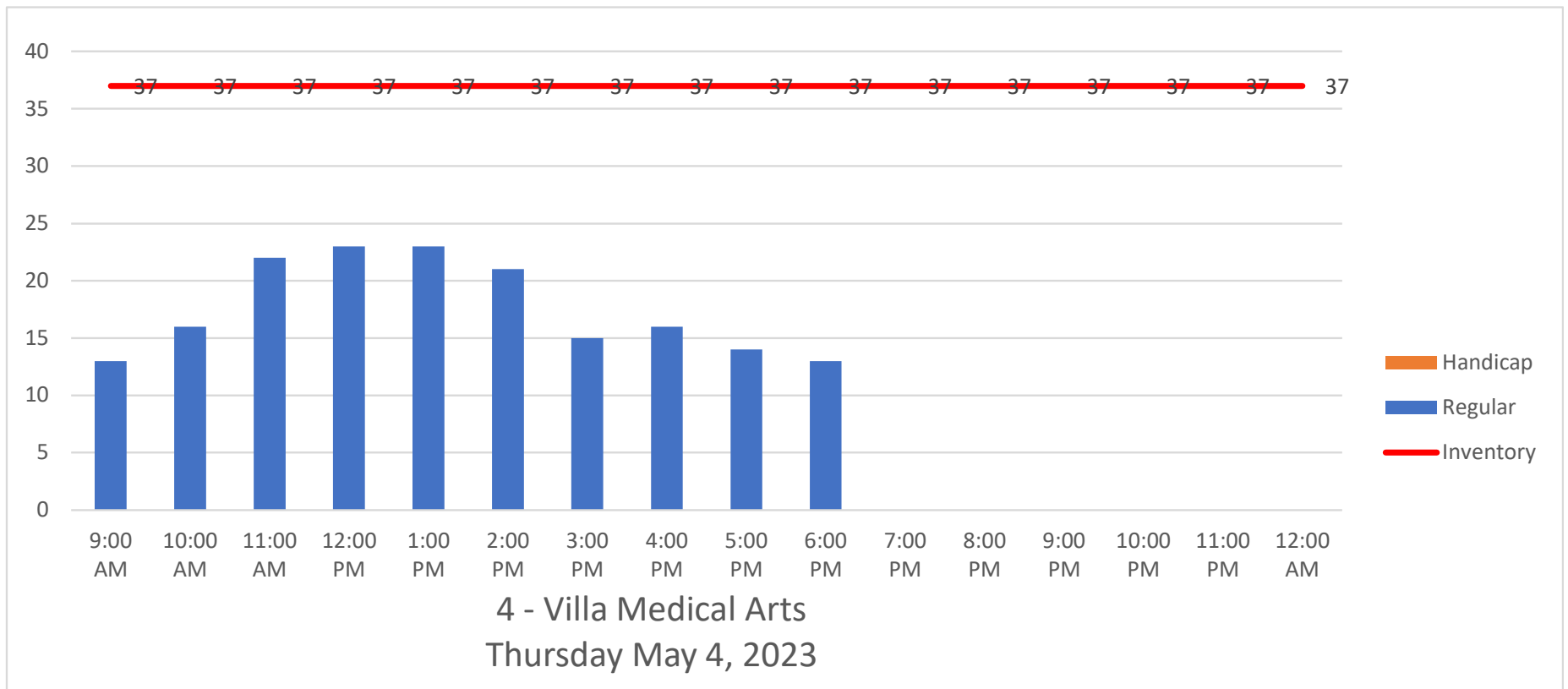


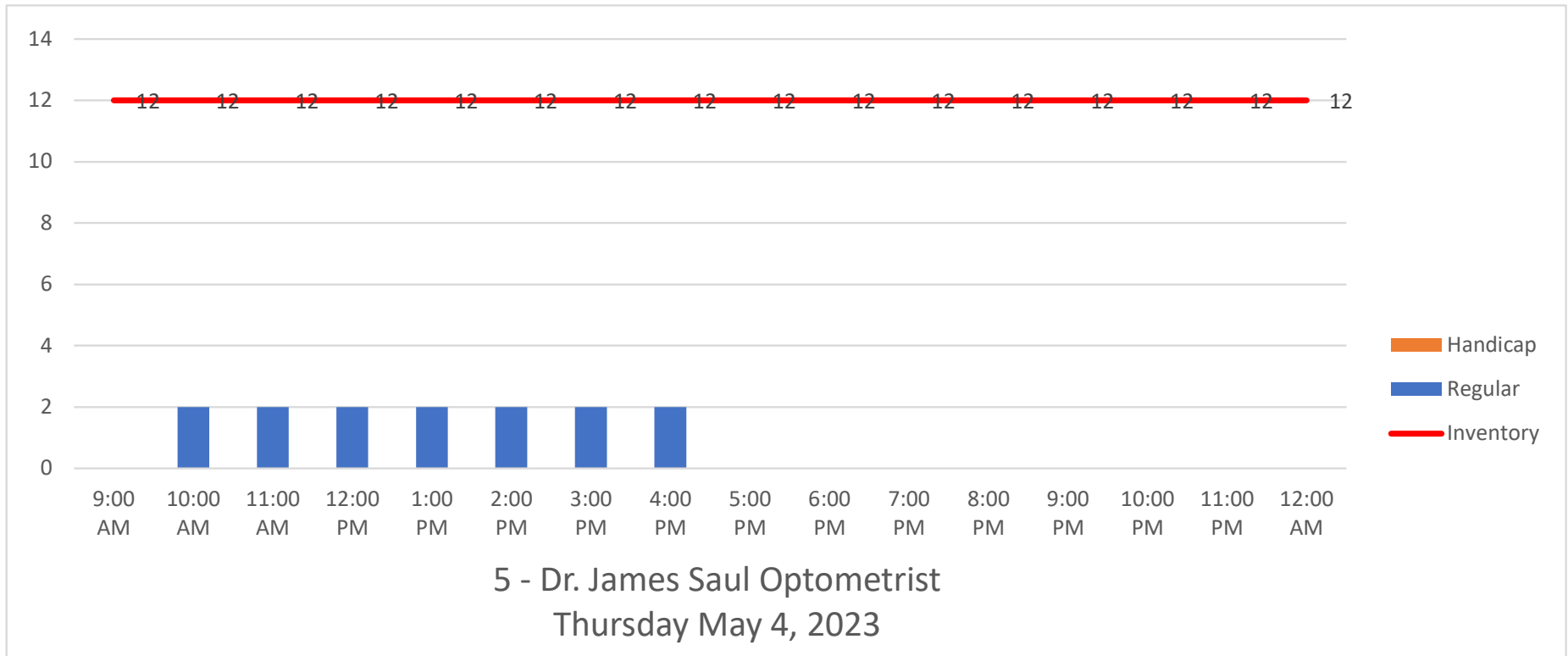


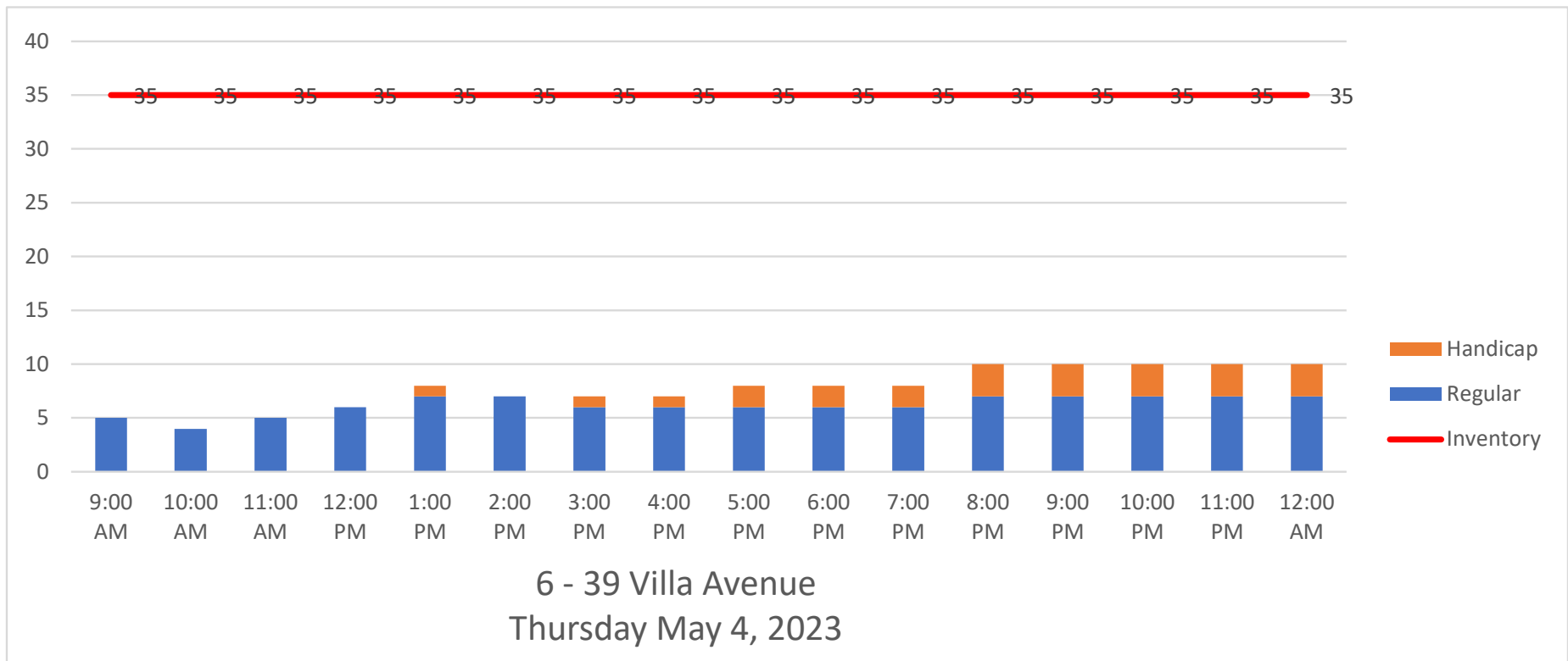


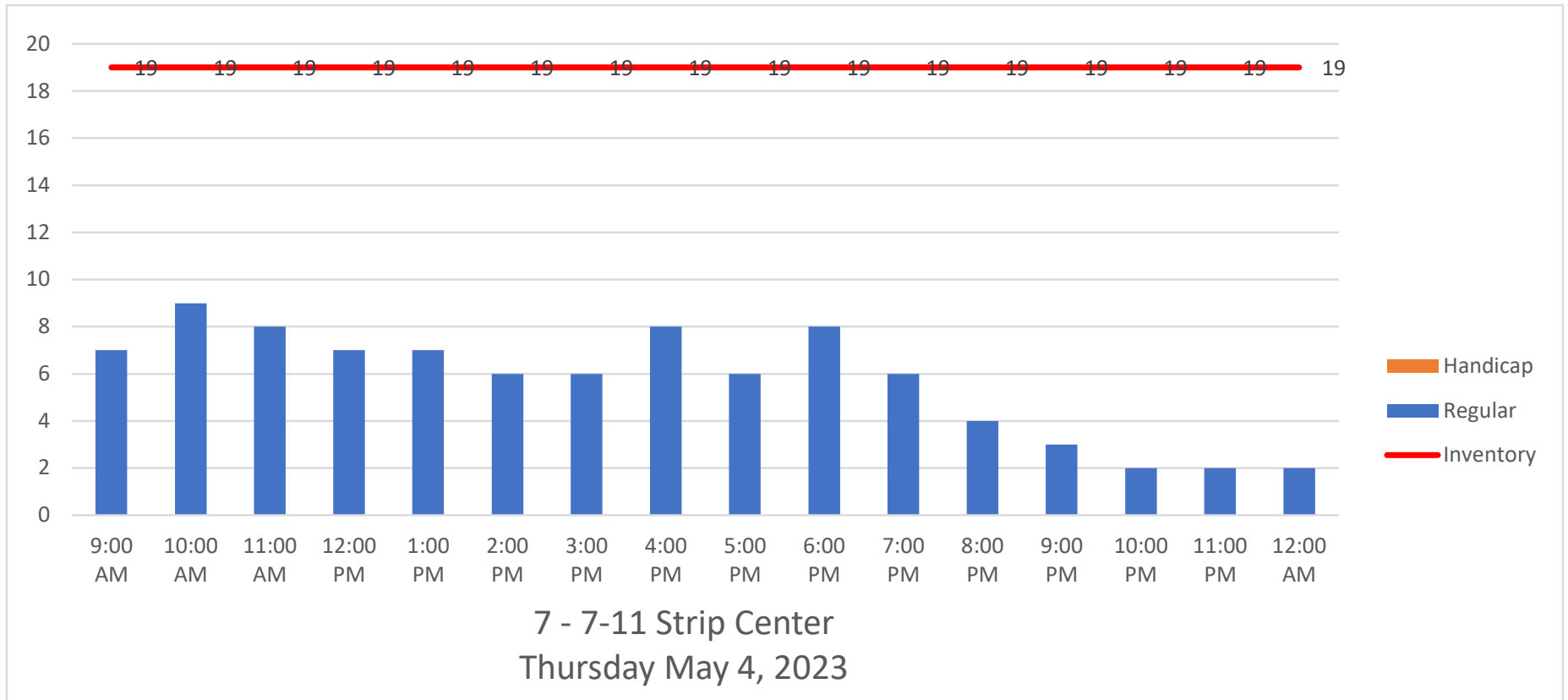
Thursday May 4, 2023  
Public and Private Lot  
Parking Survey

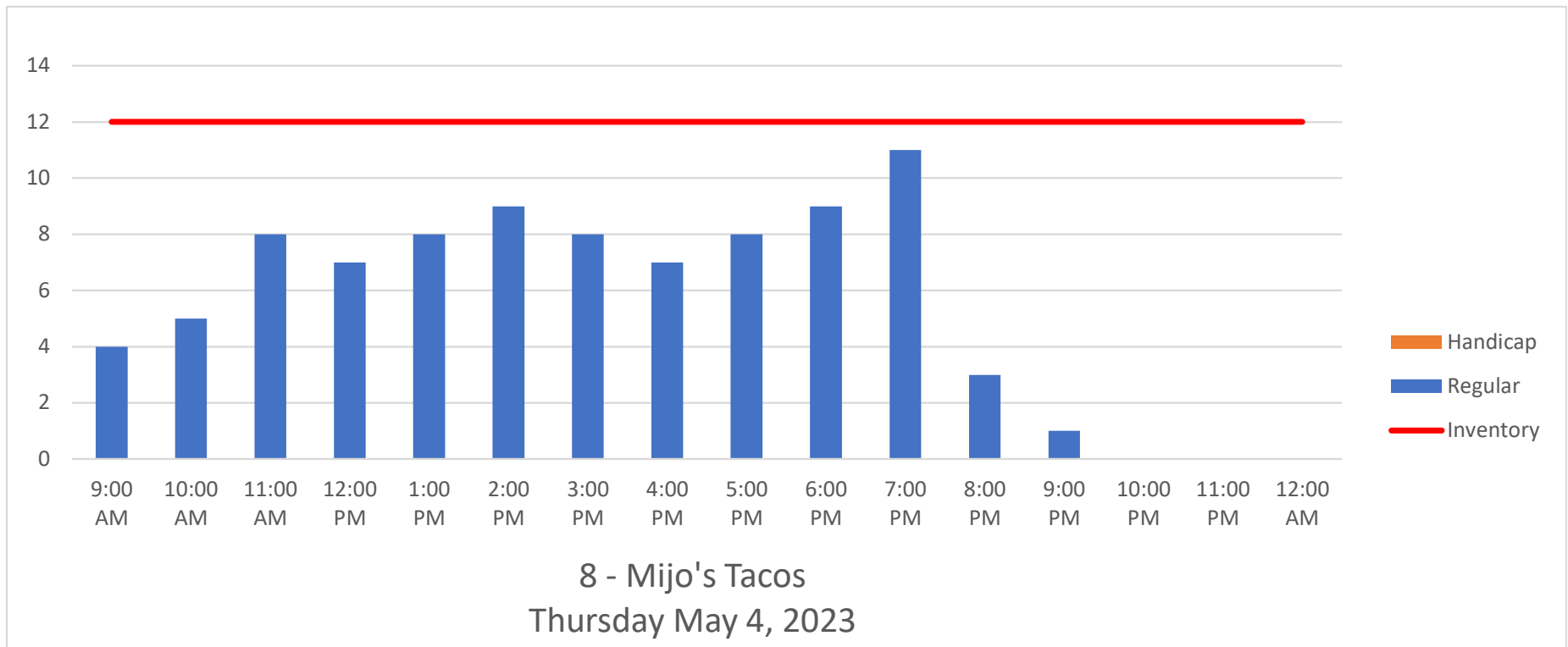


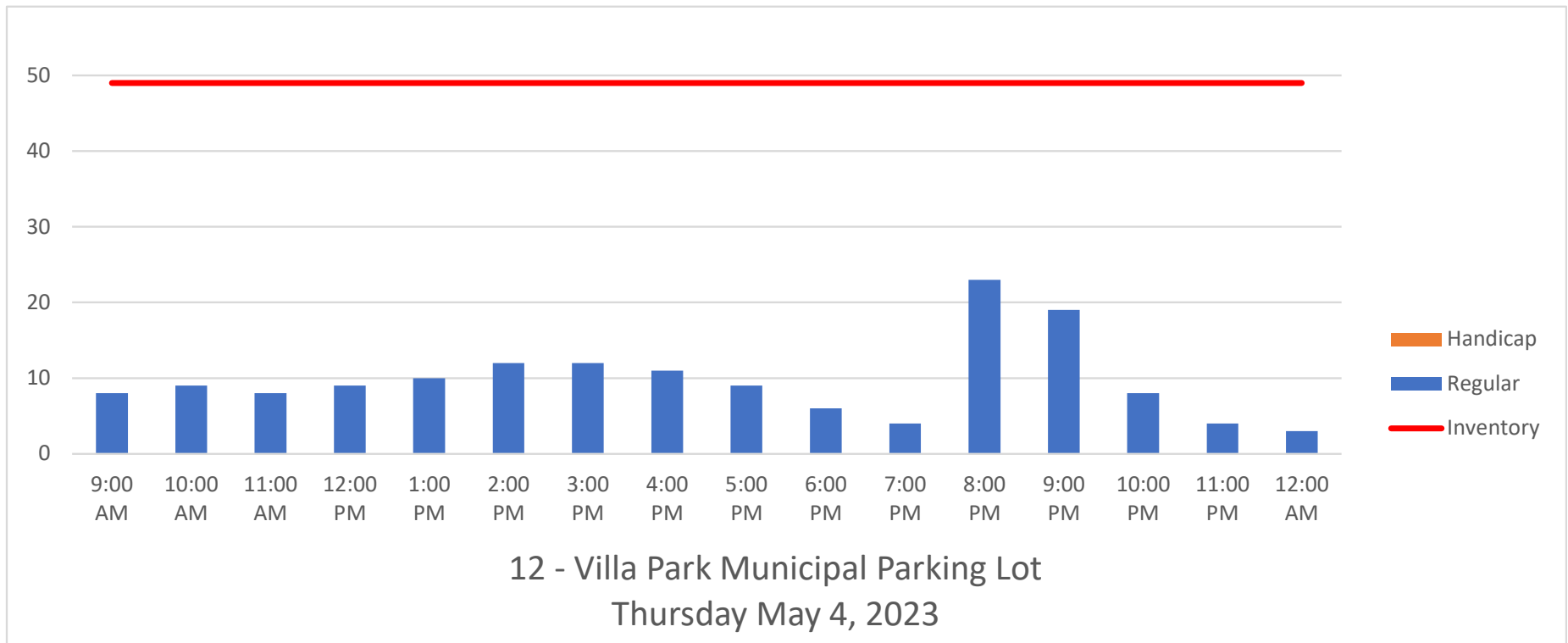


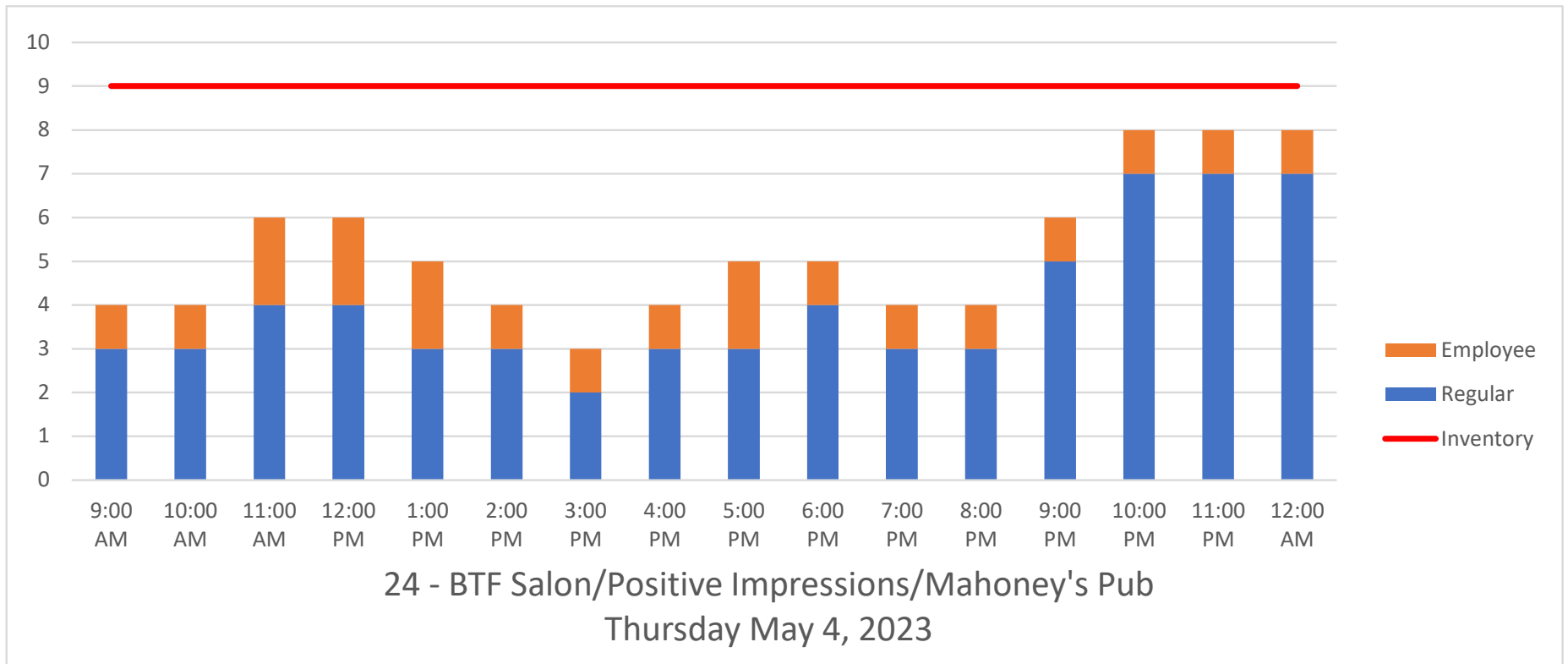


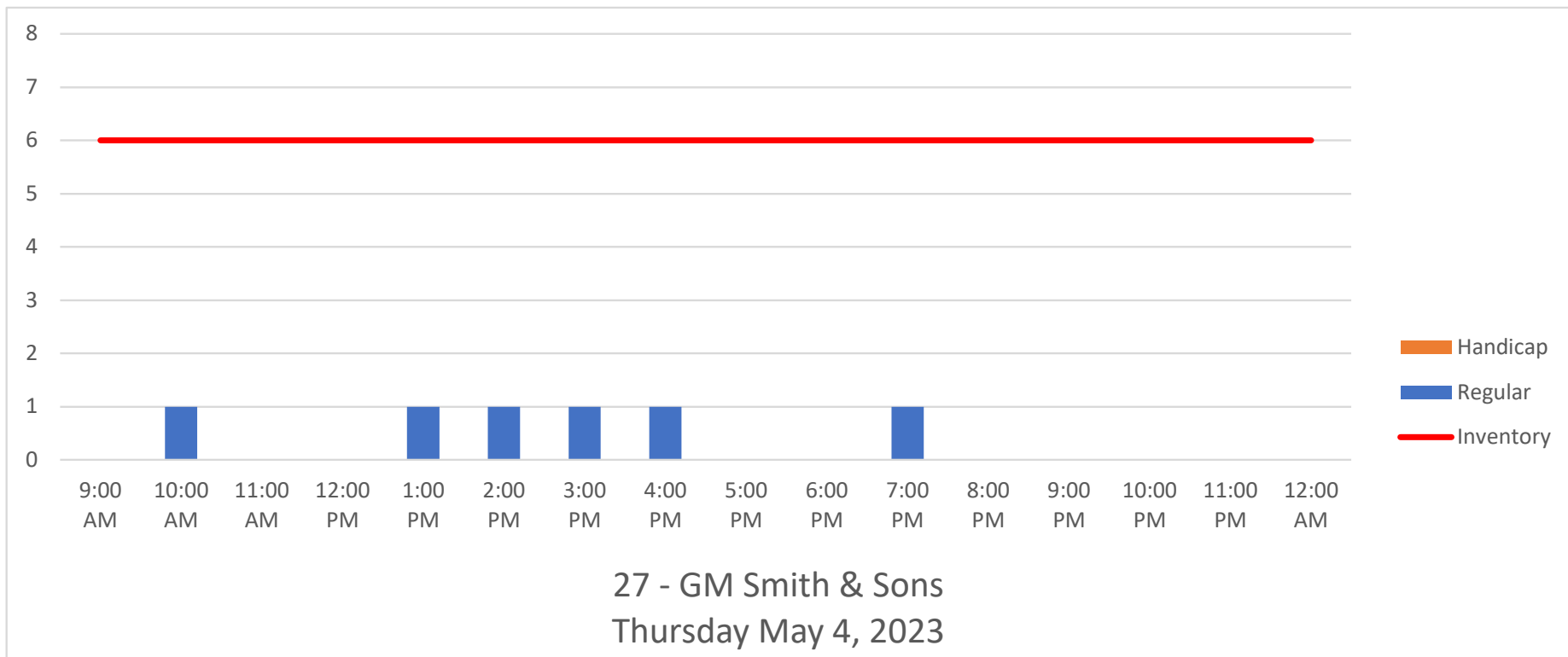


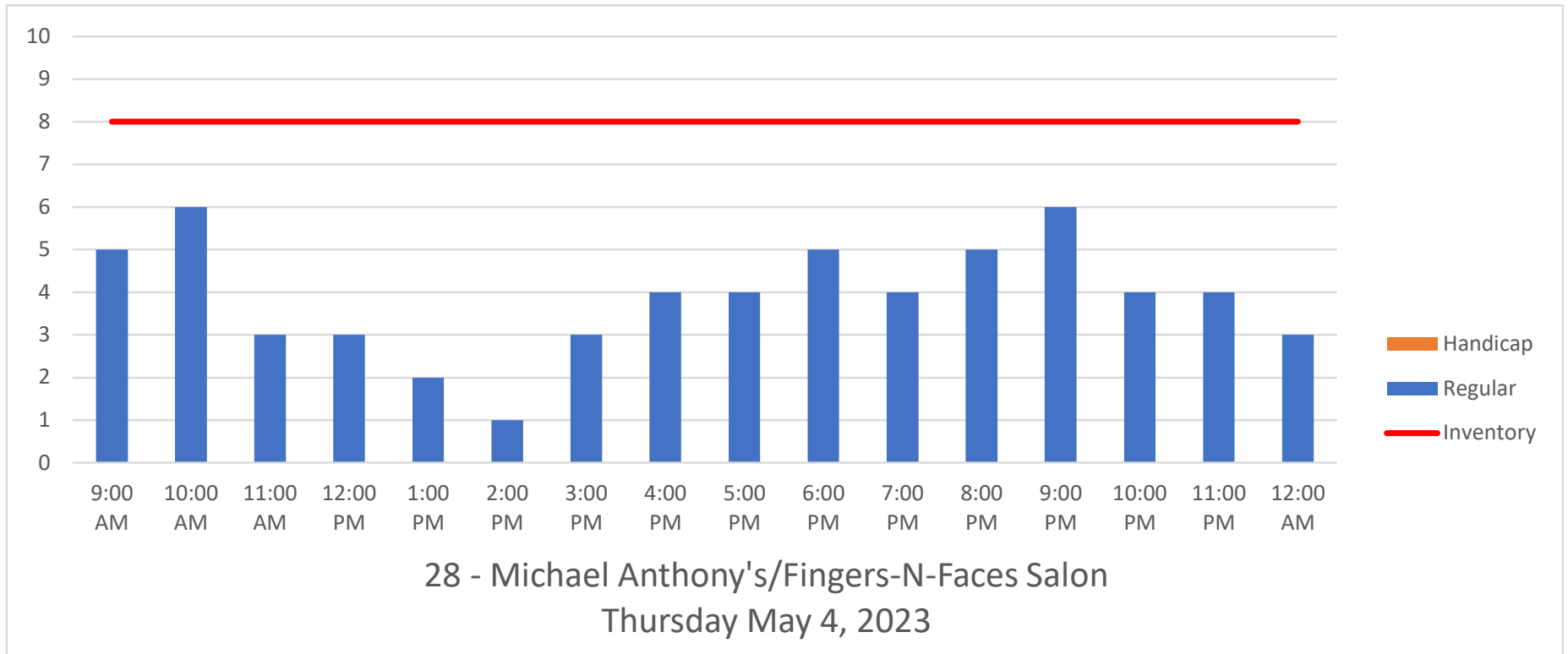


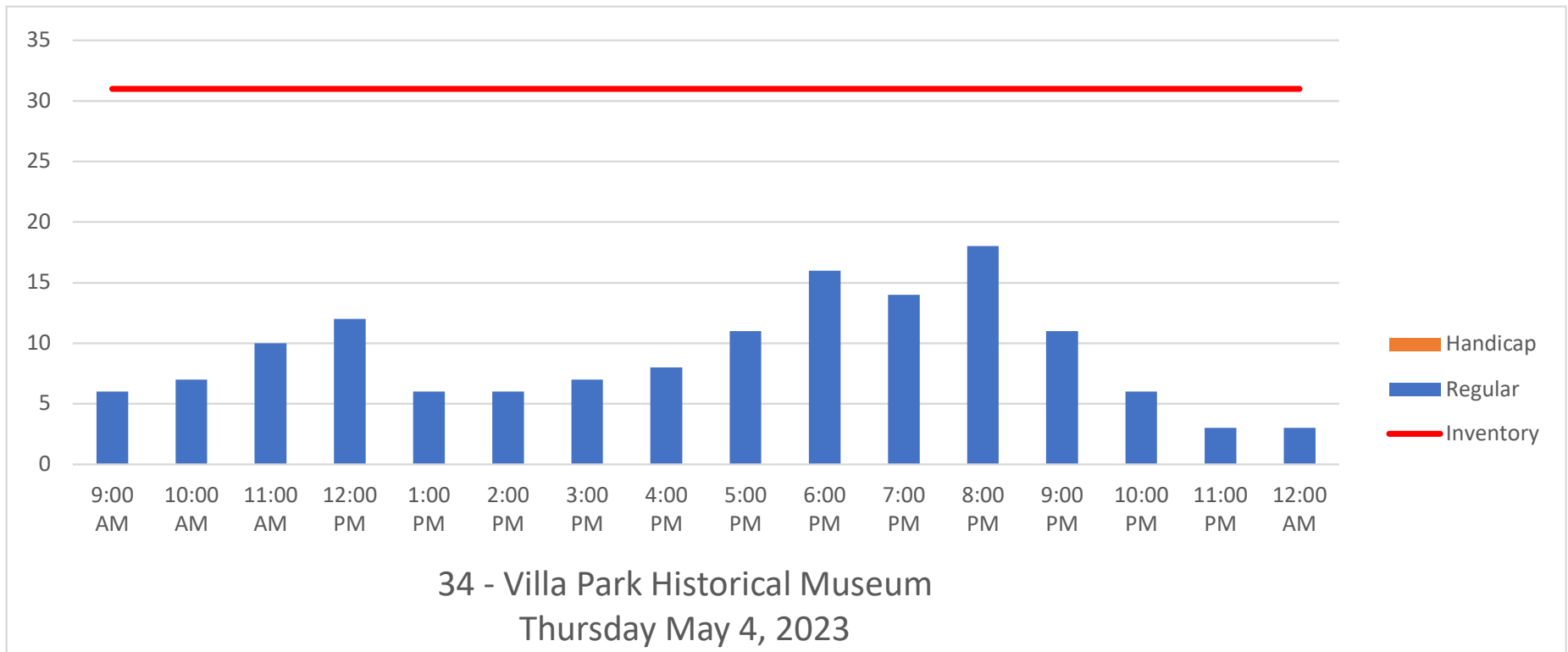


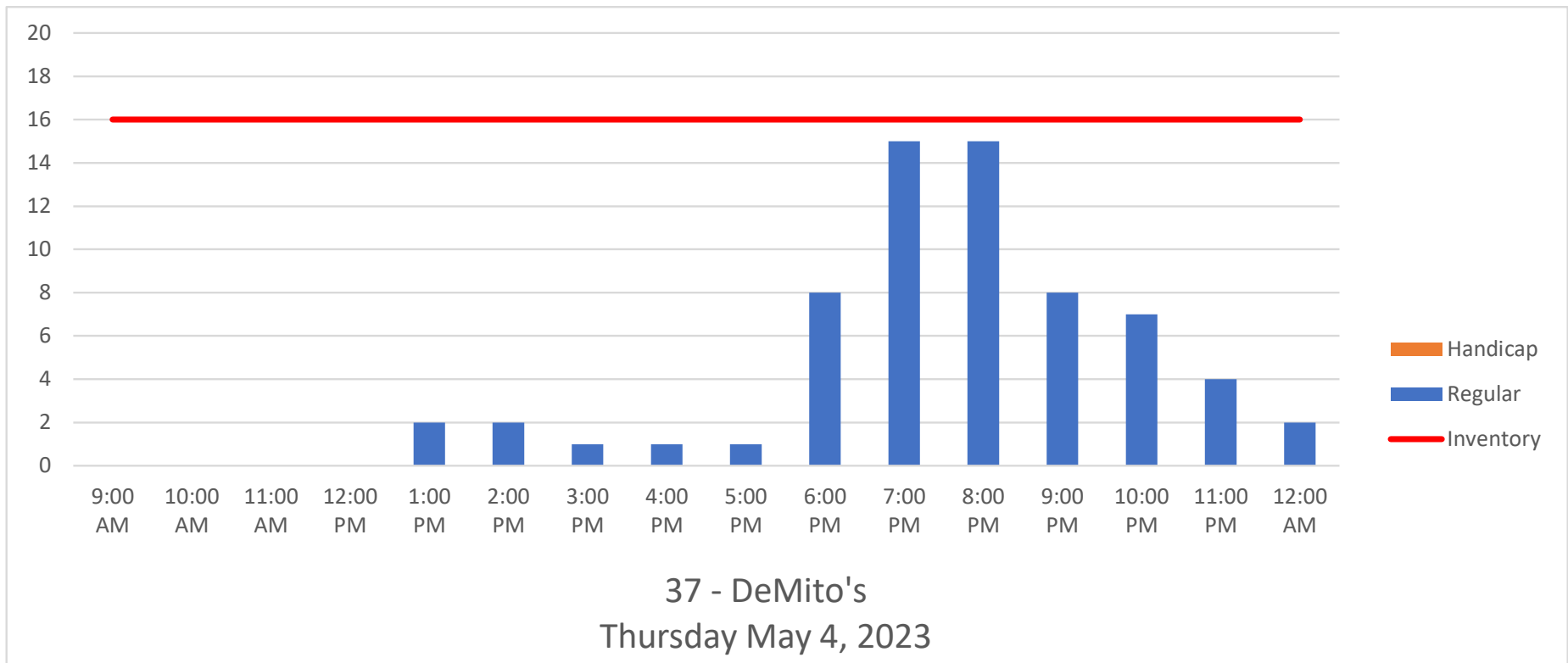


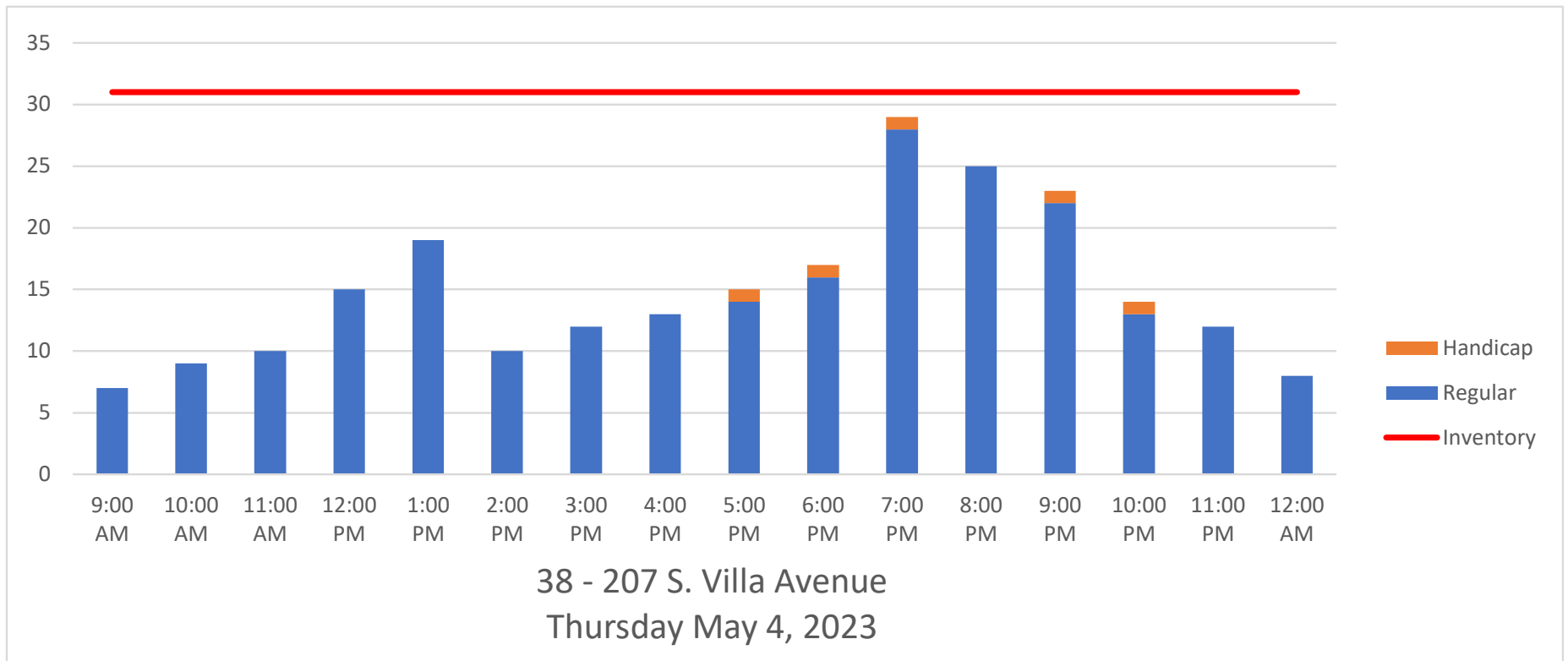


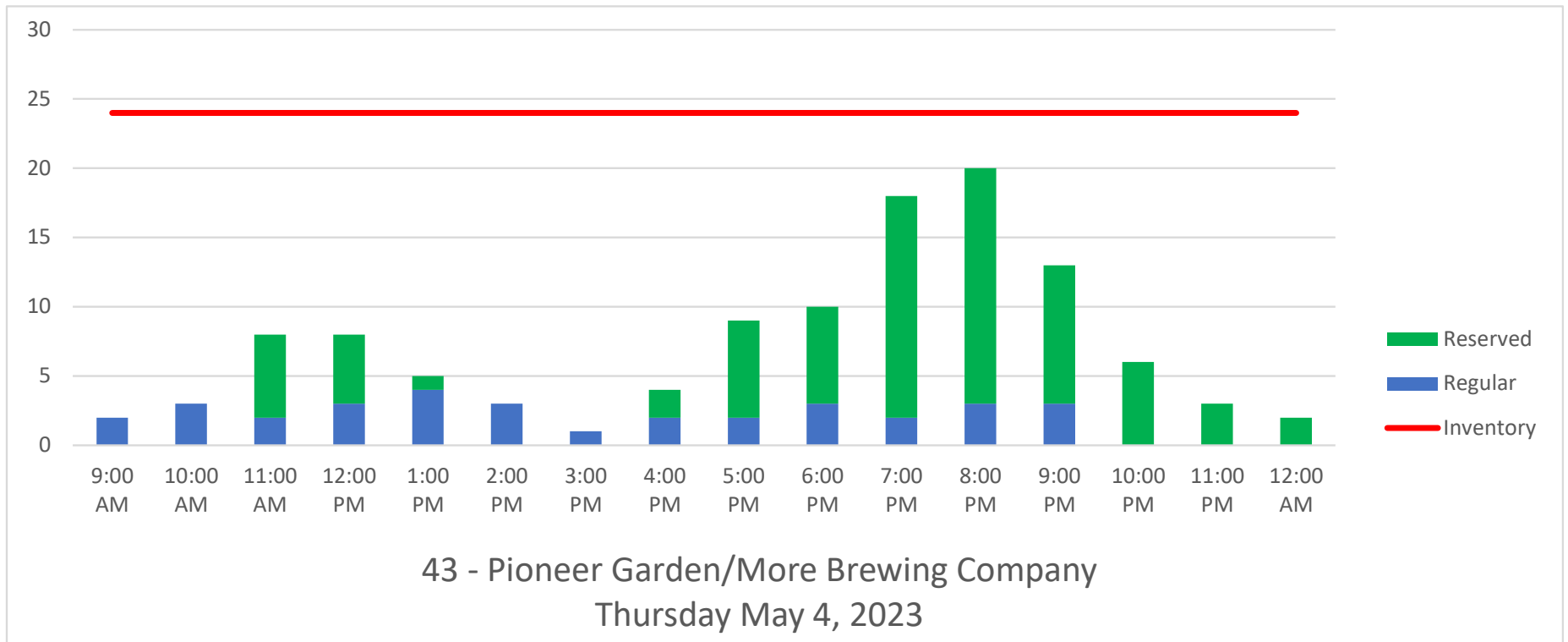


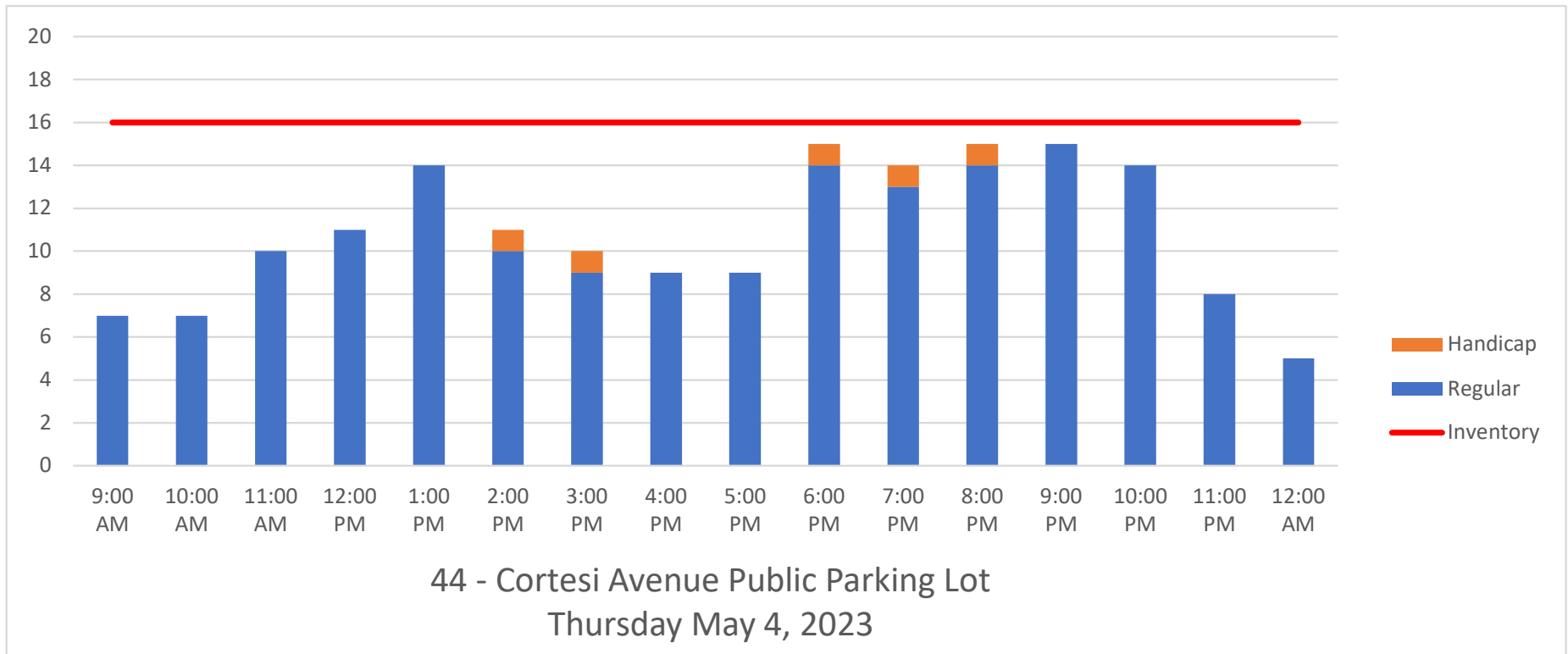


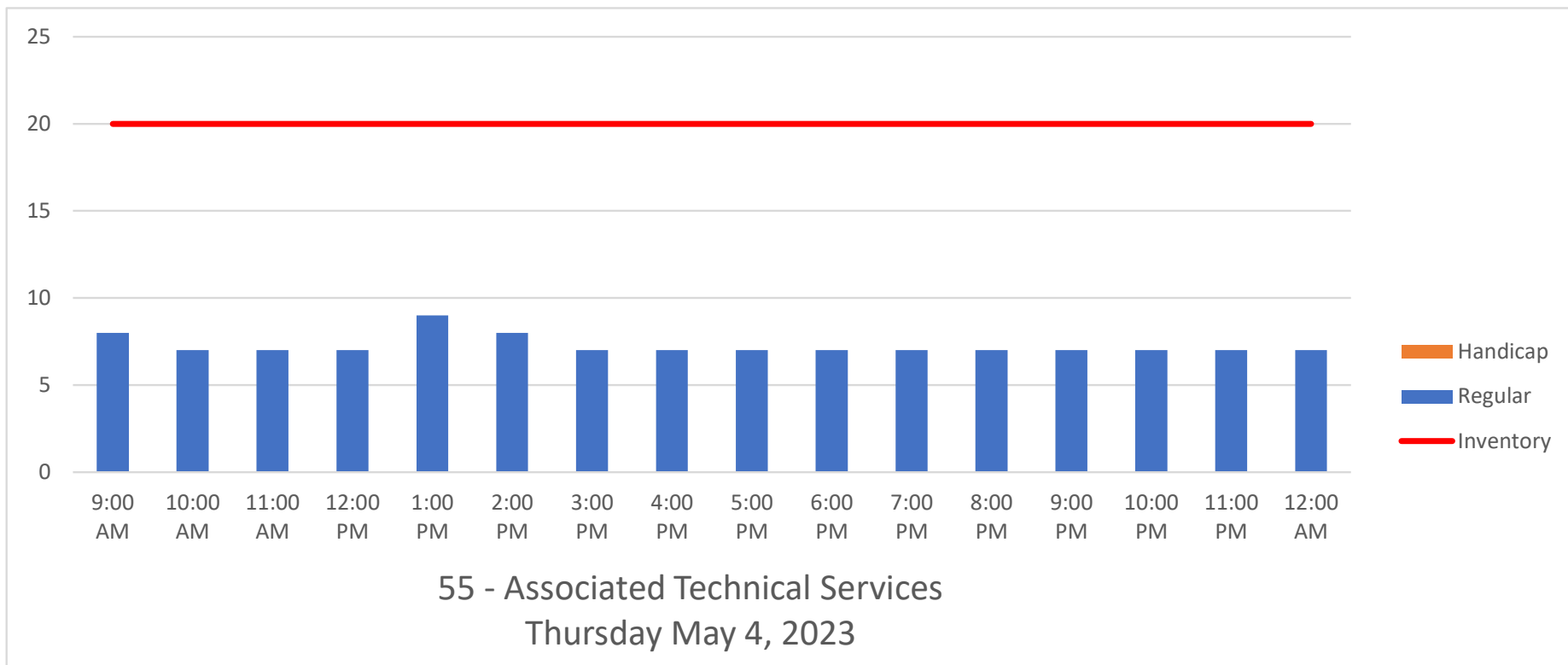




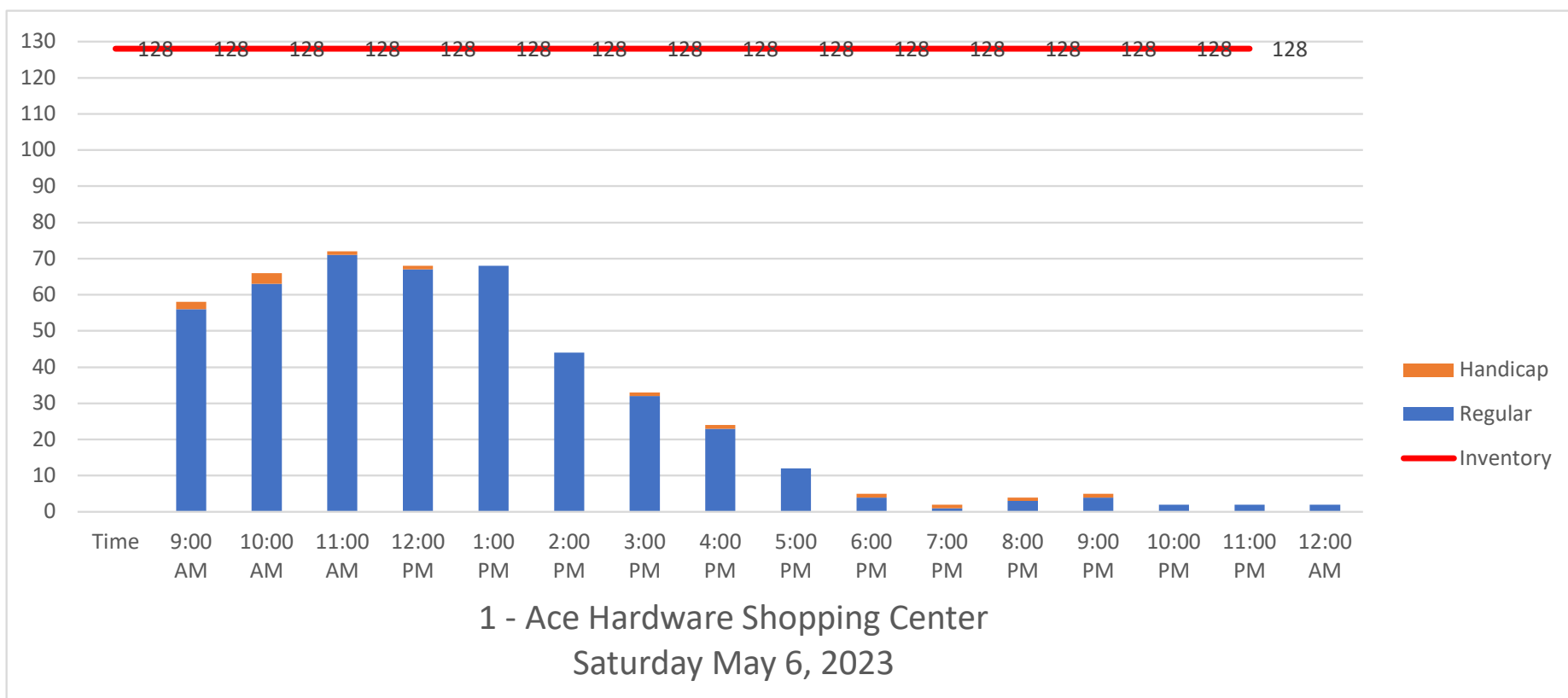


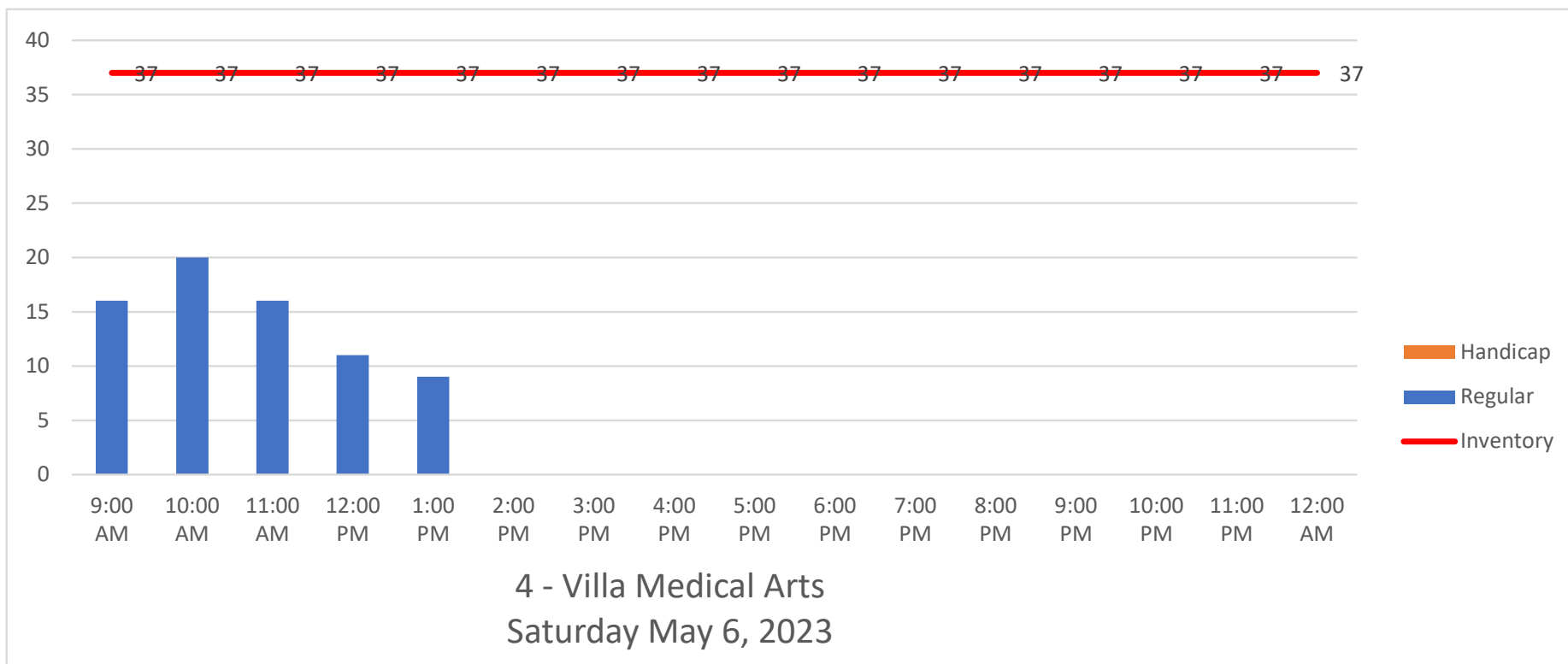


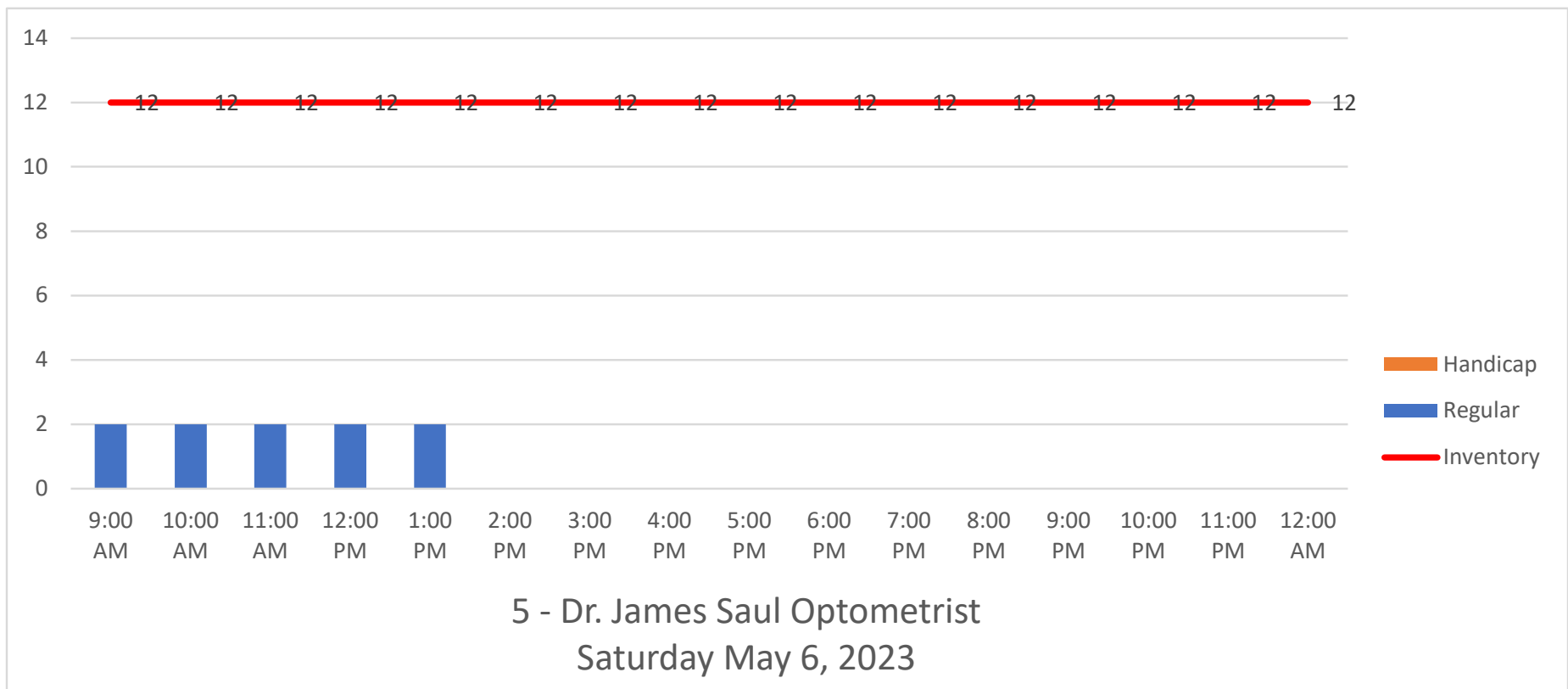


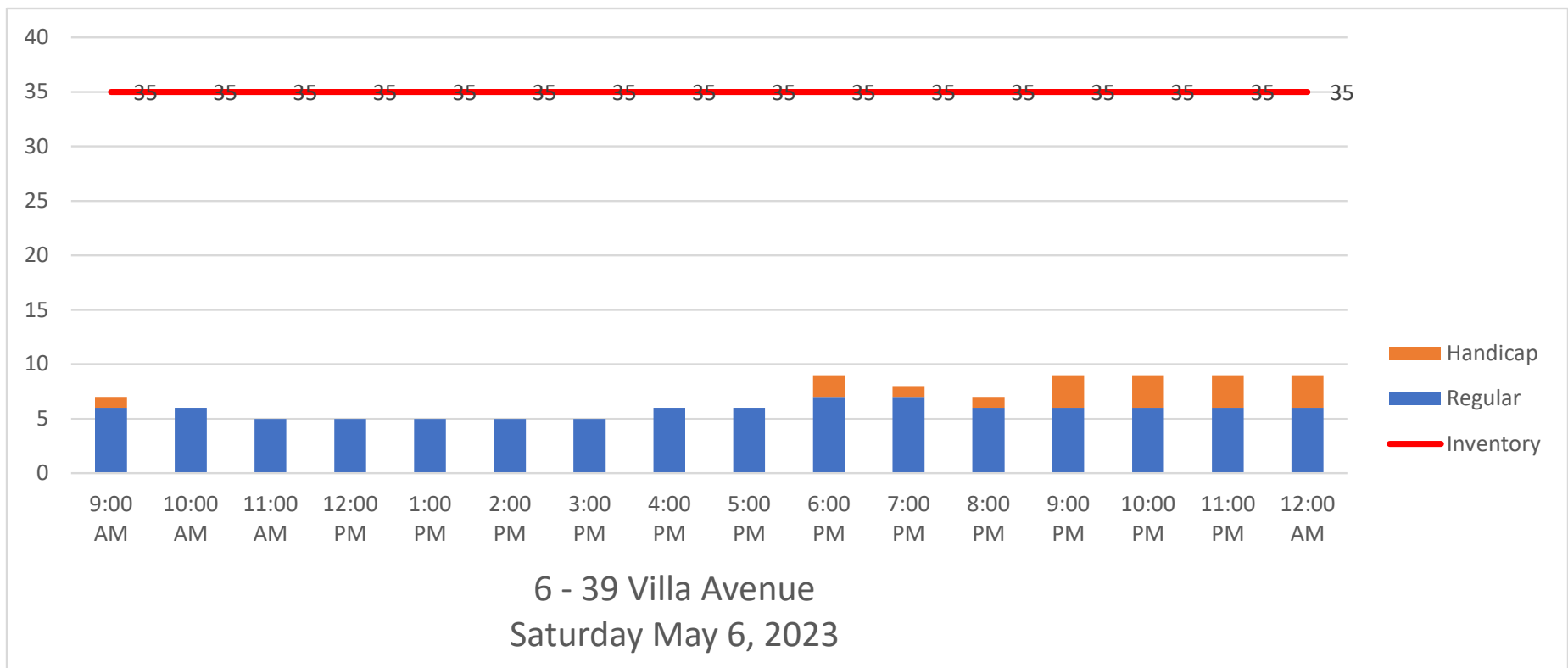


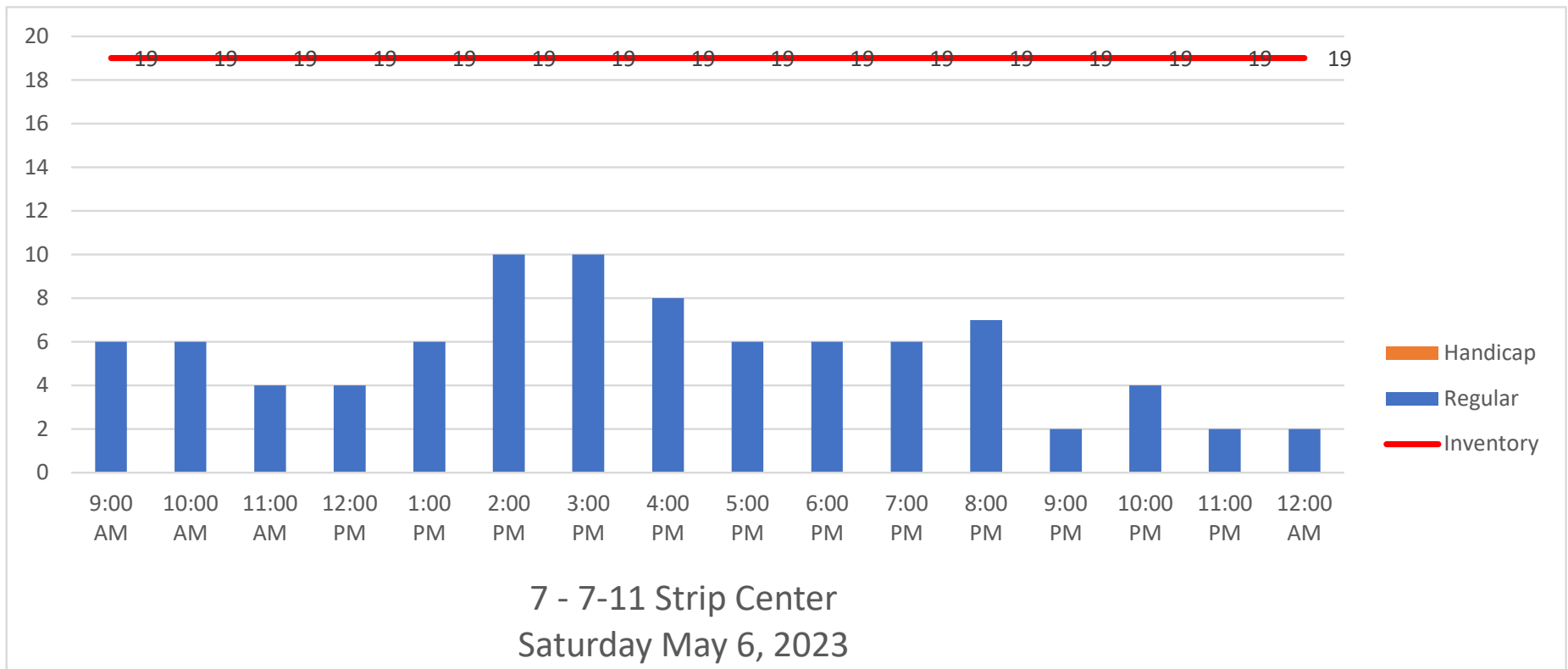
Saturday May 6, 2023  
Public and Private Lot  
Parking Survey

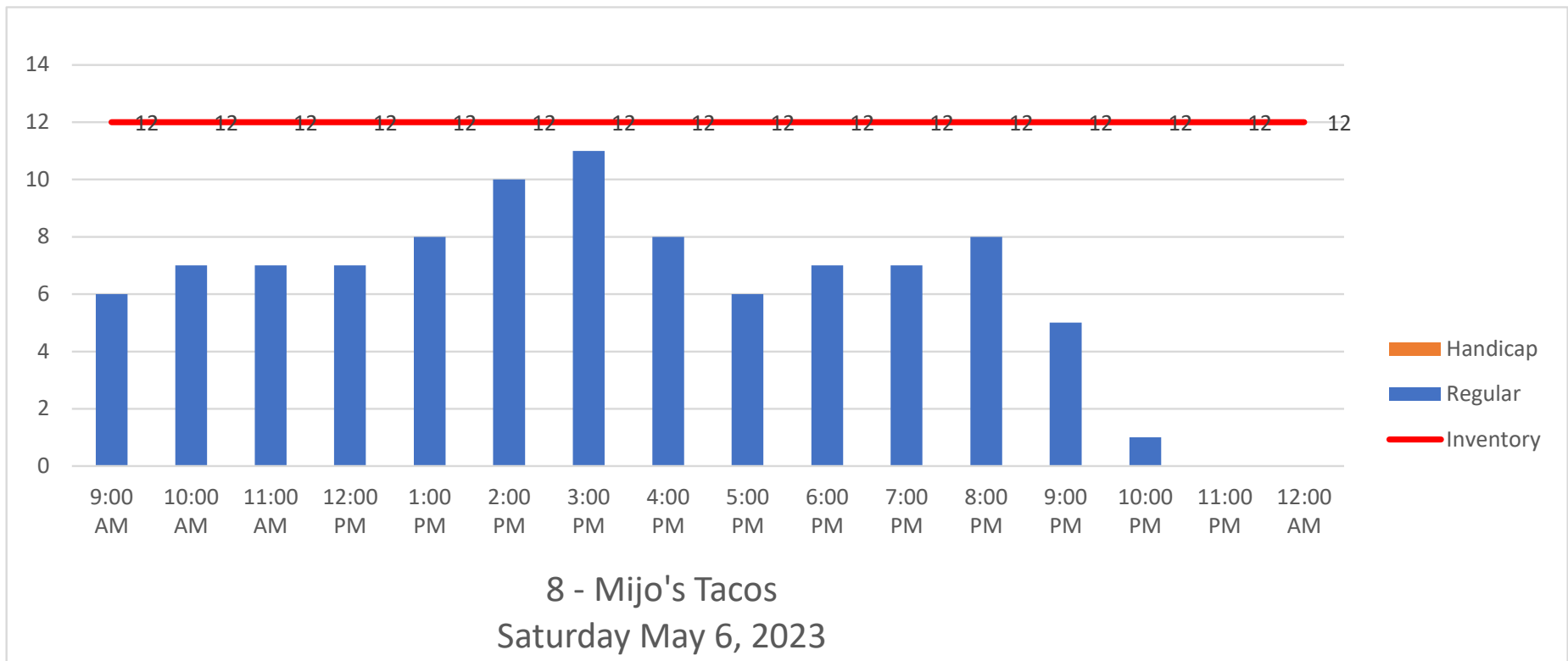


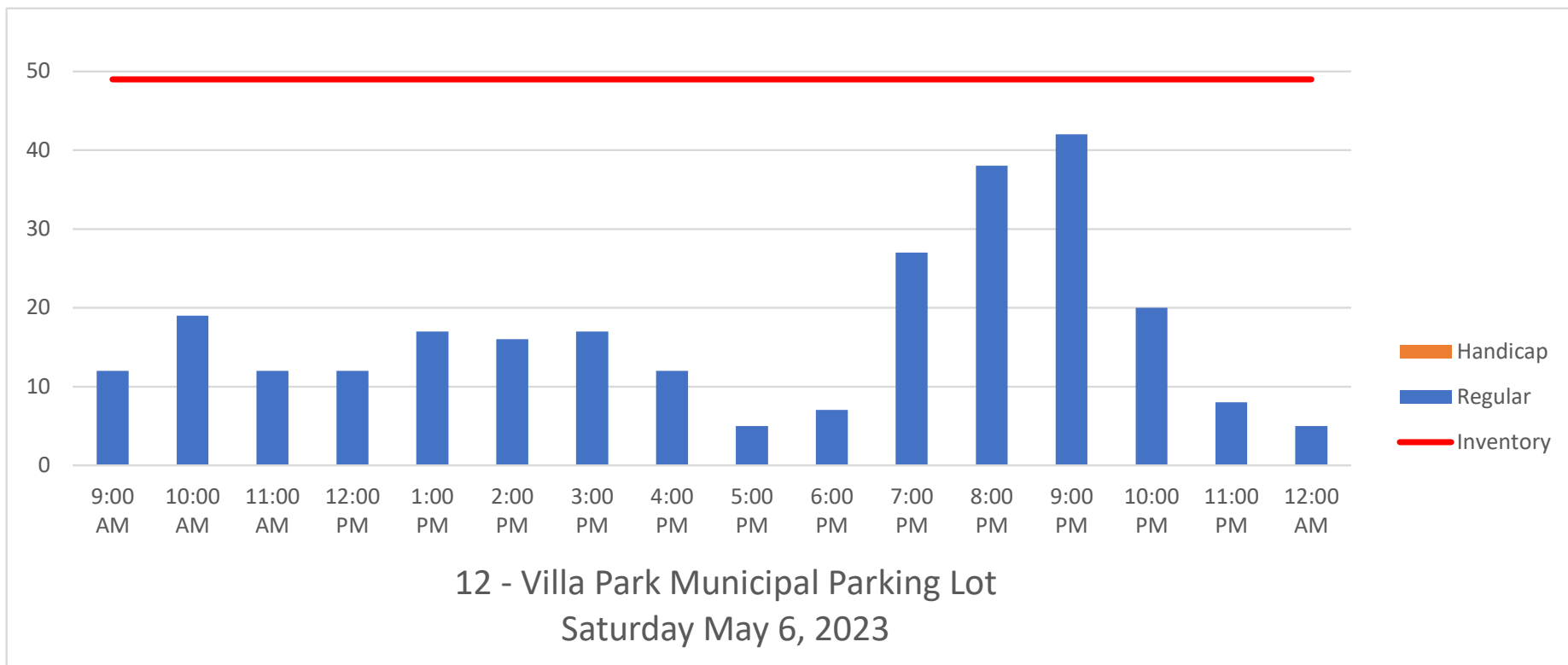


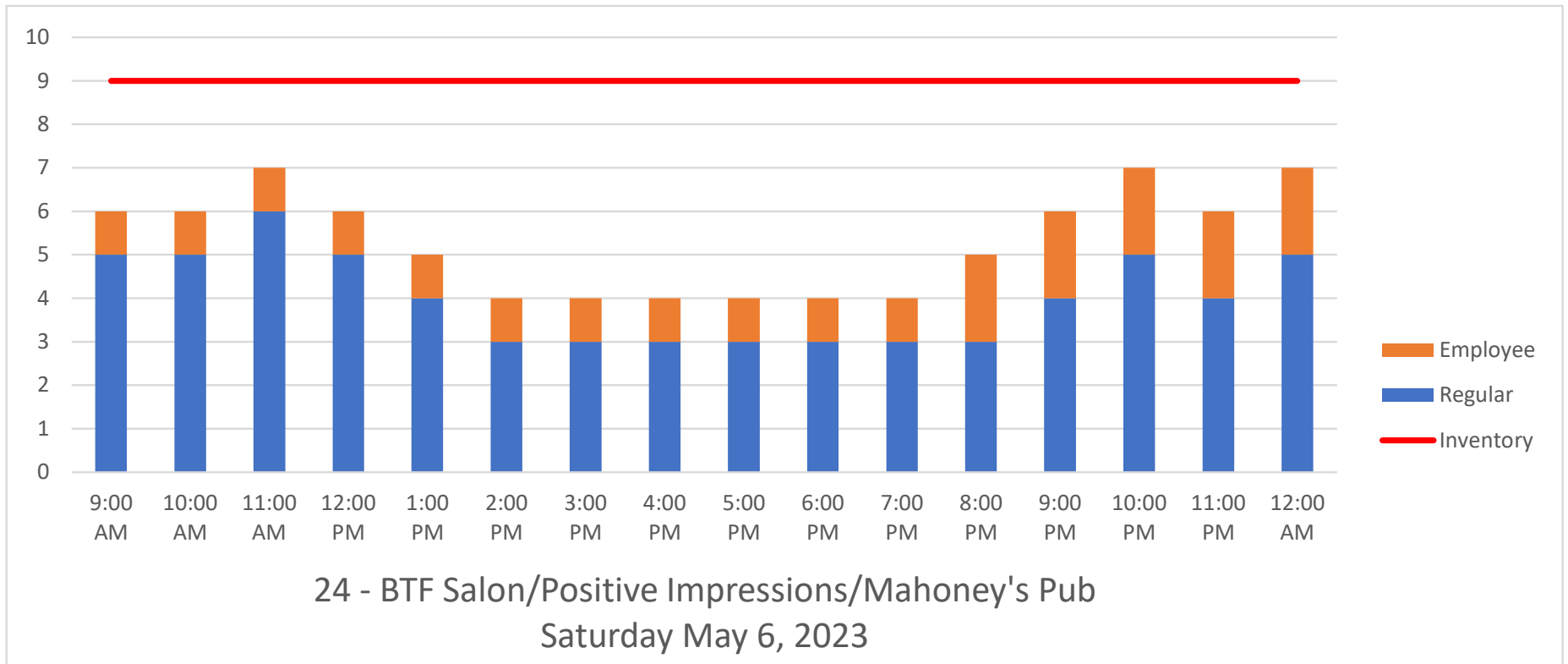


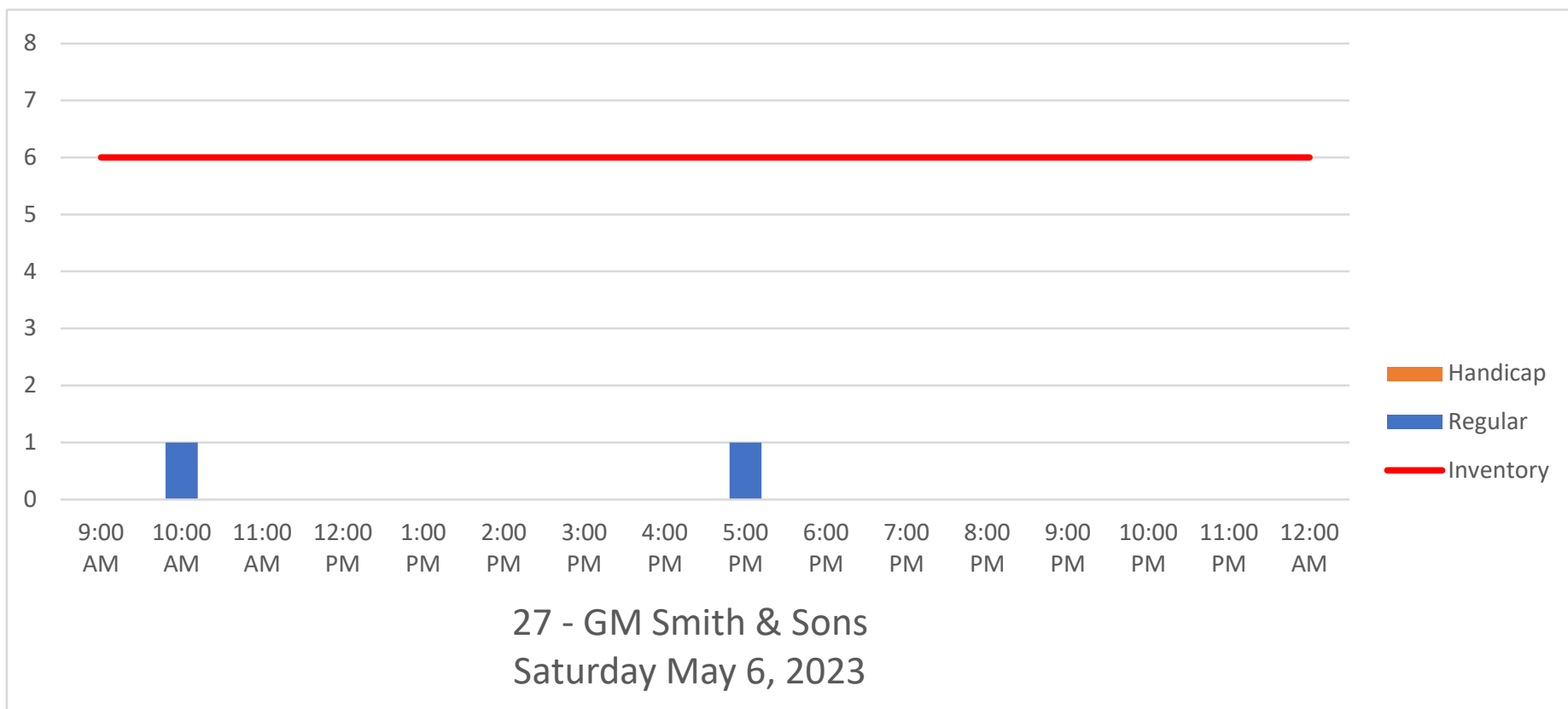


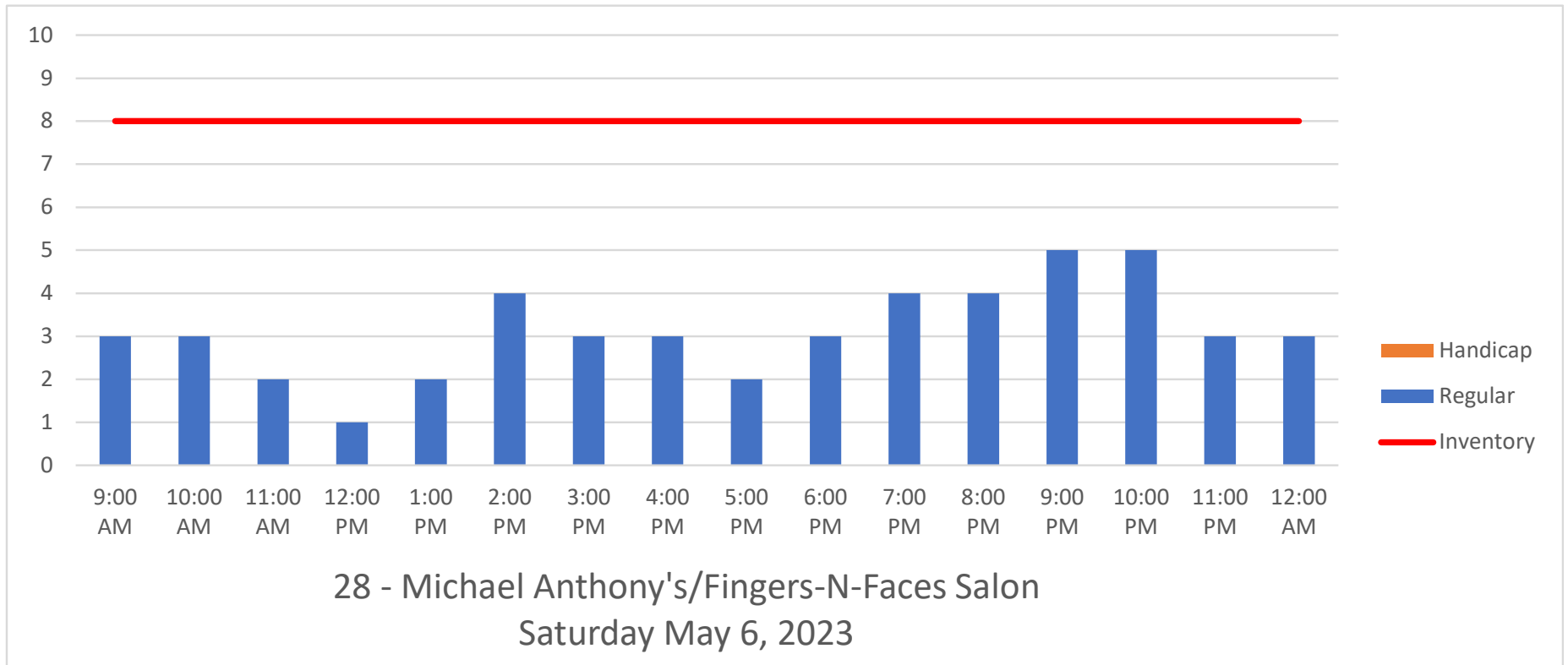


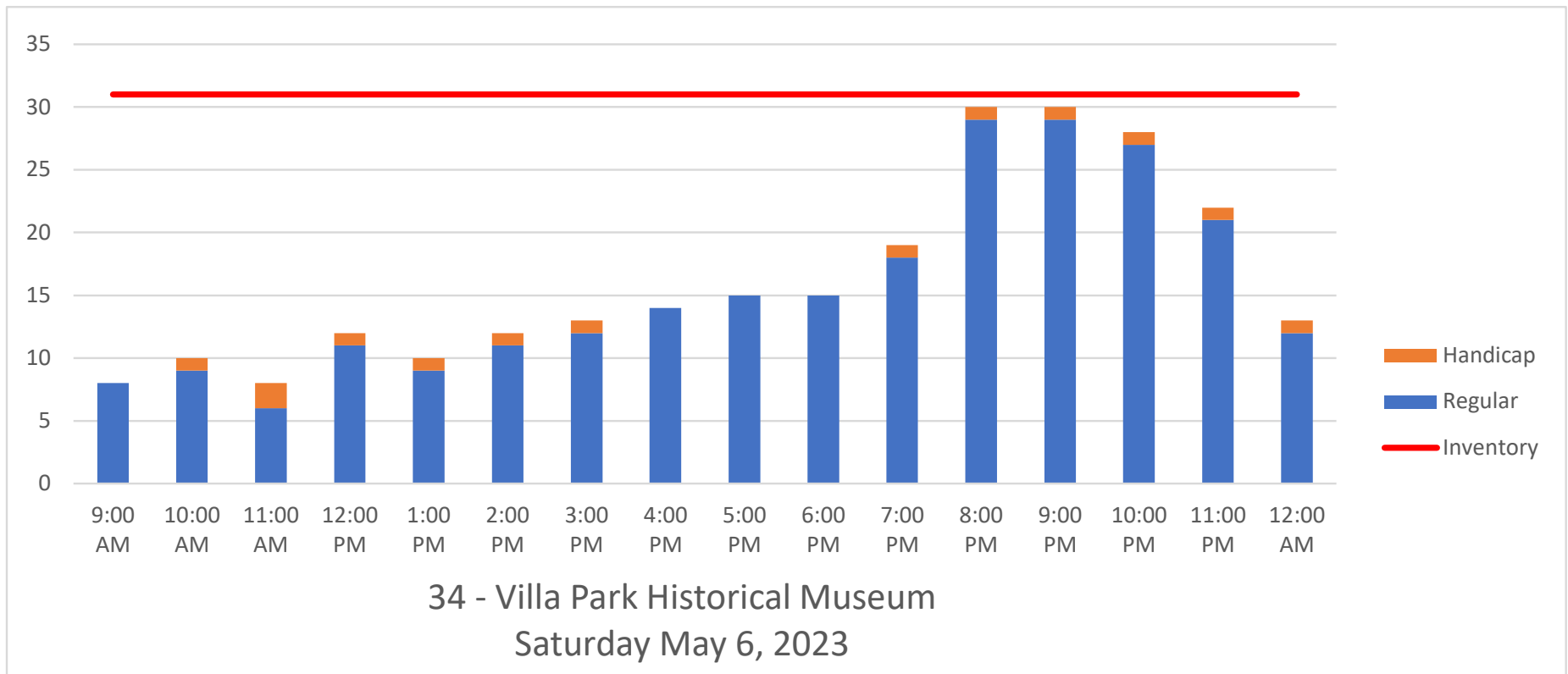


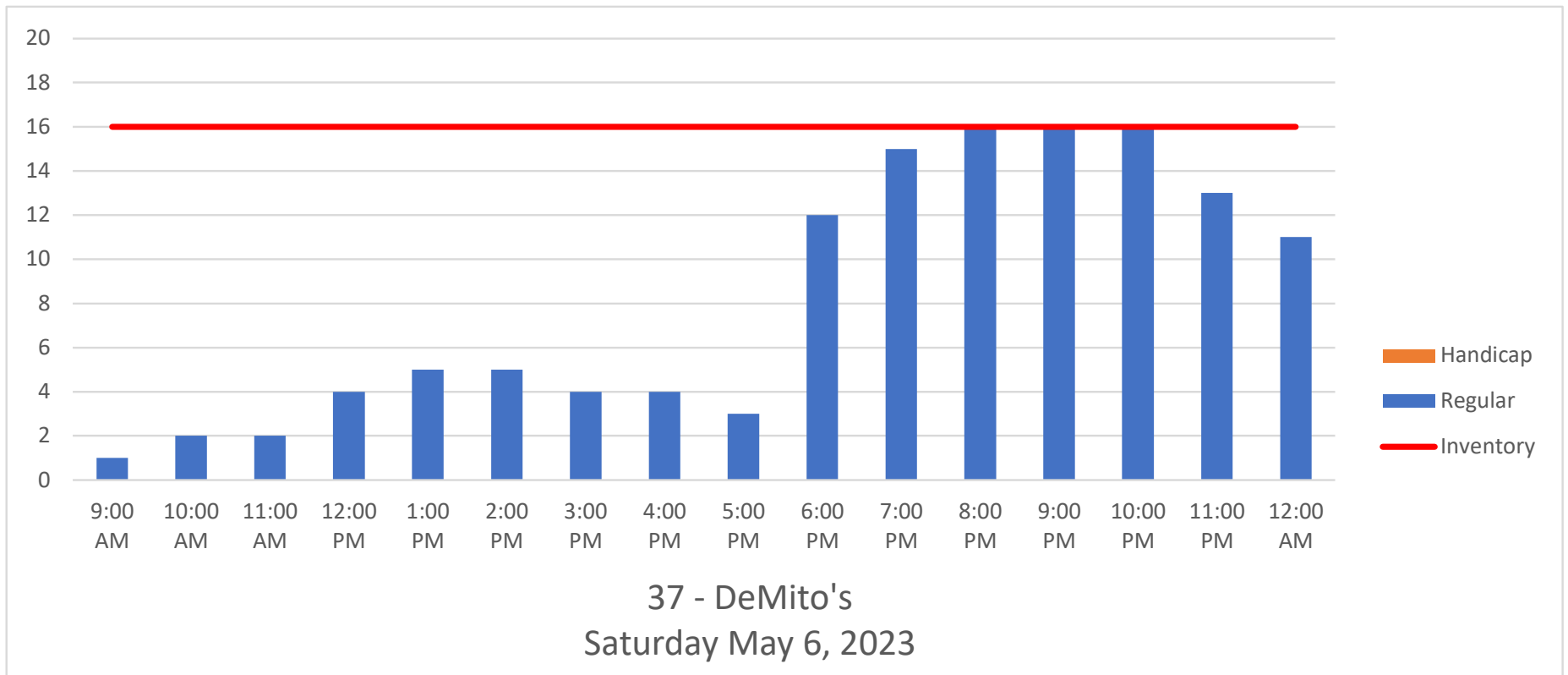


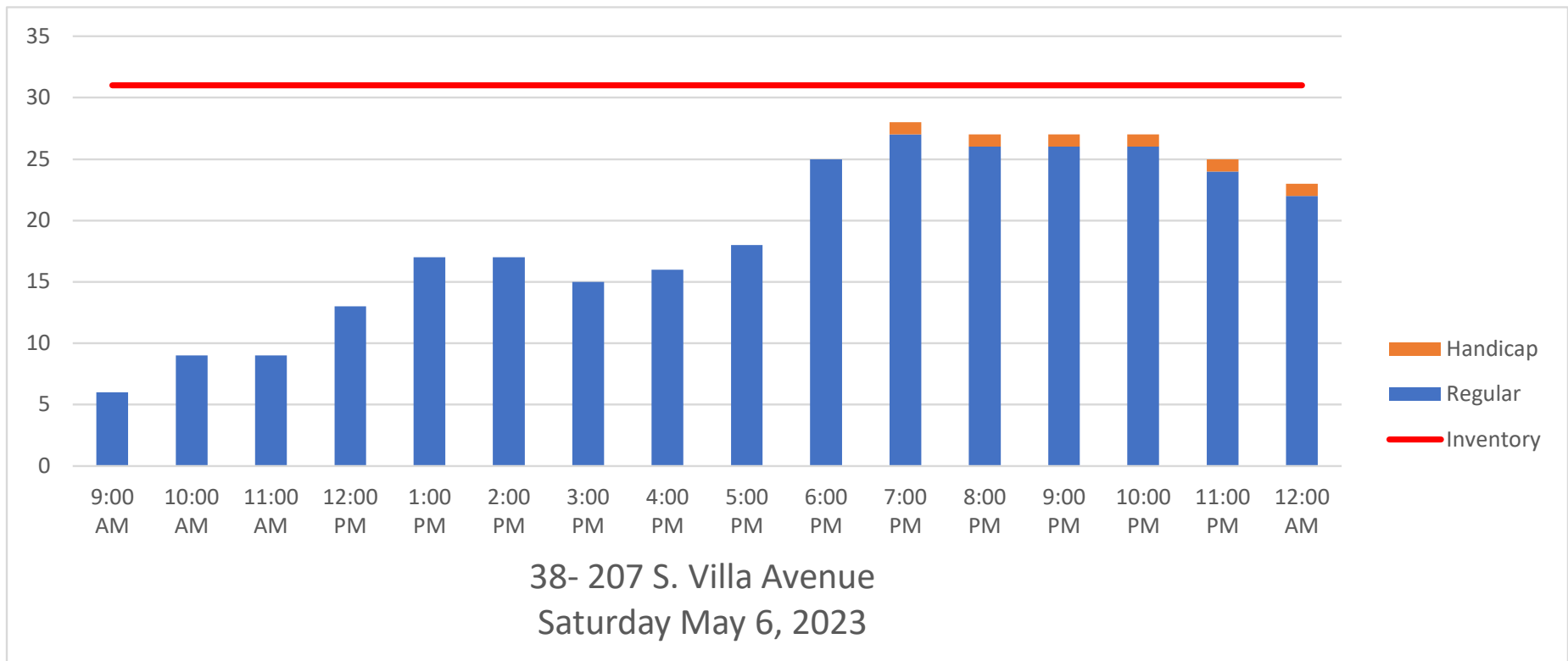


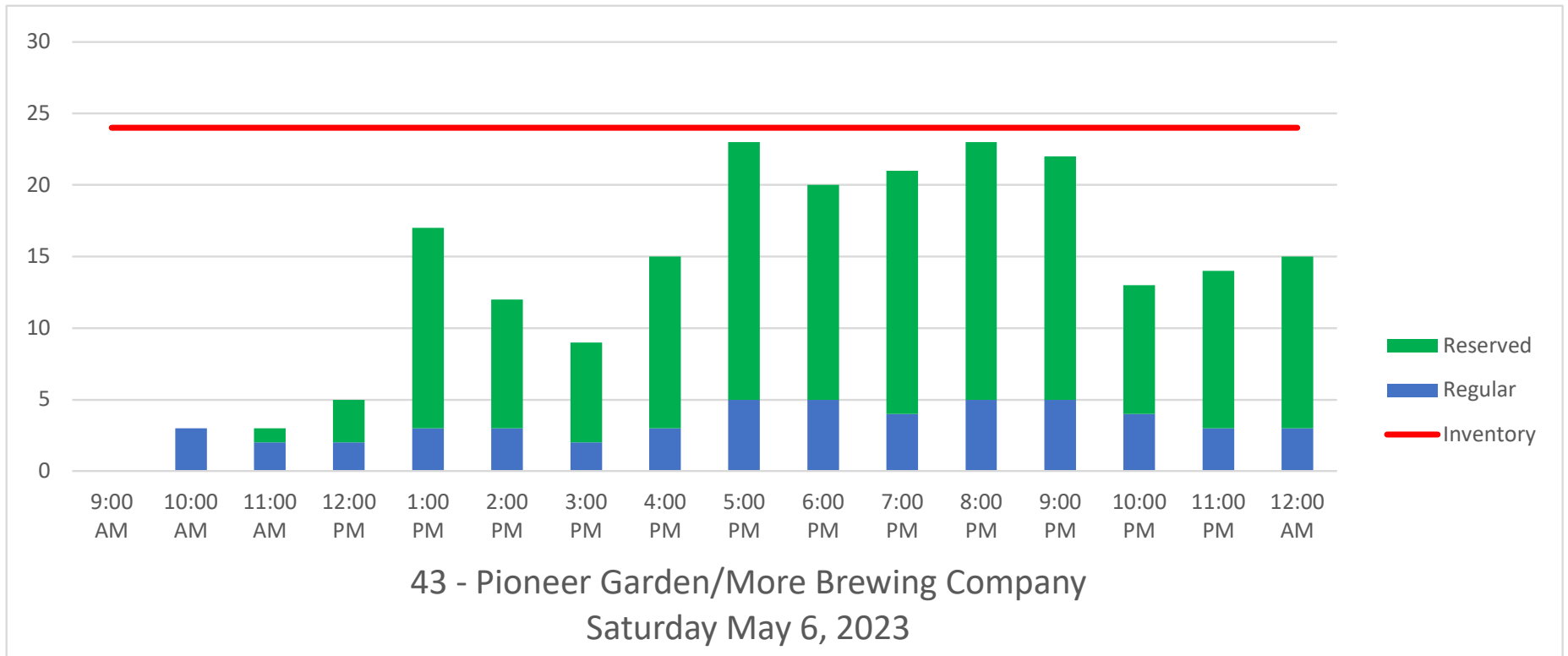


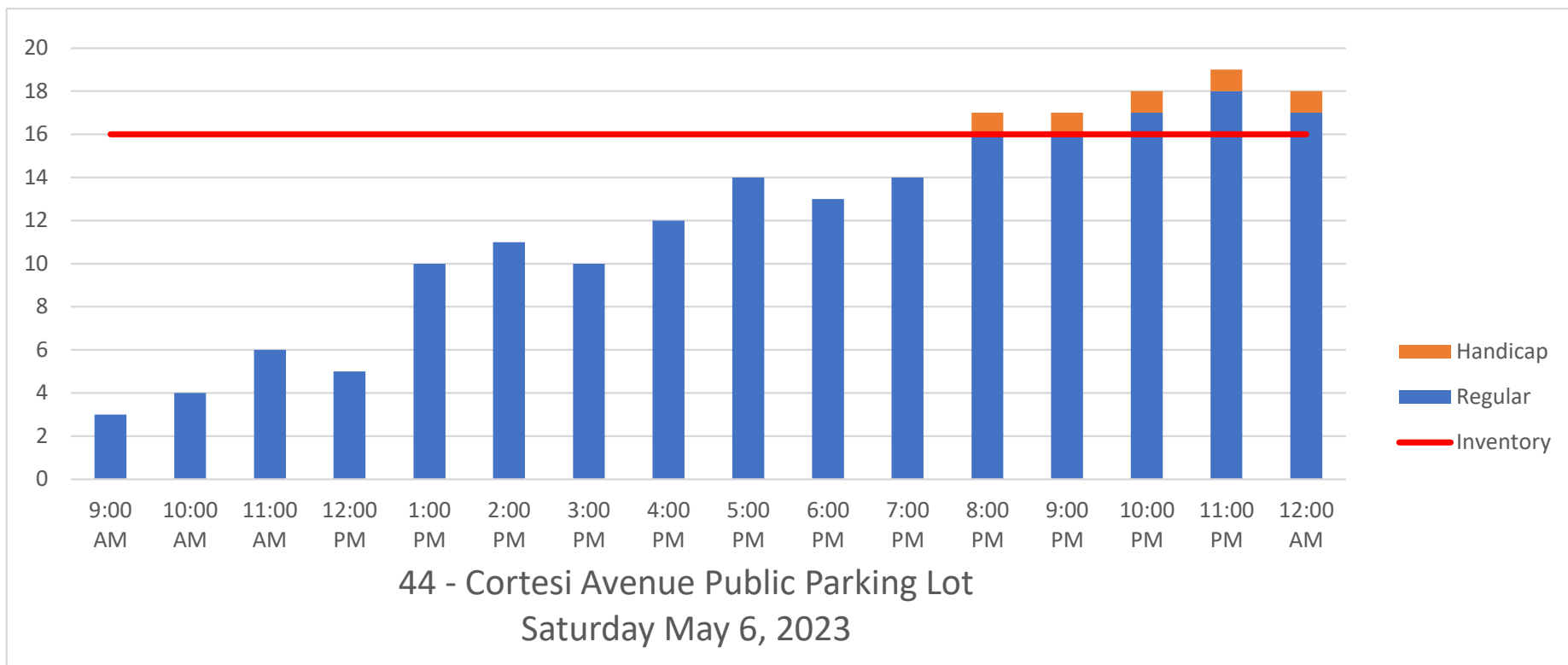


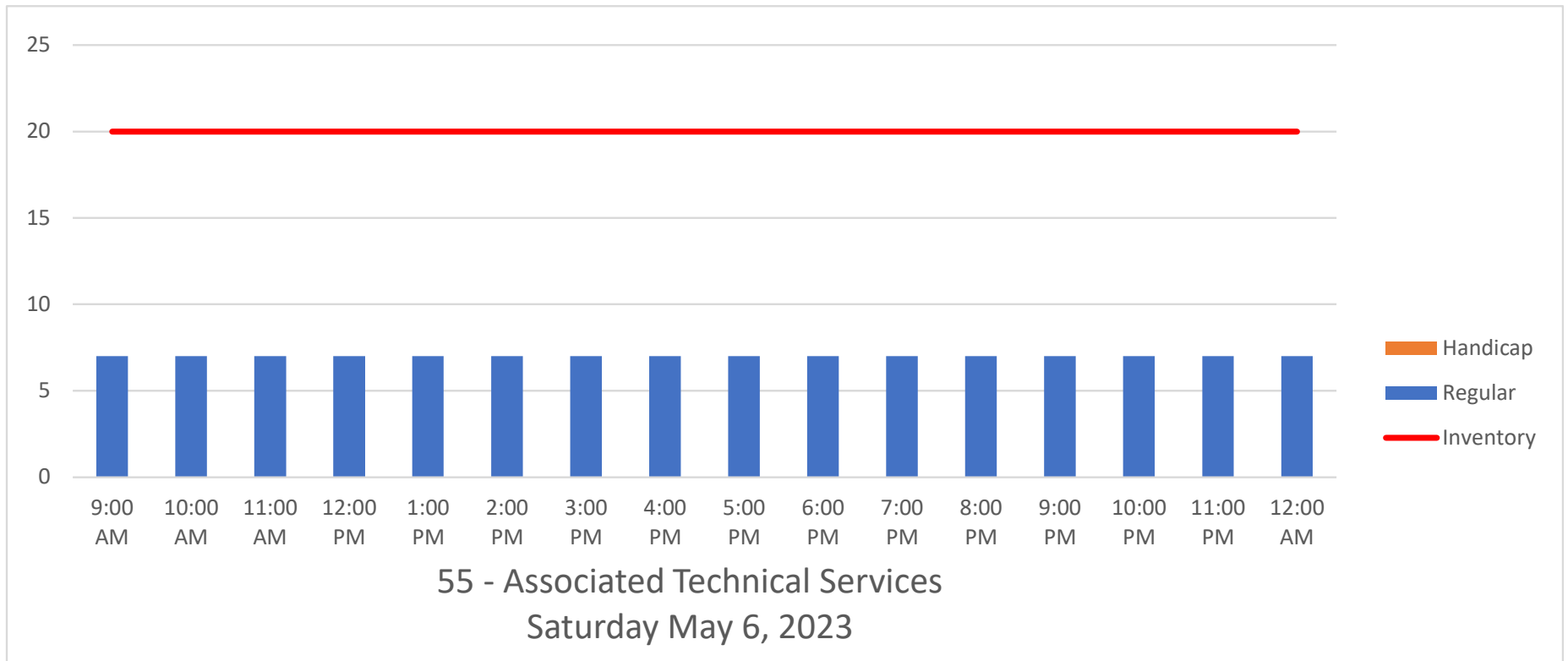












# Ardmore Avenue Downtown Parking Study

Villa Park, Illinois



Prepared For:



June 5, 2024

# 1. Introduction

This report summarizes the findings and recommendations of a parking demand assessment of the parking supply within the Ardmore Avenue downtown area in Villa Park, Illinois. The study area for the parking assessment is generally bounded by School Street on the north, Cornell Avenue on the east, Highland Avenue on the south, and Princeton Avenue on the west. The study area consists of private parking lots and on-street parking spaces that are both regulated and unregulated and are used by downtown employees, visitors, and patrons.

This parking demand assessment was performed to assist the Village of Villa Park in the evaluation of the existing and future parking demand operations and develop recommendations on Village Code appropriateness.

As such, the purpose of this study is four-fold, as follows:

1. Inventory the downtown parking supply and posted parking regulations
2. Document the utilization of the parking supply on a typical weekday and a Saturday and evaluate the data to identify locations where parking surpluses and deficits exist
3. Estimate the impact on the downtown parking supply from new development projects
4. Recommend improvements to address areas of parking deficit

The following chapters of this report include the documentation and evaluation of existing downtown parking conditions, estimation of public parking impacts from the new downtown development projects, and a series of recommendations, policies, and strategies to address areas of parking deficit.



## 2. Existing Parking Conditions

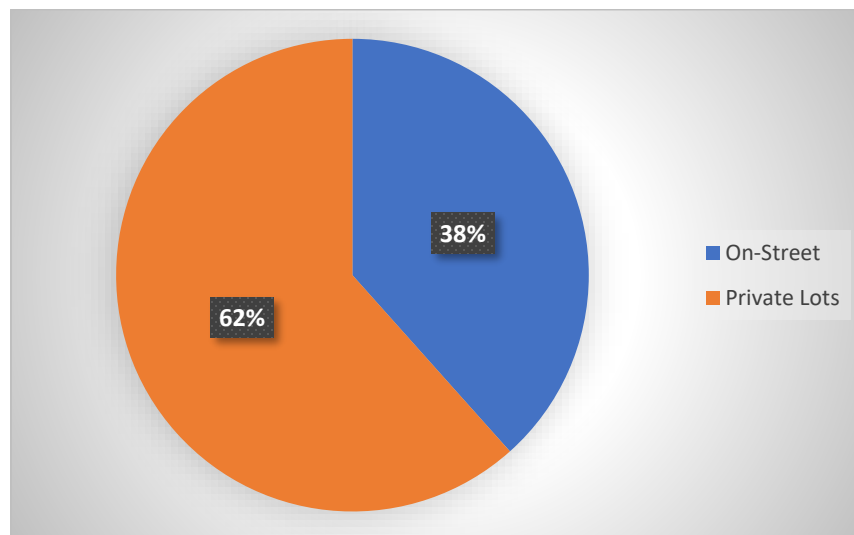
This chapter summarizes the inventory of on-street parking and private parking within the Ardmore Avenue downtown area in Villa Park, the utilization of the parking supply on weekdays and weekends and the key findings from the evaluation. The data presented in this chapter was determined from field reviews and parking occupancy surveys of the downtown parking system.

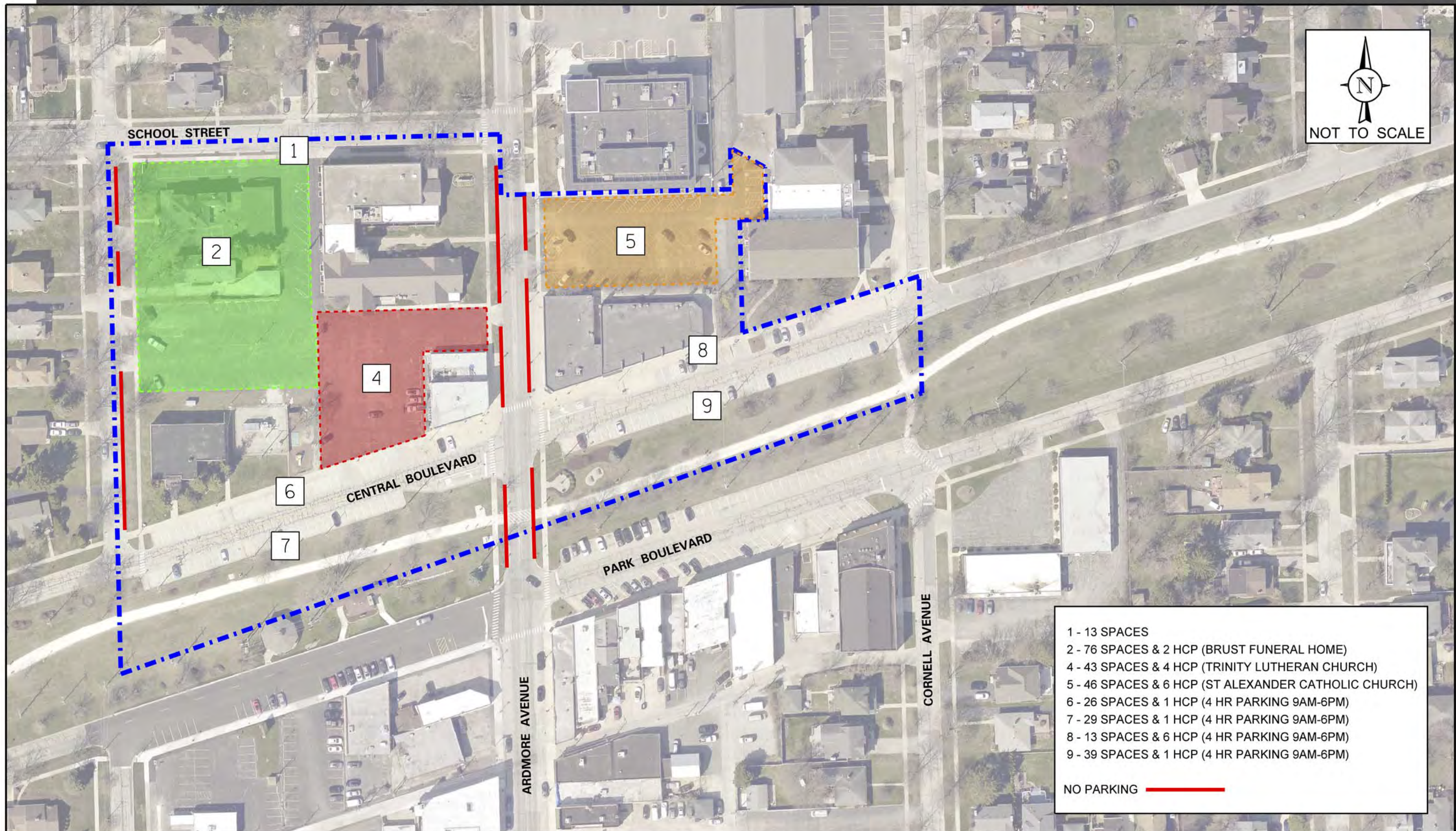
### Parking Inventory

An inventory of all the parking spaces within downtown Ardmore Avenue was performed by KLOA, Inc. **Figures 1** and **2** show the location and inventory of these parking spaces with respect to the downtown study area. The study area has a total of 714 parking spaces including 269 on-street parking spaces (38%) and 445 (62%) private lot parking spaces. **Table 1** summarizes the parking inventory in downtown Villa Park.

Table 1  
DOWNTOWN PARKING INVENTORY

| Facilities               | Parking Spaces |             |
|--------------------------|----------------|-------------|
|                          | Number         | Percentage  |
| Public On-Street Parking | 269            | 38%         |
| Private Parking Lots     | 444            | 62%         |
| <b>Total</b>             | <b>713</b>     | <b>100%</b> |



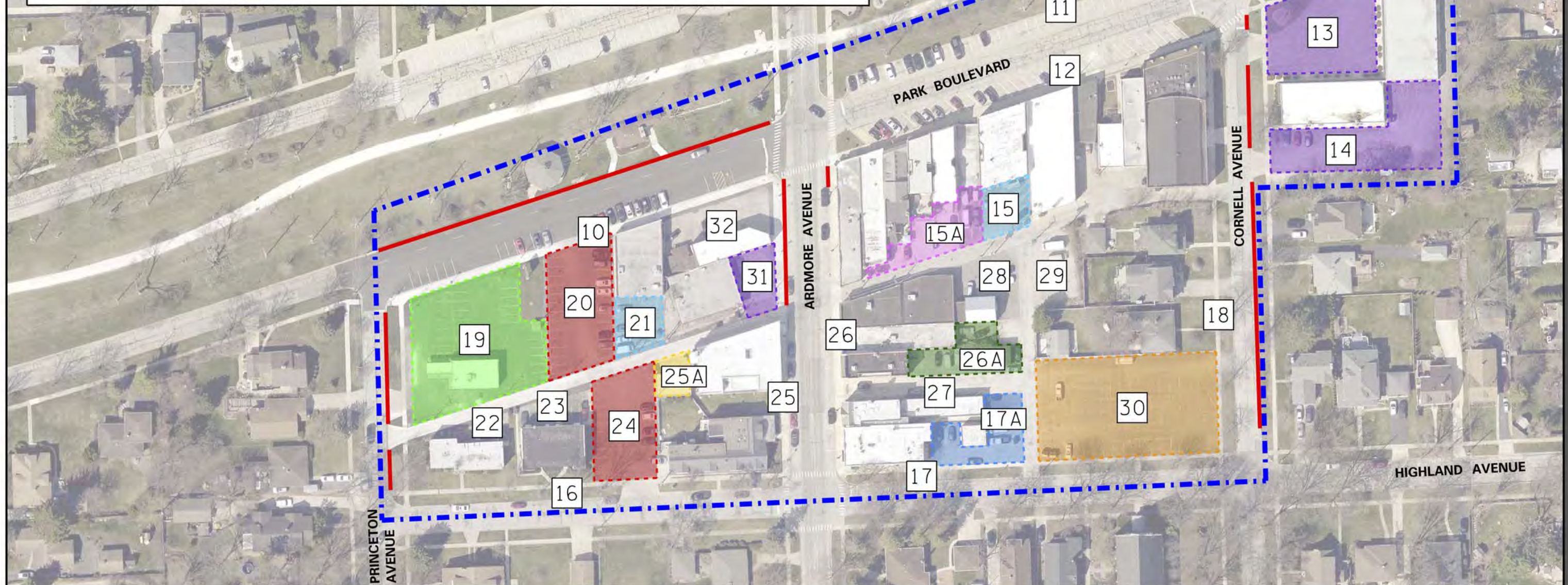
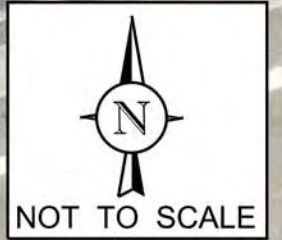


ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

ARDMORE AVENUE PARKING STUDY  
NORTH SECTION

- 10 - 21 SPACES & 1 HCP
- 11 - 37 SPACES & 1 HCP (4 HR PARKING 9AM-6PM)
- 12 - 29 SPACES & 1 HCP (2 HR PARKING 9AM-6PM MON-SAT)
- 13 - 17 SPACES & 1 HCP (PARK PLAZA BUILDING)
- 14 - 17 SPACES
- 15 - 6 SPACES (CREATIVE CARDS & CRAFTS)
- 15A - 17 SPACES
- 16 - 14 SPACES
- 17 - 11 SPACES
- 17A - 8 SPACES
- 18 - 11 SPACES
- 19 - 23 SPACES & 2 HCP (ATTORNEYS AT LAW)
- 20 - 25 SPACES & 1 HCP (STEUERLE FUNERAL HOME PARKING)
- 21 - 9 SPACES (STANDARD MEADERY)

- 22 - 6 SPACES (APARTMENT BUILDING PARKING)
- 23 - 8 SPACES (APARTMENT BUILDING PARKING)
- 24 - 17 SPACES & 1 HCP (STEUERLE FUNERAL HOME PARKING)
- 25 - 5 SPACES (2 HR PARKING 9AM-6PM MON-FRI)
- 25A - 3 SPACES
- 26 - 9 SPACES (2 HR PARKING 9AM-6PM)
- 26A - 11 SPACES
- 27 - 7 RESERVED FOR TENANTS
- 28 - UNMARKED SPACES (PRIVATE PARKING)
- 29 - 12 SPACES (UCP SEGUIN PARKING)
- 30 - 48 SPACES & 4 HCP (BETHEL BAPTIST CHURCH PARKING)
- 31 - 7 SPACES (ARDMORE STATION LIQUORS)
- 32 - 9 SPACES (ESTIMATED)
- NO PARKING



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

ARDMORE AVENUE PARKING STUDY  
SOUTH SECTION

## On-Street Public Parking

There are currently 269 on-street parking spaces spread throughout the downtown study area. Approximately 155 spaces are signed for 4-hour parking from 9:00 A.M. to 6:00 P.M., 80 spaces are signed for 2-hour parking from 9:00 A.M. to 6:00 P.M. while the remaining 34 on-street spaces do not have any time restrictions.



## Private Parking Lots

Based on field observations, the following are the private lots within the Ardmore Avenue downtown area:

- Brust Villa Park Funeral Home – 78 spaces
- Trinity Lutheran Church – 47 spaces
- St. Alexander Catholic Church – 52 spaces
- Park Plaza – 18 spaces in the front and 17 spaces on the back (35 spaces)
- Creative Cards & Crafts – 6 spaces
- Attorneys at Law – 25 spaces
- Steuerle Funeral Home – 26 spaces on the north lot and 18 spaces on the south lot (44 spaces)
- Standard Meadery – 9 spaces
- UCP Seguin – 12 spaces
- Bethel Baptist Church – 52 spaces
- Ardmore Station Liquors – 7 spaces
- Various businesses and apartments – Approximately 77 spaces



## Parking Occupancy

To determine the existing downtown parking demand, KLOA, Inc. performed parking occupancy surveys on Thursday May 4, 2023 and Saturday May 6, 2023. For each survey day, the number of occupied parking spaces was counted every hour between 9:00 A.M. and 12:00 A.M. The surveys were conducted for all on-street spaces and private parking lots. **Tables 2** and **3** summarize the hourly public and private parking utilization on each of the two survey days.

Table 2

## PARKING INVENTORY &amp; OCCUPANCY - THURSDAY, 5/4/2023

|                      | Inventory<br>(Spaces) | Parking Occupancy |             |             |       |            |            |            |            |            |            |
|----------------------|-----------------------|-------------------|-------------|-------------|-------|------------|------------|------------|------------|------------|------------|
|                      |                       | 9:00<br>AM        | 10:00<br>AM | 11:00<br>AM | Noon  | 1:00<br>PM | 2:00<br>PM | 3:00<br>PM | 4:00<br>PM | 5:00<br>PM | 6:00<br>PM |
| On-Street Parking    |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 269                   | 50                | 57          | 63          | 66    | 69         | 67         | 47         | 46         | 45         | 42         |
| Percent Occupied     |                       | 18.5%             | 21.1%       | 23.4%       | 24.5% | 25.6%      | 24.9%      | 17.4%      | 17.1%      | 16.7%      | 15.6%      |
| Private Parking Lots |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 444                   | 111               | 119         | 123         | 90    | 83         | 77         | 79         | 80         | 78         | 70         |
| Percent Occupied     |                       | 25.0%             | 26.8%       | 27.7%       | 20.2% | 18.6%      | 17.3%      | 17.7%      | 18.0%      | 17.5%      | 15.7%      |
| Total Parking Spaces |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 713                   | 161               | 176         | 186         | 156   | 152        | 144        | 126        | 126        | 123        | 112        |
| Percent Occupied     |                       | 22.5%             | 24.6%       | 26.0%       | 21.8% | 21.3%      | 20.1%      | 17.6%      | 17.6%      | 17.2%      | 15.7%      |

Table 2

## PARKING INVENTORY &amp; OCCUPANCY - THURSDAY, 5/4/2023 (Continued)

|                      | Inventory<br>(Spaces) | Parking Occupancy |         |         |          |          |          |
|----------------------|-----------------------|-------------------|---------|---------|----------|----------|----------|
|                      |                       | 7:00 PM           | 8:00 PM | 9:00 PM | 10:00 PM | 11:00 PM | 12:00 AM |
| On-Street Parking    |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 269                   | 40                | 38      | 28      | 9        | 15       | 12       |
| Percent Occupied     |                       | 14.8%             | 14.1%   | 10.4%   | 3.3%     | 5.5%     | 4.4%     |
| Private Parking Lots |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 444                   | 85                | 81      | 63      | 57       | 61       | 56       |
| Percent Occupied     |                       | 19.1%             | 18.2%   | 14.1%   | 12.8%    | 13.7%    | 12.6%    |
| Total Parking Spaces |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 713                   | 125               | 119     | 91      | 66       | 76       | 68       |
| Percent Occupied     |                       | 17.5%             | 16.6%   | 12.7%   | 9.2%     | 10.6%    | 9.5%     |

Table 3

## PARKING INVENTORY &amp; OCCUPANCY - SATURDAY, 5/6/2023

|                      | Inventory<br>(Spaces) | Parking Occupancy |             |             |       |            |            |            |            |            |            |
|----------------------|-----------------------|-------------------|-------------|-------------|-------|------------|------------|------------|------------|------------|------------|
|                      |                       | 9:00<br>AM        | 10:00<br>AM | 11:00<br>AM | Noon  | 1:00<br>PM | 2:00<br>PM | 3:00<br>PM | 4:00<br>PM | 5:00<br>PM | 6:00<br>PM |
| On-Street Parking    |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 269                   | 44                | 77          | 86          | 83    | 65         | 84         | 101        | 103        | 112        | 76         |
| Percent Occupied     |                       | 16.3%             | 28.6%       | 31.9%       | 30.8% | 24.1%      | 31.2%      | 37.5%      | 38.2%      | 41.6%      | 28.2%      |
| Private Parking Lots |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 444                   | 72                | 97          | 112         | 91    | 90         | 86         | 95         | 107        | 119        | 98         |
| Percent Occupied     |                       | 16.2%             | 21.8%       | 25.2%       | 20.4% | 20.2%      | 19.3%      | 21.3%      | 24.0%      | 26.8%      | 22.0%      |
| Total Parking Spaces |                       |                   |             |             |       |            |            |            |            |            |            |
| Spaces/Vehicles      | 713                   | 116               | 174         | 198         | 174   | 155        | 170        | 196        | 210        | 231        | 174        |
| Percent Occupied     |                       | 16.2%             | 24.4%       | 27.7%       | 24.4% | 21.7%      | 23.8%      | 27.4%      | 29.4%      | 32.3%      | 24.4%      |

Table 3

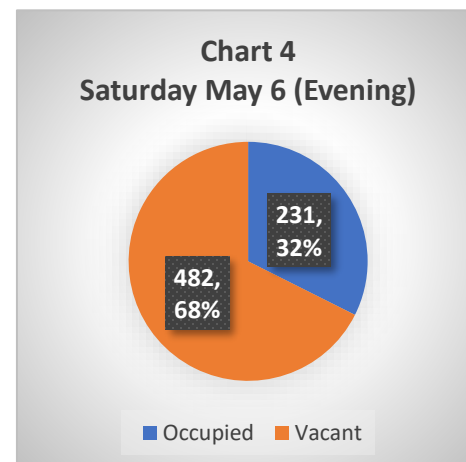
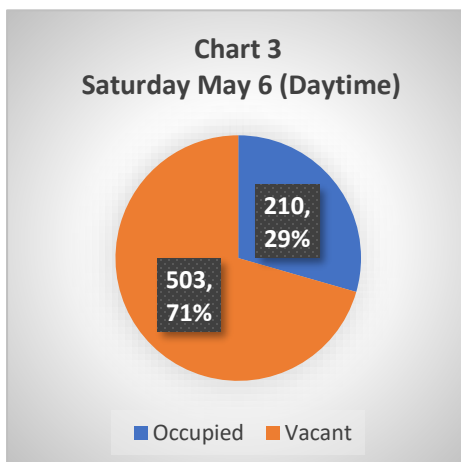
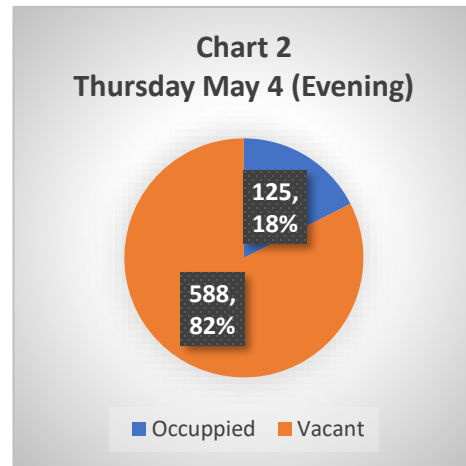
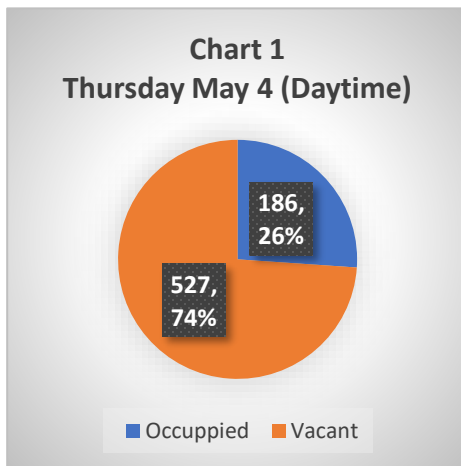
## PARKING INVENTORY &amp; OCCUPANCY - SATURDAY, 5/6/2023 (Continued)

|                      | Inventory<br>(Spaces) | Parking Occupancy |         |         |          |          |          |
|----------------------|-----------------------|-------------------|---------|---------|----------|----------|----------|
|                      |                       | 7:00 PM           | 8:00 PM | 9:00 PM | 10:00 PM | 11:00 PM | 12:00 AM |
| On-Street Parking    |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 269                   | 38                | 38      | 42      | 33       | 22       | 16       |
| Percent Occupied     |                       | 14.1%             | 14.1%   | 15.6%   | 12.2%    | 8.1%     | 5.9%     |
| Private Parking Lots |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 444                   | 56                | 55      | 57      | 51       | 55       | 52       |
| Percent Occupied     |                       | 12.6%             | 12.3%   | 12.8%   | 11.4%    | 12.3%    | 11.7%    |
| Total Parking Spaces |                       |                   |         |         |          |          |          |
| Spaces/Vehicles      | 713                   | 94                | 93      | 99      | 84       | 77       | 68       |
| Percent Occupied     |                       | 13.1%             | 13.0%   | 13.8%   | 11.7%    | 10.7%    | 9.5%     |

## Overview of Overall Downtown Parking Utilization

As shown in Tables 2 and 3, the current utilization of public and private parking in the Ardmore Avenue downtown can be summarized as follows:

- *Weekday Daytime.* The peak parking utilization during the daytime hours of a weekday occurred at 11:00 A.M. when 186 of the 713 available parking spaces (26.0%) were occupied leaving 527 vacant parking spaces in the study area (Chart 1).
- *Weekday Evening.* The peak parking utilization on a weekday during the evening occurred at 7:00 P.M. when 125 of the 713 available parking spaces (18.0%) were occupied leaving 588 vacant parking spaces in the study area (Chart 2).
- *Saturday Daytime.* The peak parking utilization during the daytime hours on Saturday occurred at 4:00 P.M. when 210 of the 713 available parking spaces (29.4%) were occupied leaving 503 vacant parking spaces in the study area (Chart 3).
- *Saturday Evening.* The peak parking utilization during the evening hours on a Saturday occurred at 5:00 P.M. when 231 of the 713 available parking spaces (32.3%) were occupied leaving 482 vacant parking spaces in the study area (Chart 4).



## On-Street Public Parking Utilization

**Figures 3 and 4** show the average peak utilization of on-street parking on a Thursday during the daytime. **Figures 5 and 6** show the average peak utilization of on-street parking on a Thursday during the evening. The Saturday daytime and evening average peak parking utilization of on-street parking is shown in **Figures 7 through 10**. As shown in the figures, only a few segments of on-street parking had above 90 percent utilization. It is important to note during certain hours, various segments had a parking utilization of 95 percent or more. Below is a list of the segments where parking utilization exceeded 90 percent of the block capacity during specific hours.

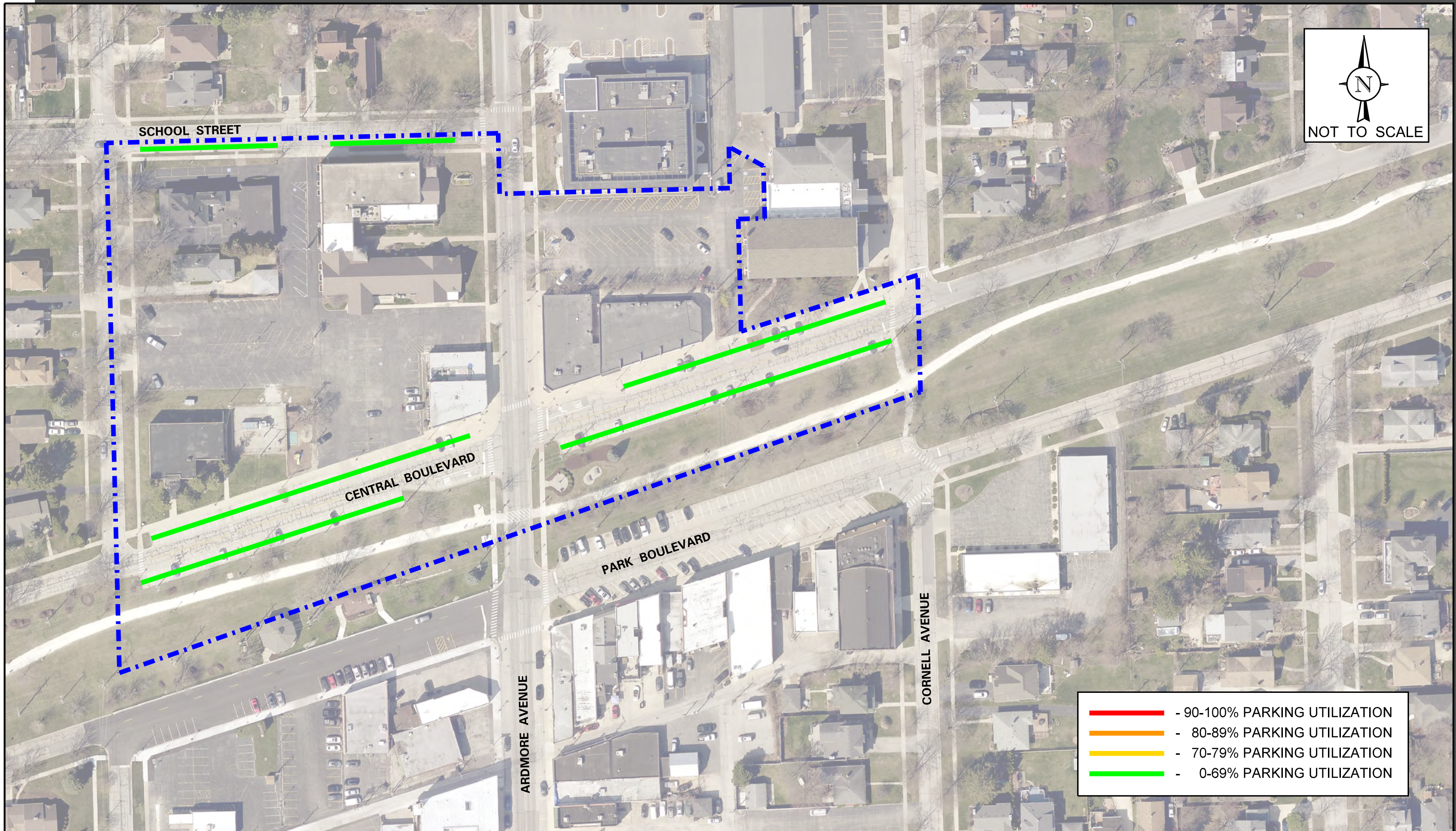
### *Weekday*

- East and West sides of Ardmore Avenue between Park Boulevard and Highland Avenue

### *Saturday*

- West side of Ardmore Avenue between Park Boulevard and Highland Avenue

Bar graphs showing the parking utilization of each on-street parking segment are included in the Appendix.

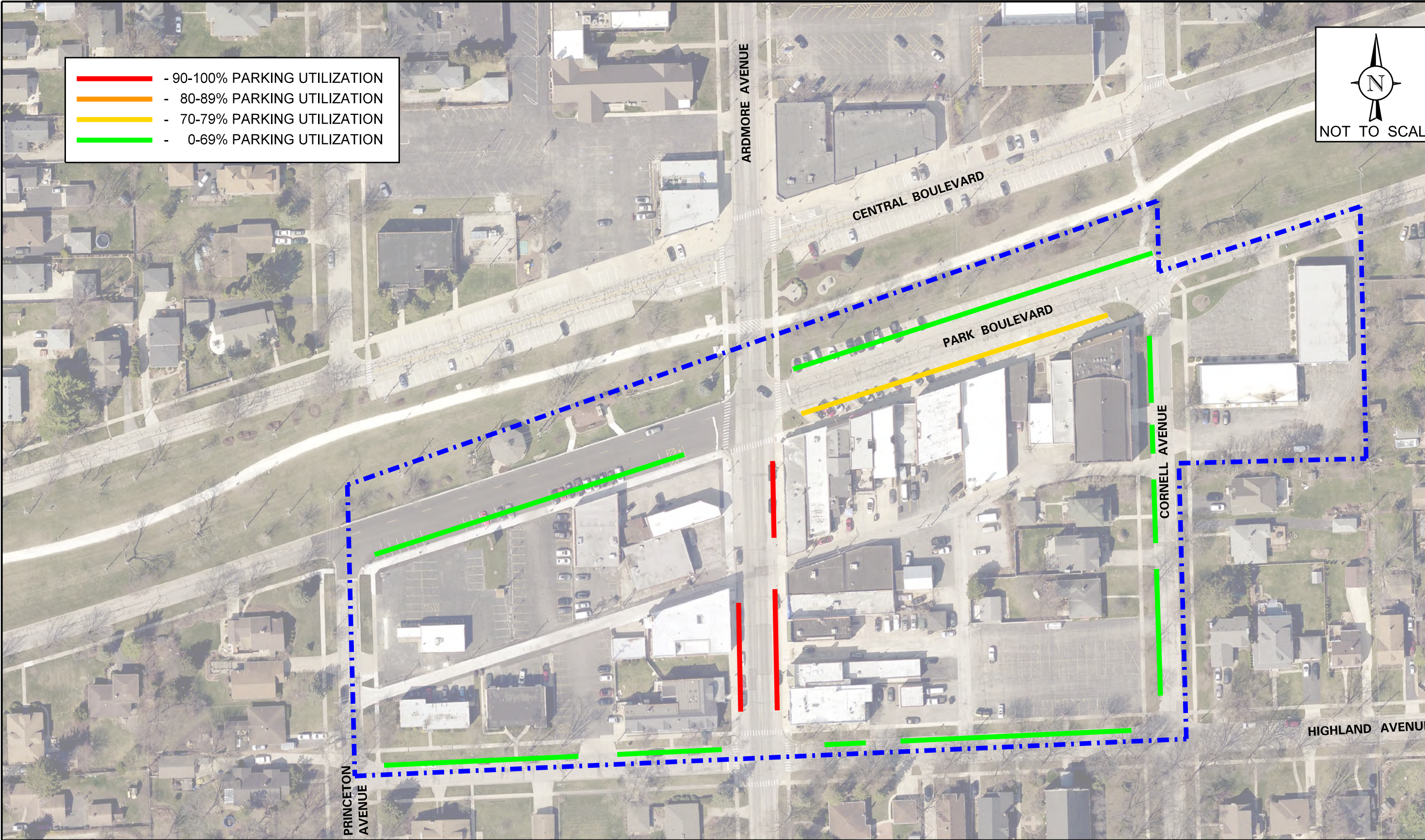
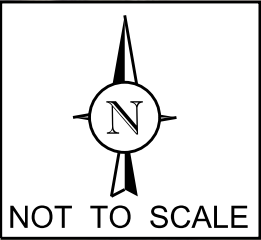


ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

ON-STREET PARKING UTILIZATION (DAYTIME)  
THURSDAY MAY 4, 2023  
NORTH SECTION

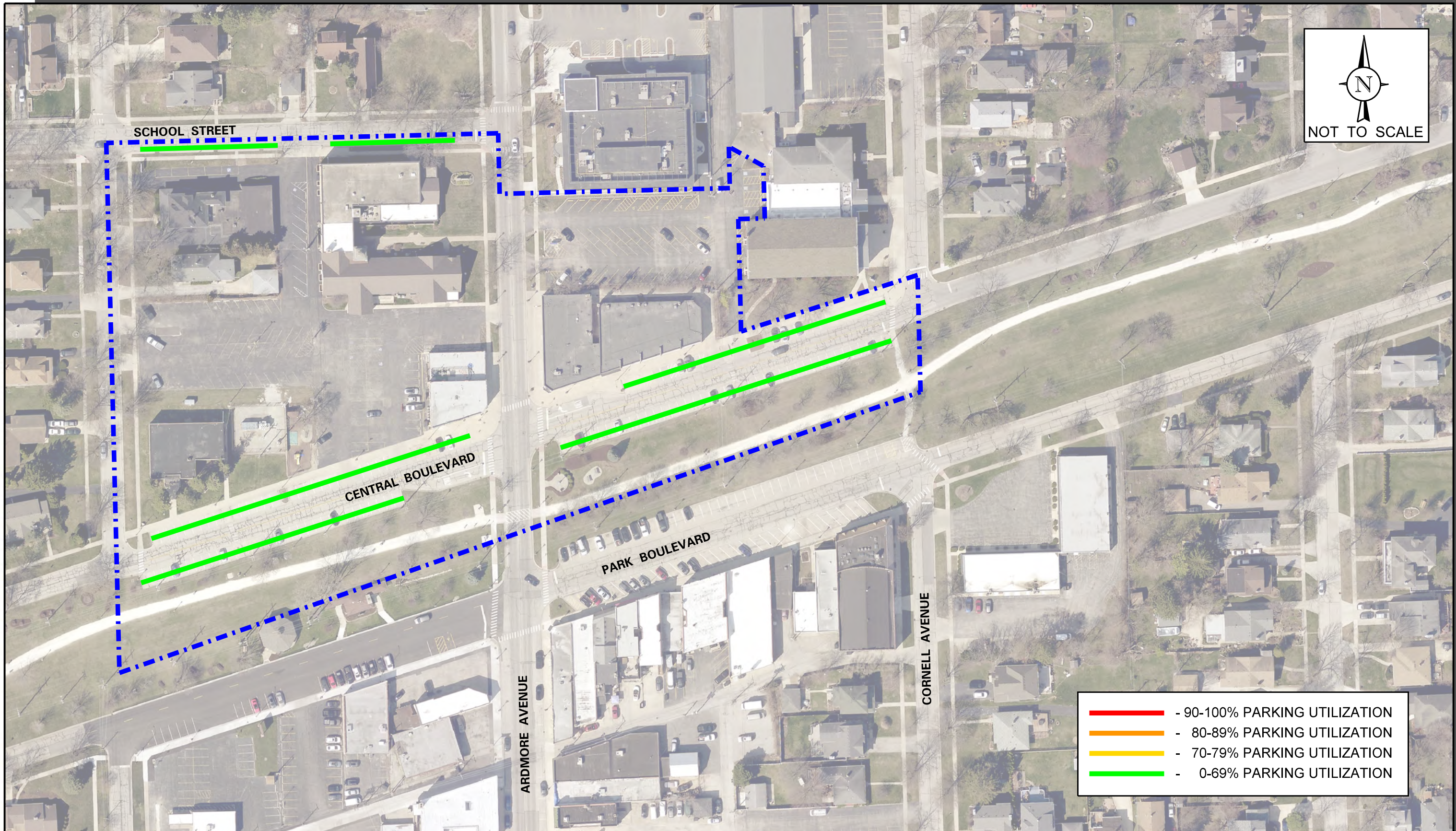
**KLOA**  
Kenig, Lindgren, O'Hara, Aboona, Inc.  
Job No: 23-118 Figure: 3

- 90-100% PARKING UTILIZATION
- 80-89% PARKING UTILIZATION
- 70-79% PARKING UTILIZATION
- 0-69% PARKING UTILIZATION



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

ON-STREET PARKING UTILIZATION (DAYTIME)  
THURSDAY MAY 4, 2023  
SOUTH SECTION

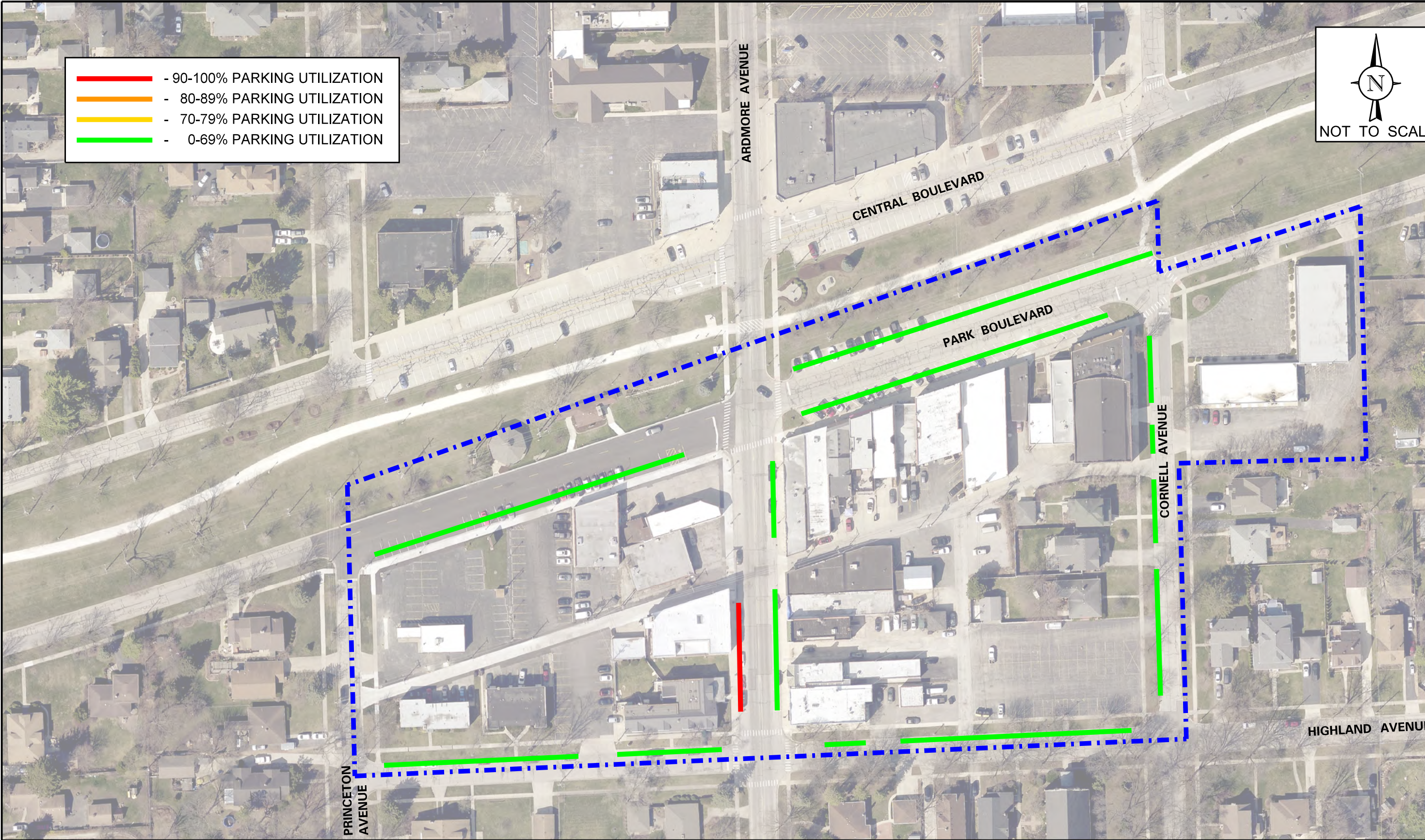
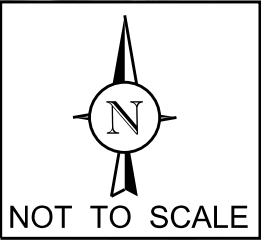


ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

ON-STREET PARKING UTILIZATION (EVENING)  
THURSDAY MAY 4, 2023  
NORTH SECTION

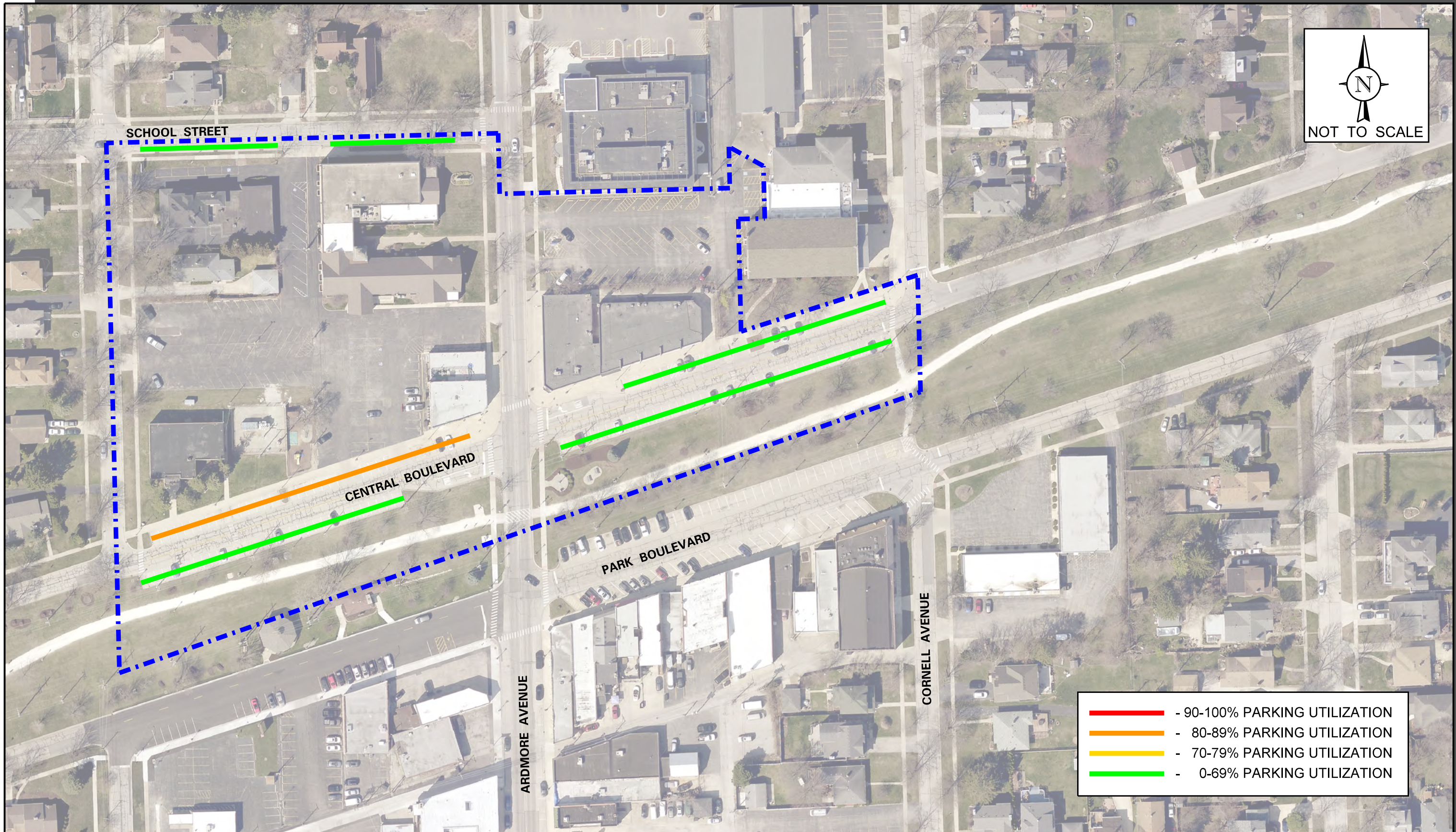
**KLOA**  
Kenig, Lindgren, O'Hara, Aboona, Inc.  
Job No: 23-118 Figure: 5

- 90-100% PARKING UTILIZATION
- 80-89% PARKING UTILIZATION
- 70-79% PARKING UTILIZATION
- 0-69% PARKING UTILIZATION



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

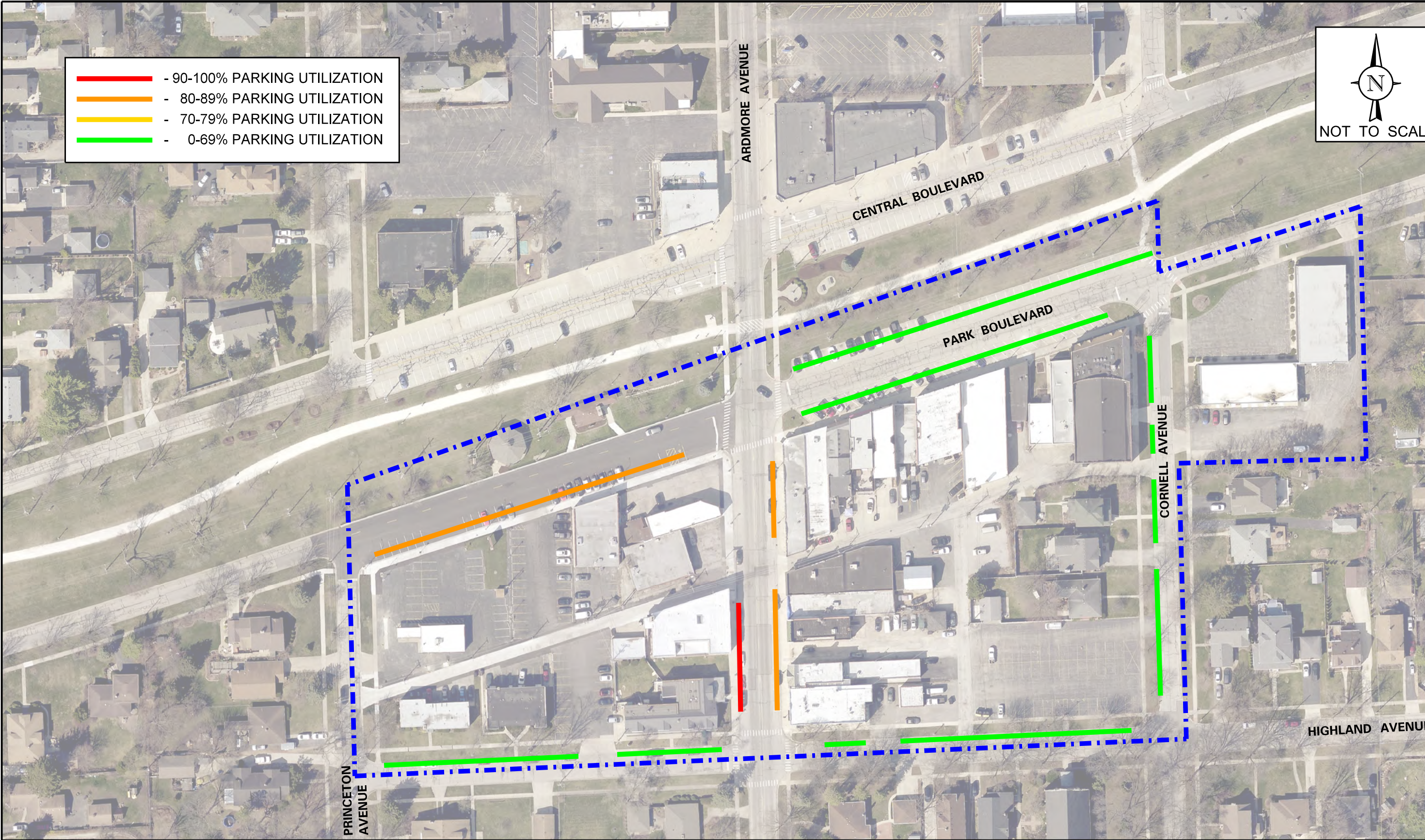
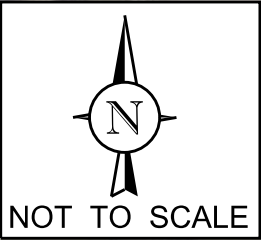
ON-STREET PARKING UTILIZATION (EVENING)  
THURSDAY MAY 4, 2023  
SOUTH SECTION



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

ON-STREET PARKING UTILIZATION (DAYTIME)  
SATURDAY MAY 6, 2023  
NORTH SECTION

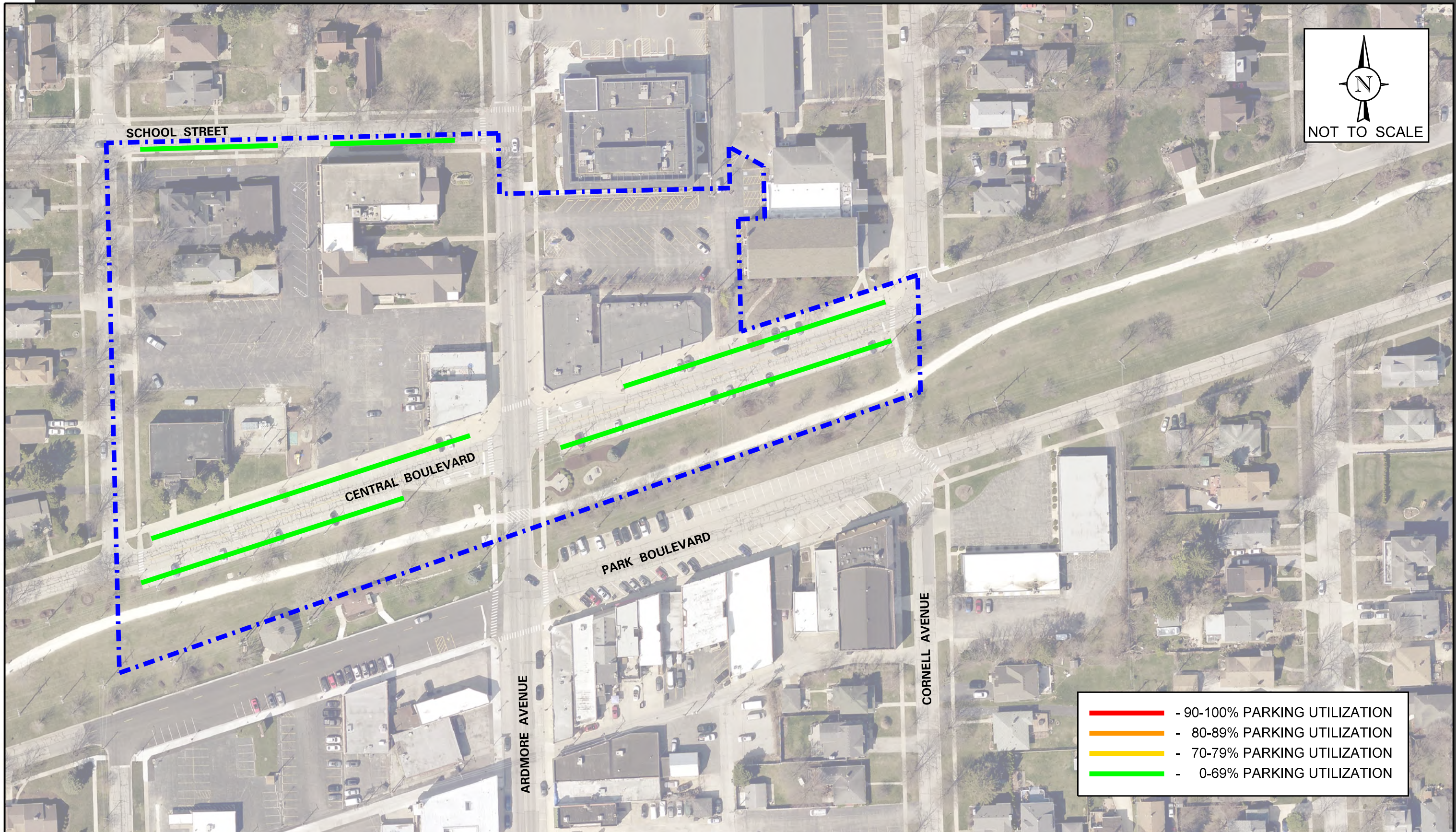
- 90-100% PARKING UTILIZATION
- 80-89% PARKING UTILIZATION
- 70-79% PARKING UTILIZATION
- 0-69% PARKING UTILIZATION



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

ON-STREET PARKING UTILIZATION (DAYTIME)  
SATURDAY MAY 6, 2023  
SOUTH SECTION

**KLOA**  
Kenig, Lindgren, O'Hara, Aboona, Inc.  
Job No: 23-118      Figure: 8

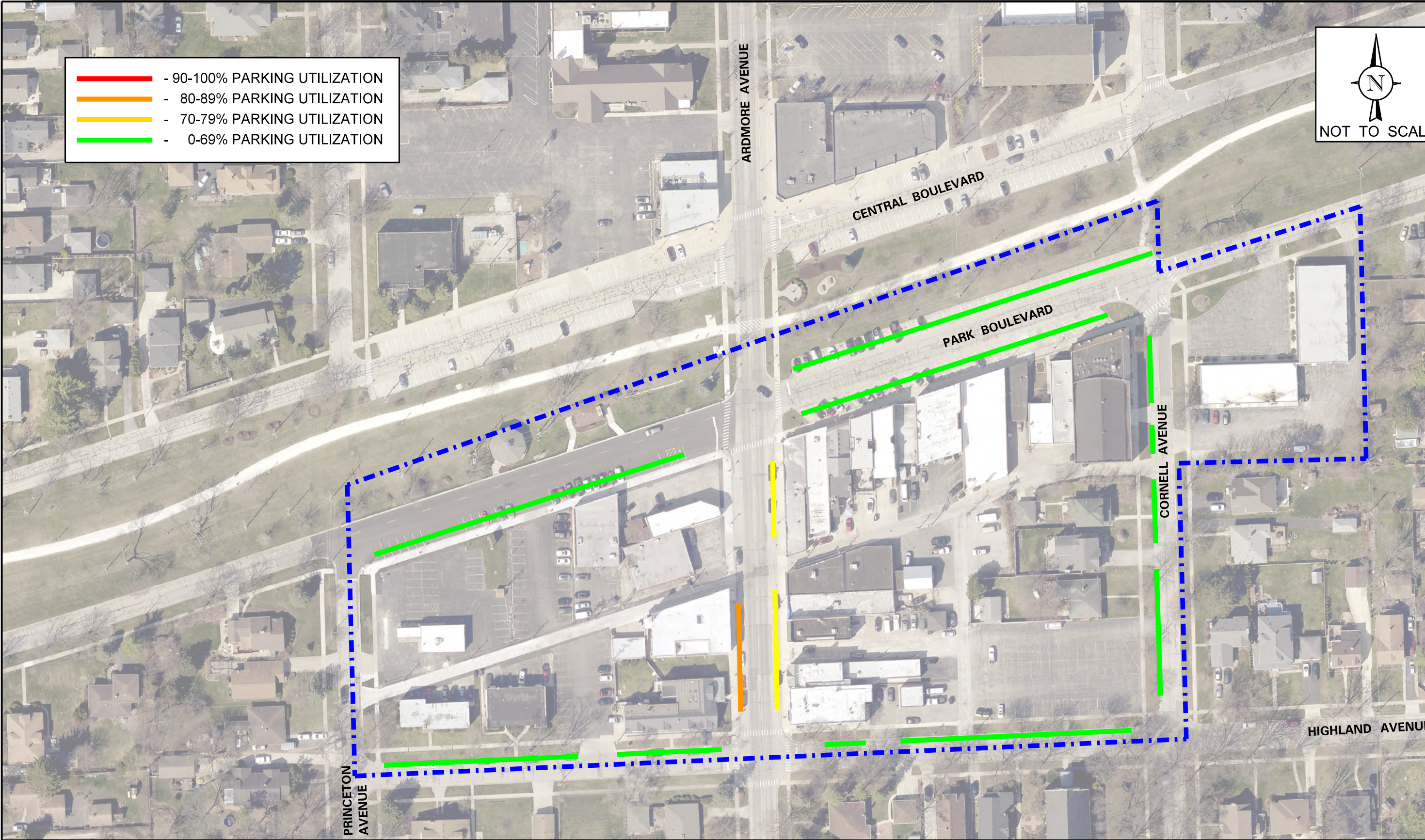
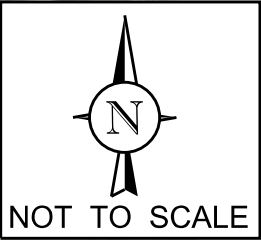


ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

ON-STREET PARKING UTILIZATION (EVENING)  
SATURDAY MAY 6, 2023  
NORTH SECTION

**KLOA**  
Kenig, Lindgren, O'Hara, Aboona, Inc.  
Job No: 23-118 Figure: 9

- 90-100% PARKING UTILIZATION
- 80-89% PARKING UTILIZATION
- 70-79% PARKING UTILIZATION
- 0-69% PARKING UTILIZATION



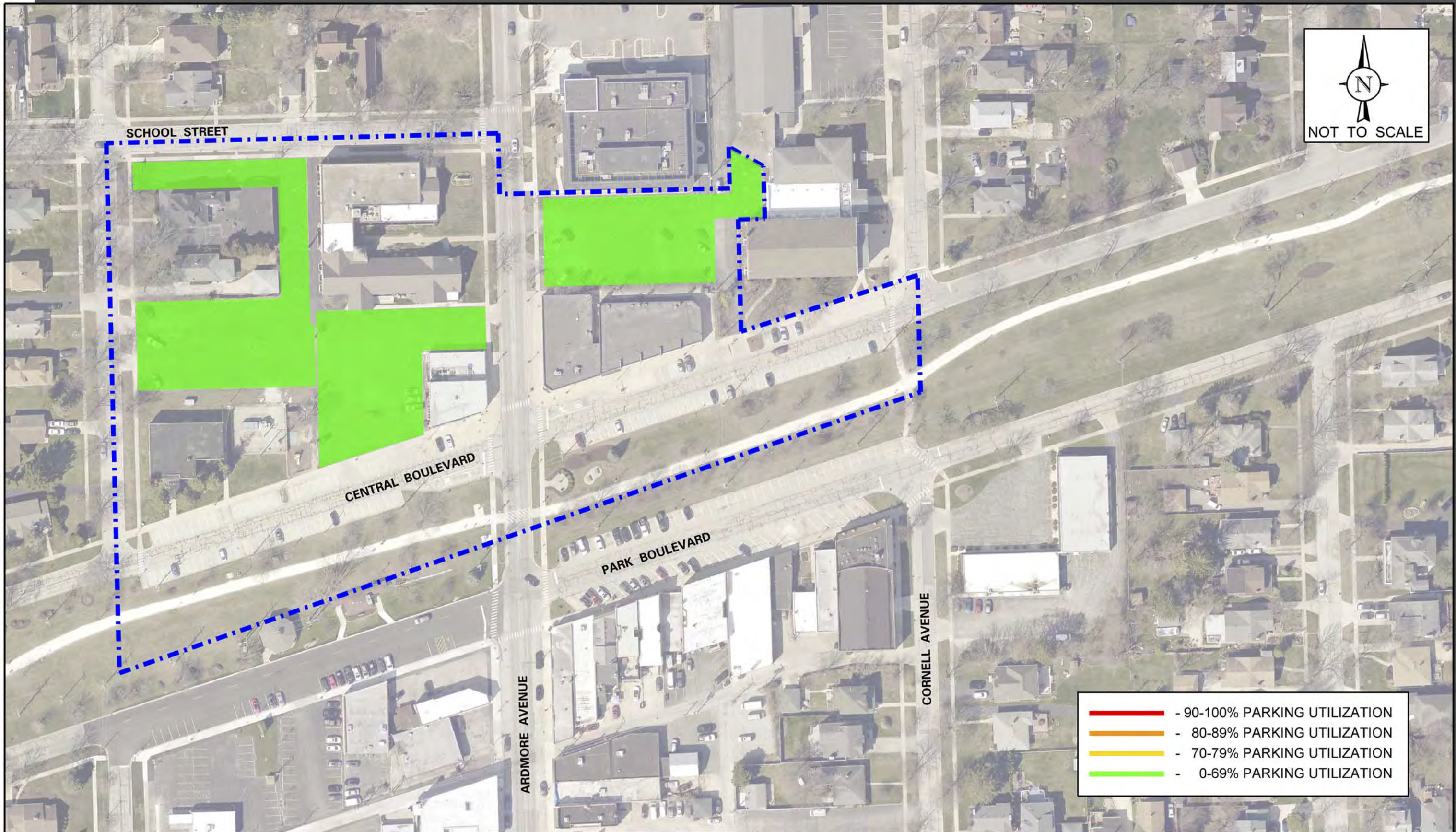
ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

ON-STREET PARKING UTILIZATION (EVENING)  
SATURDAY MAY 6, 2023  
SOUTH SECTION

## Off-Street Private Parking Lot Utilization

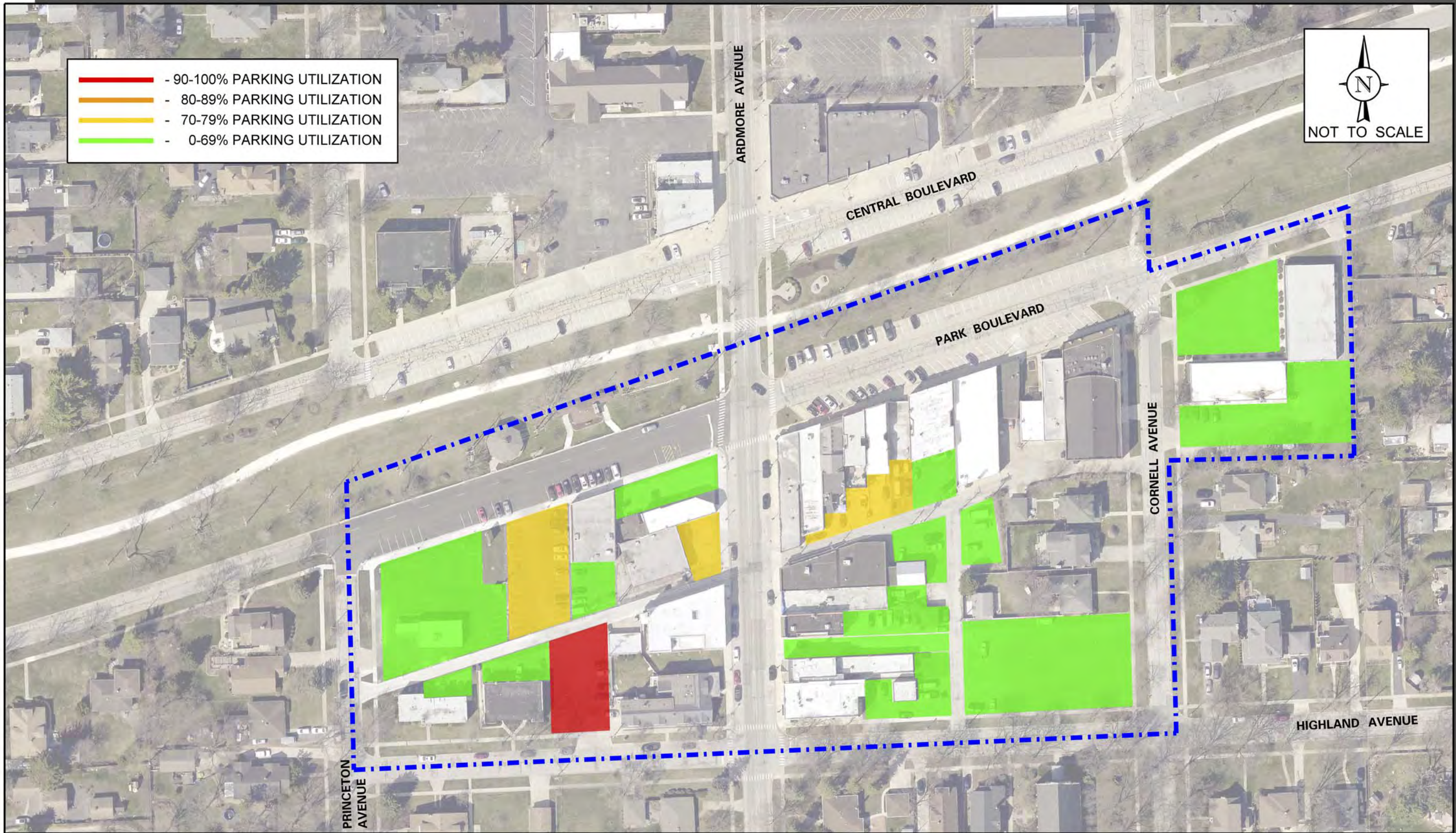
The average peak utilization of the private parking lots on a weekday and a Saturday are shown in **Figures 11** through **18**.

Based on the surveys, the average utilization of the private lots never exceeded 70 percent with the exception of the Steuerle Funeral Home north and south parking lots, the Ardmore Station Liquors (weekday) and the St. Alexander Catholic Church lot (Saturday evening). It is worth noting that the parking lot serving the 26 Highland Avenue apartment was either 95 or 100 percent occupied during certain hours. Bar graphs of each parking lot for both days are included in the Appendix.



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

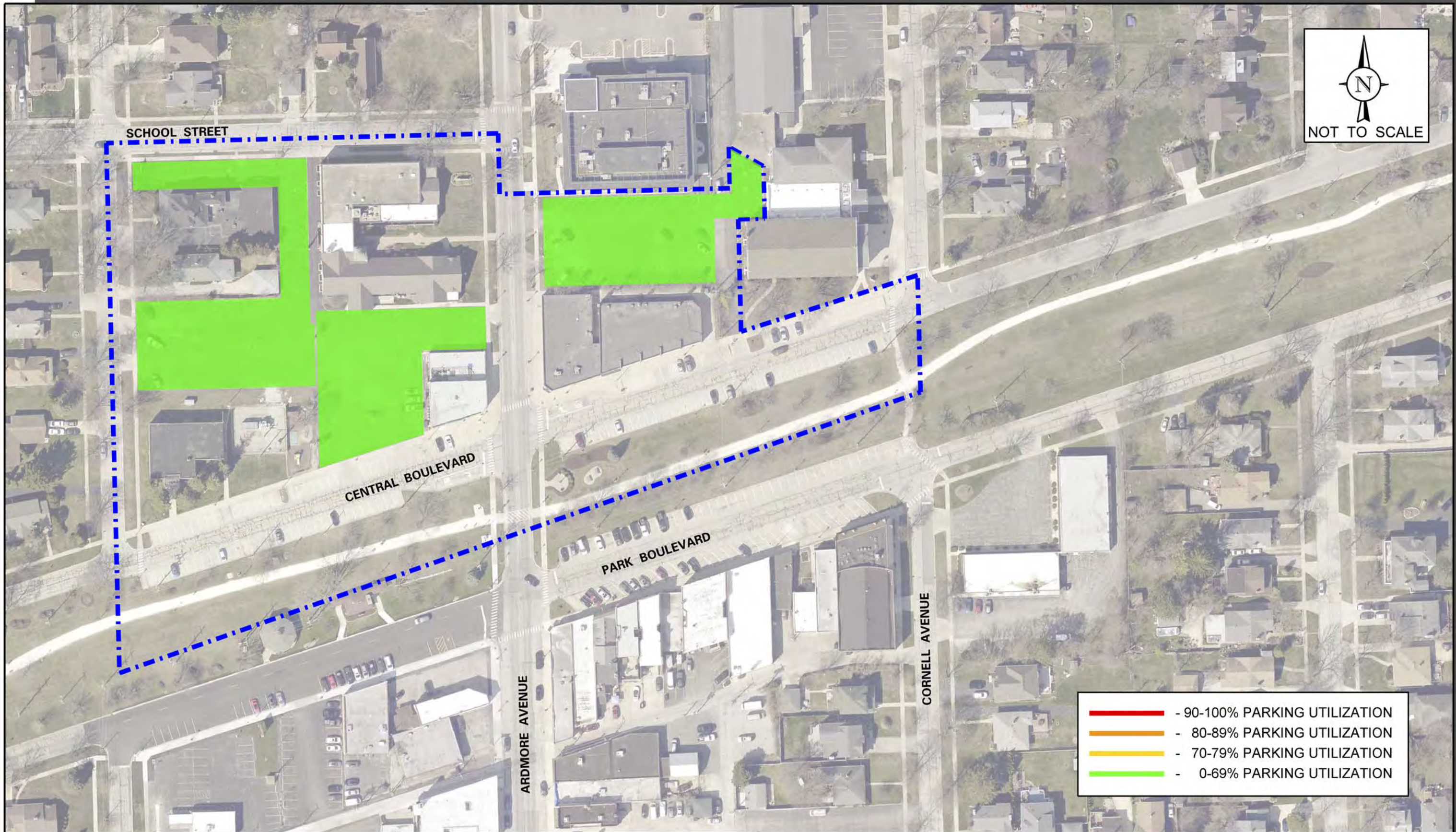
PRIVATE LOT PARKING UTILIZATION (DAYTIME)  
THURSDAY MAY 4, 2023  
NORTH SECTION



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

PRIVATE LOT PARKING UTILIZATION (DAYTIME)  
THURSDAY MAY 4, 2023  
SOUTH SECTION

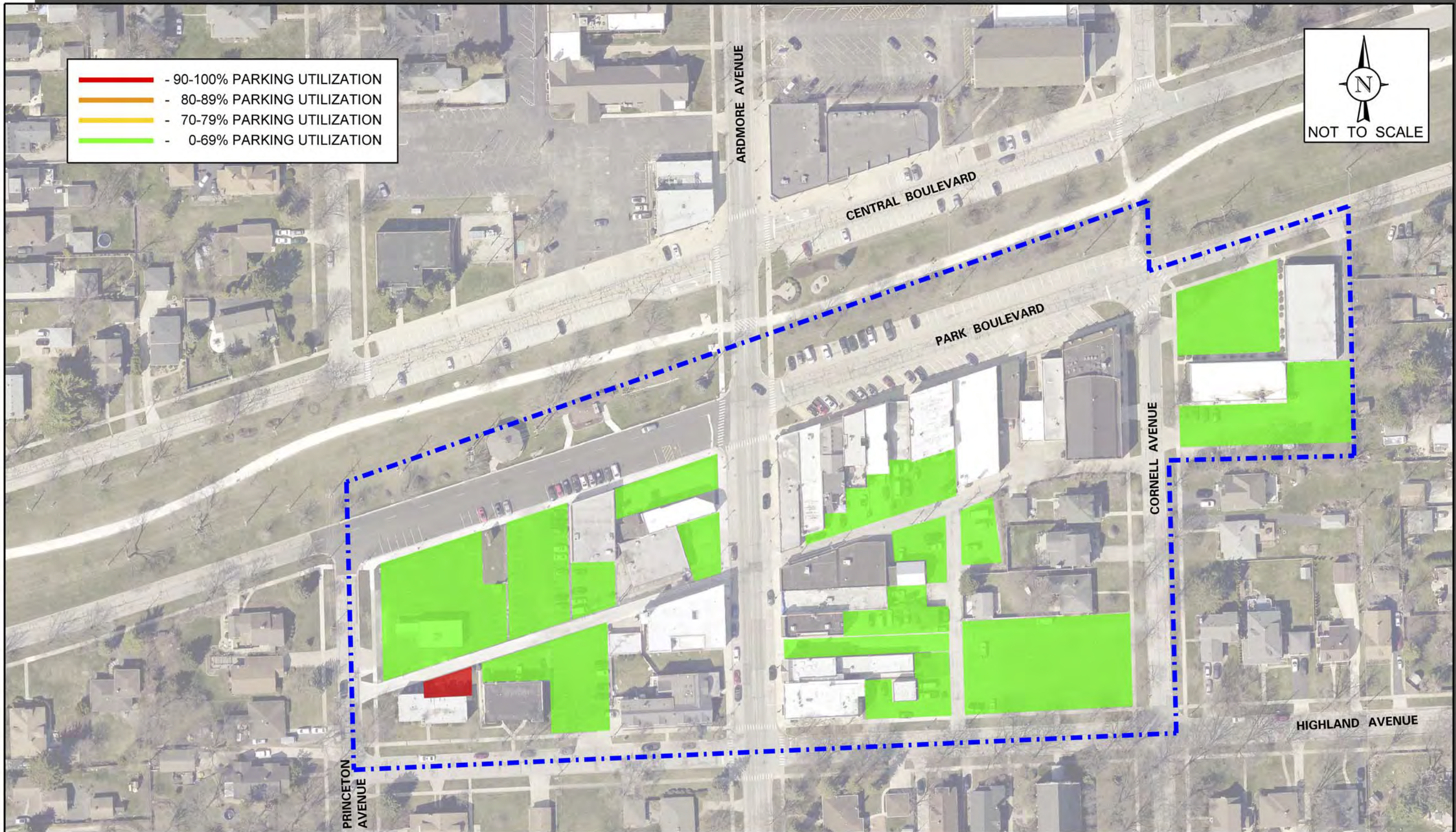
**KLOA**  
Kenig, Lindgren, O'Hara, Aboona, Inc.  
Job No: 23-118 Figure: 12



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

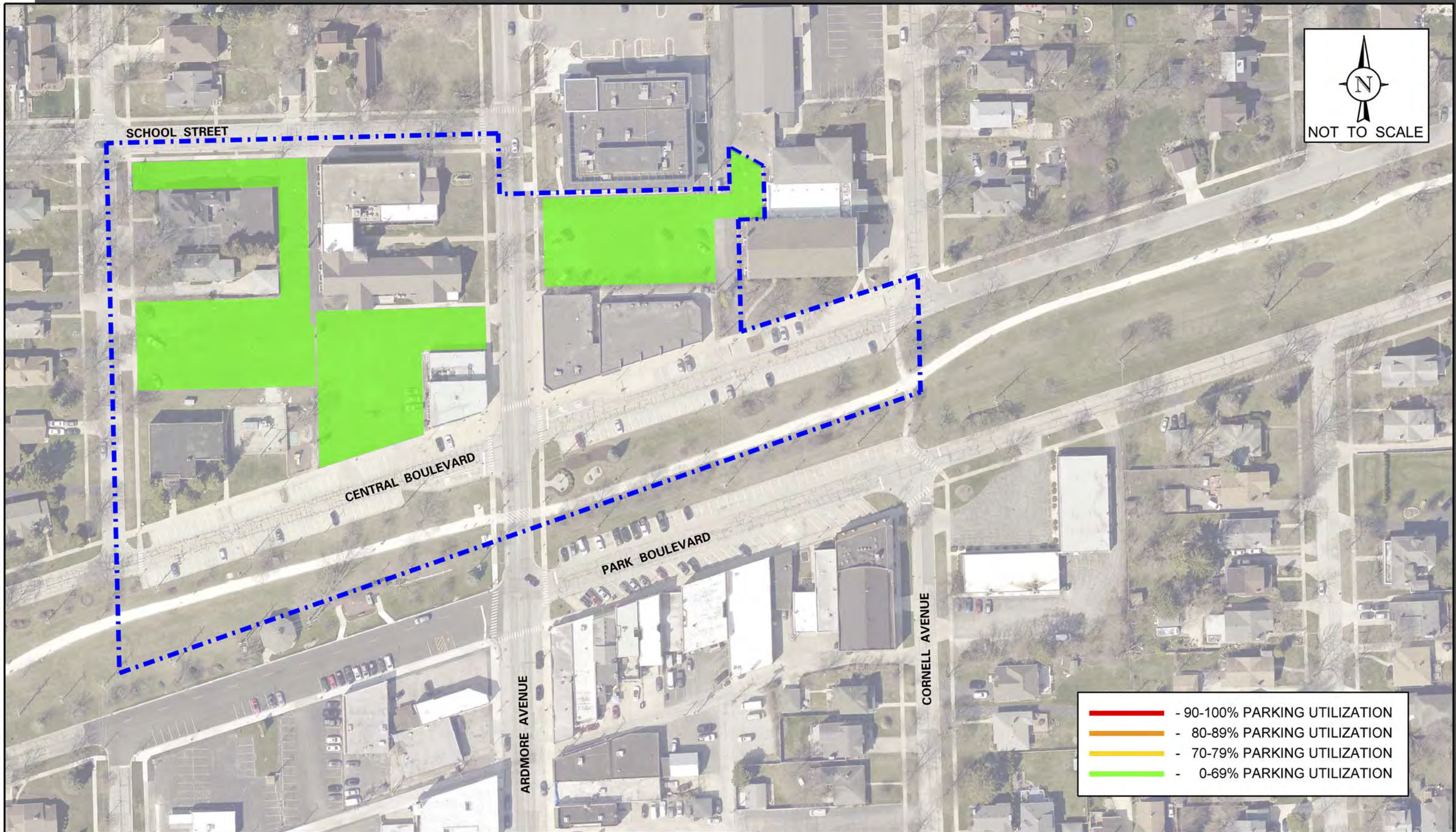
PRIVATE LOT PARKING UTILIZATION (EVENING)  
THURSDAY MAY 4, 2023  
NORTH SECTION

**KLOA**  
Kenig, Lindgren, O'Hara, Aboona, Inc.  
Job No: 23-118 Figure: 13



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

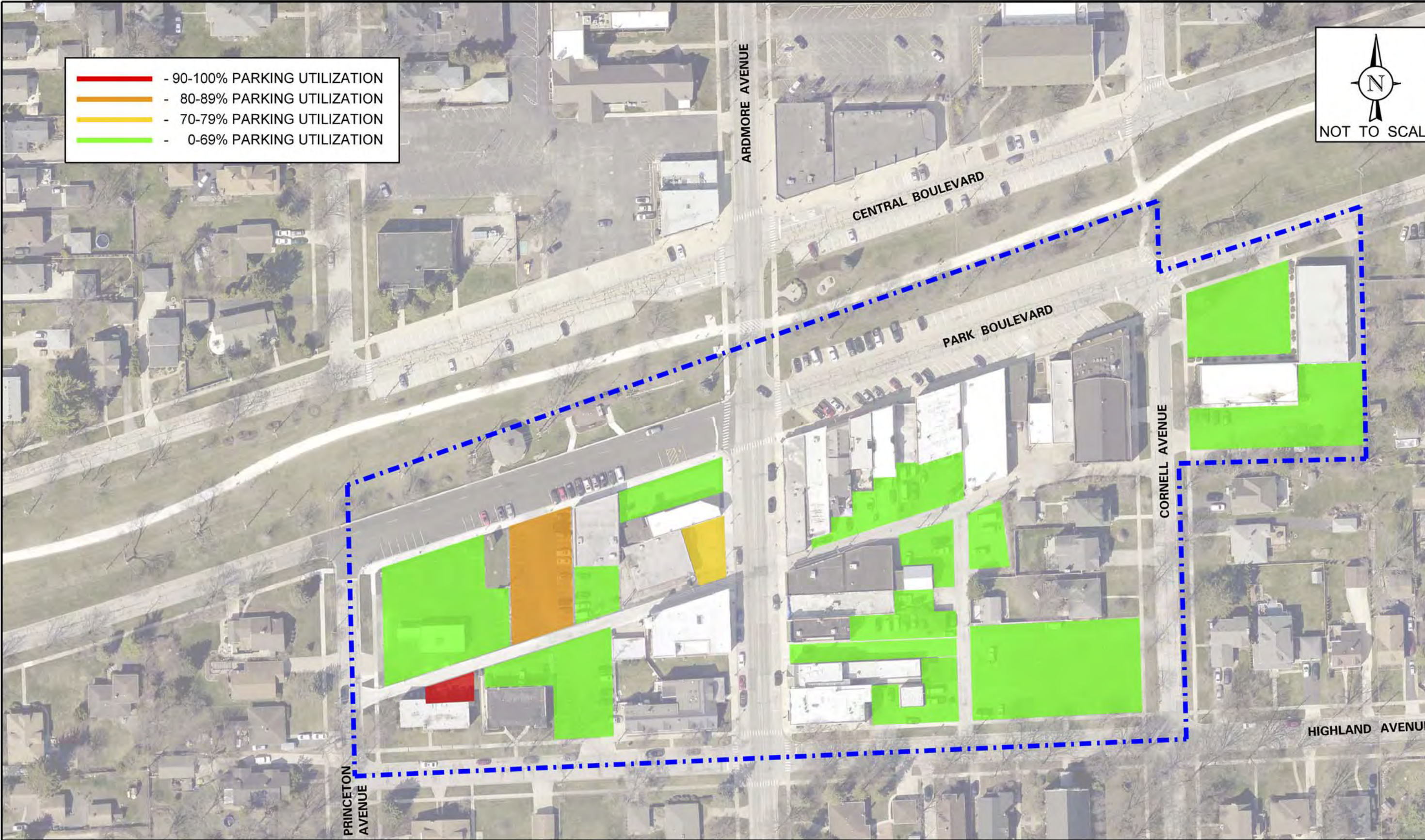
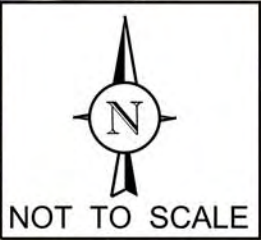
PRIVATE LOT PARKING UTILIZATION (EVENING)  
THURSDAY MAY 4, 2023  
SOUTH SECTION



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

PRIVATE LOT PARKING UTILIZATION (DAYTIME)  
SATURDAY MAY 6, 2023  
NORTH SECTION

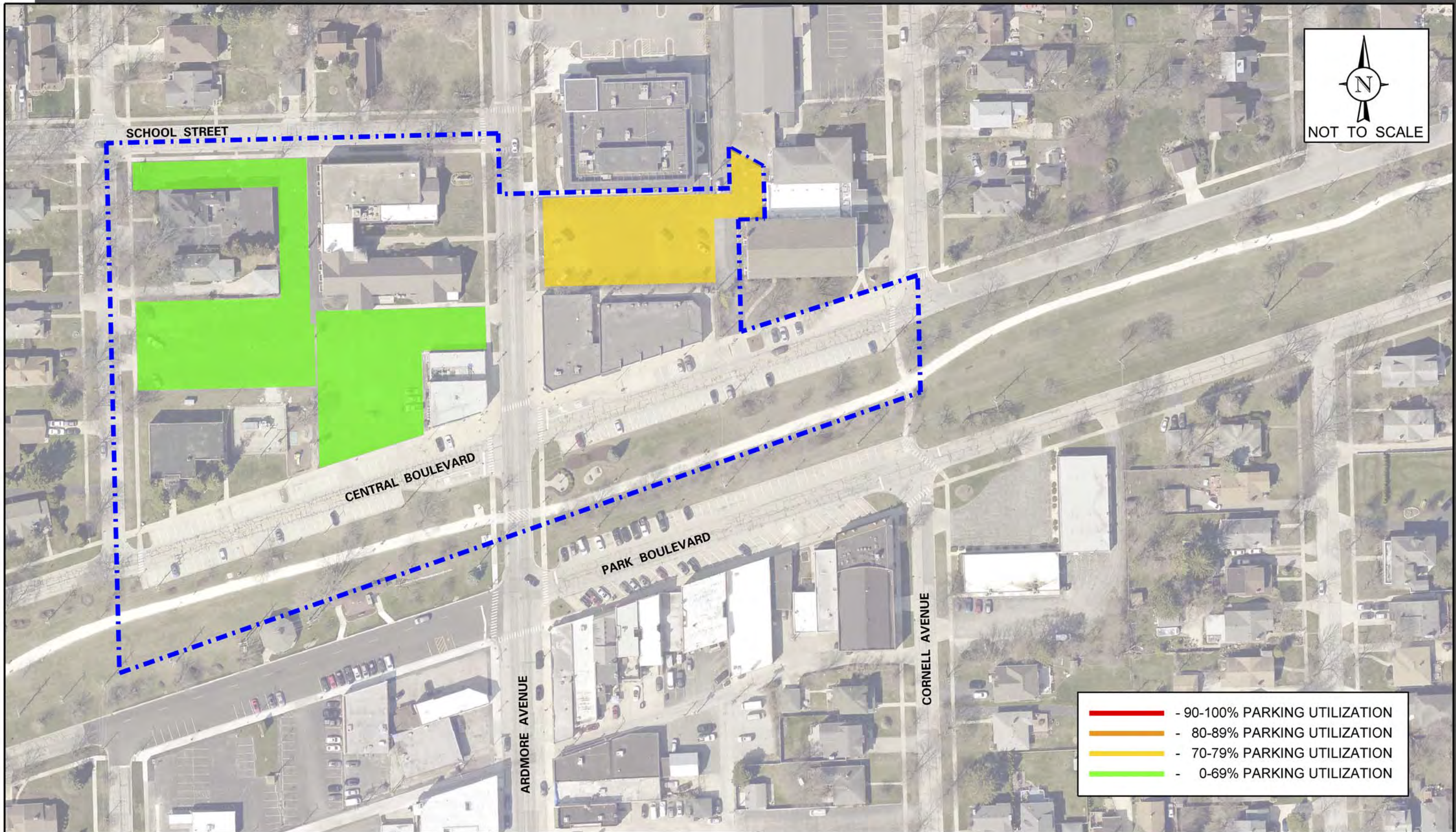
- 90-100% PARKING UTILIZATION
- 80-89% PARKING UTILIZATION
- 70-79% PARKING UTILIZATION
- 0-69% PARKING UTILIZATION



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

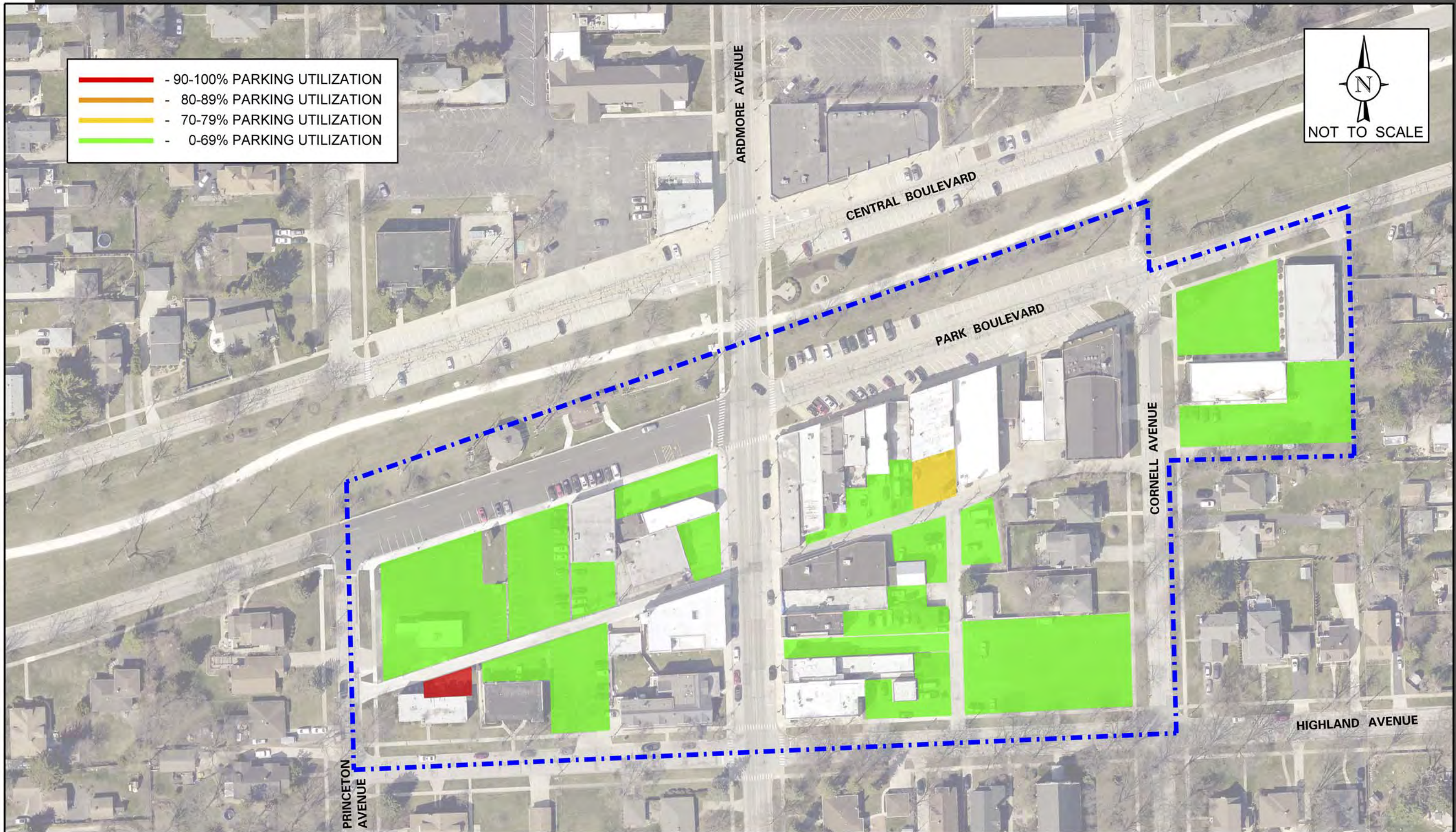
PRIVATE LOT PARKING UTILIZATION (DAYTIME)  
SATURDAY MAY 6, 2023  
SOUTH SECTION

**KLOA**  
Kenig, Lindgren, O'Hara, Aboona, Inc.  
Job No: 23-118    Figure: 16



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

PRIVATE LOT PARKING UTILIZATION (EVENING)  
SATURDAY MAY 6, 2023  
NORTH SECTION



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

PRIVATE LOT PARKING UTILIZATION (EVENING)  
SATURDAY MAY 6, 2023  
SOUTH SECTION

**KLOA**  
Kenig, Lindgren, O'Hara, Aboona, Inc.  
Job No: 23-118 Figure: 18

### 3. Projected Parking Conditions

The future parking conditions in the downtown area will be impacted by redevelopment projects. With the development of any parcel, the following changes in the parking characteristics must be examined:

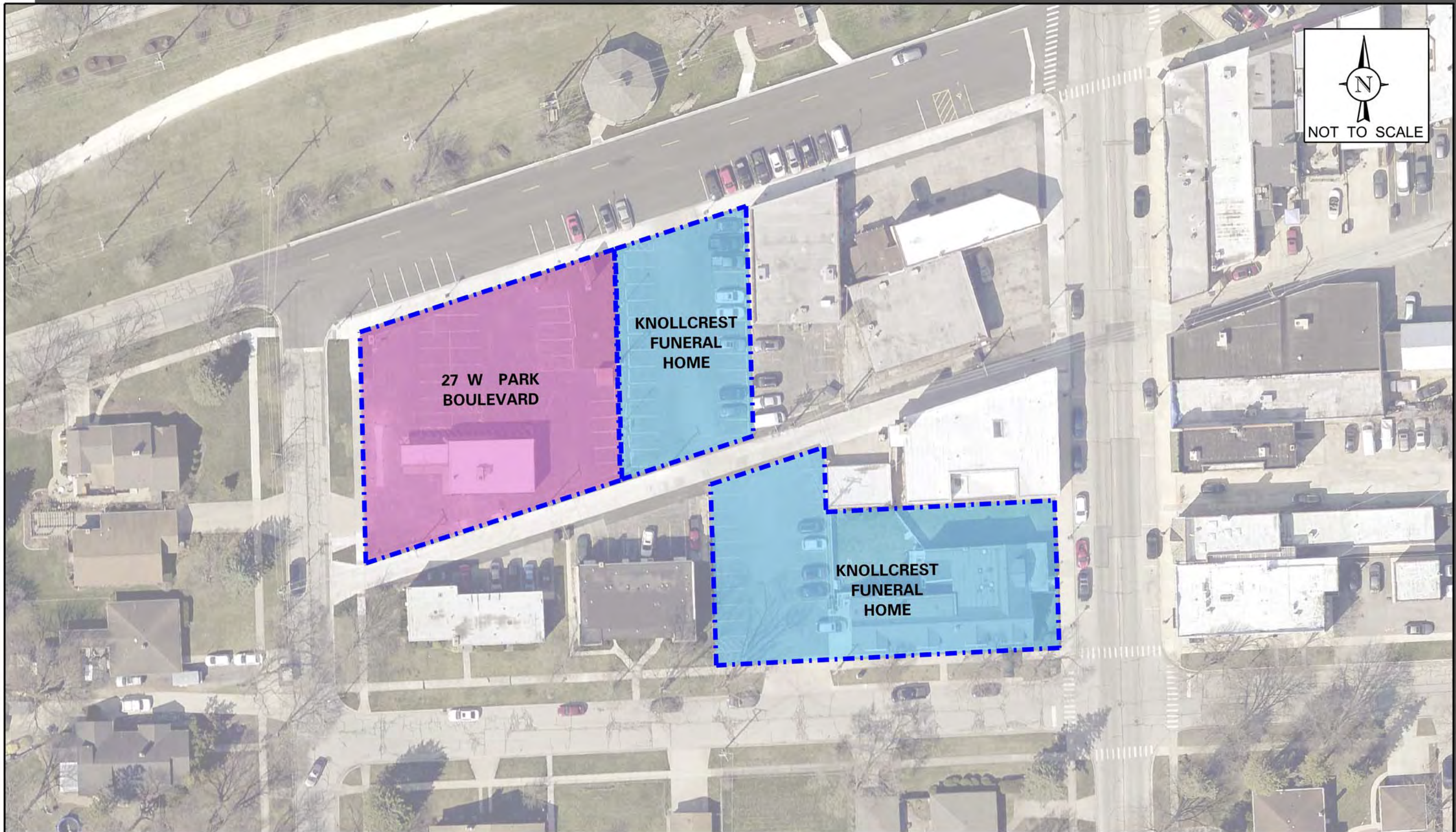
- *Type of Parking.* The change in the type of parking (i.e., public vs. private) and/or the parking regulations (i.e., reserved parking, time restrictions, etc.), if any.
- *Parking Inventory.* The net gain or loss in the number of parking spaces resulting from the development project.
- *Parking Demand.* The net gain or loss in parking demand resulting from the development.

#### Future Downtown Developments

According to Village officials, two new developments are proposed, approved, and/or under construction in downtown Ardmore Avenue, as shown in **Table 4** and **Figure 19**.

Table 4  
DOWNTOWN DEVELOPMENT PROJECTS

| Location             | Land Use                                                                                                    | Status       |
|----------------------|-------------------------------------------------------------------------------------------------------------|--------------|
| 17 W. Park Boulevard | Knollcrest Villa Park Funeral Home<br>(42 off-street parking spaces and 16 on-street parking stalls)        | Under Review |
| 27 W. Park Boulevard | 23 Apartment Units<br>(33 off-street parking spaces and six new on-street parking stalls on Park Boulevard) | Under Review |



ARDMORE AVENUE PARKING STUDY  
VILLA PARK, ILLINOIS

FUTURE DOWNTOWN DEVELOPMENT

## Multi-Family and Funeral Home Uses Parking Rates

As discussed above, the future downtown developments consist of a funeral home replacing the existing Steuerle Funeral Home and the construction of a 23-unit apartment building. The following summarizes the peak parking ratios for multi-family developments and retail based on (1) the Village of Villa Park, and (2) parking rates published in the *Parking Generation Manual*, 5<sup>th</sup> Edition published by the Institute of Transportation Engineers (ITE):

- *Village of Villa Park Requirements.* According to the Village's Zoning Ordinance, multifamily developments are required to provide 1.0 parking spaces per unit or 1.0 per bedroom (whichever is greater). Funeral Homes are required to provide 0.25 spaces per seat.
- *ITE Parking Ratios.* The ITE *Parking Generation Manual* indicates that Multifamily residential land uses (Low-Rise, Land Use Code 220) have an average parking ratio of 1.27 spaces per unit.

## Parking Evaluation of the Future Developments

The following summarizes each of the developments, evaluates the potential changes they would have on the downtown parking supply and demand, and identifies any positive or negative impacts they would have on downtown parking conditions.

### Knollcrest Villa Park Funeral Home

This is the redevelopment of the existing Steuerle Funeral Home. The redevelopment will provide 38 off-street parking spaces, 4 staff off-street parking spaces and 16 on-street parking spaces for a total of 58 parking spaces. Under current conditions, the funeral home has 44 off-street parking spaces. As such, the proposed redevelopment of the funeral home will provide a net increase of 14 additional parking spaces.

## 27 W. Park Boulevard Apartment

This proposed apartment development is proposed to be located in the southeast quadrant of the intersection of Park Boulevard and Princeton Avenue. The subject site is currently occupied by a law office and a private parking lot providing 25 off-street parking spaces. As proposed, the site will be redeveloped with a four-story building providing 23 apartment units with the following composition:

- Two (2) studio units
- 17 one-bedroom units
- Four (4) two-bedroom units

Approximately 33 off-street parking spaces will be provided and six new on-street parking stalls along Park Boulevard.

Based on the Village of Villa Park parking requirements, the development should provide 27 residential spaces. Based on this, the development is providing ample parking to meet and exceed the Village of Villa Park requirements for the residential component.

For comparison purposes and based on ITE parking generation data, the residential portion of the development will have a peak parking demand of approximately 28 vehicles which can be accommodated by the proposed 33 off-street parking spaces not including the additional 6 on-street parking spaces. As such, the proposed development is providing adequate parking to have a positive impact on the parking supply in the area.

## 4. Findings and Recommendations

Based on the findings from the parking surveys, and the evaluation of existing and projected parking conditions, recommendations were developed to increase utilization of the public parking supply and mitigate areas where the availability of public parking is constrained. In addition, the recommendations address options for improving wayfinding signage for the public parking areas and the utilization of newer parking technologies.

### Summary of Findings

As the parking surveys have shown, the overall parking supply within the downtown study area is sufficient to accommodate the peak parking demand on most days with the exception of some specific parking areas for a couple of hours. The following summarizes the results of the parking surveys:

- *Typical Weekday.* The peak utilization of public parking in the Ardmore Avenue downtown area on a typical weekday was 25.6% and occurred around 1:00 P.M. A minimum of approximately 200 of the 269 public parking spaces were available at this time.
- *Typical Saturday.* The peak utilization of public parking in the Ardmore Avenue downtown area on a typical Saturday was 41.6% and occurred around 5:00 P.M. A minimum of approximately 157 of the 269 public parking spaces were available at this time.

### Recommendations

#### Enhanced Marketing and Wayfinding

The existing public parking areas are located within a block or two of the intersections of Ardmore Avenue with Park Boulevard and Central Boulevard. The parking surveys revealed that the on-street parking along Central Boulevard and Park Boulevard is underutilized in the evenings and/or weekends. Downtown patrons and business owners can perceive there to be a parking problem if they are unable to park in front of or within view of their destination. The Village may be able to alleviate this perception and achieve greater utilization of the on-street parking along Central Boulevard and Park Boulevard by publicizing better parking information and improving the visibility and accessibility of these spaces. Furthermore, the Village should increase the visibility of the on-street parking along Central Boulevard and Park Boulevard from Ardmore Avenue and implement wayfinding guidance to the lots.

- *Develop digital downtown public parking maps* – The Village of Villa Park provides various maps on its website. However, there are no maps for the Ardmore downtown area. The Village should create a map showing public parking options within the Ardmore Avenue downtown area. The map should also depict all of the public parking options, regulations, and time limitations. The map should be publicized through multiple media platforms including websites, social media, and the Villa Park Chamber of Commerce. The map could also be made available via QR codes. Additional parking lot information should be edited/added on Google and Apple maps, providing visitors with the tools to see where the

adjacent parking areas are located and decide ahead of their arrival where they would like to park.

- *Develop and implement a wayfinding sign system* – There is inconsistent signage for the public lots within the Ardmore Avenue downtown. There are no advance signs in the northbound and southbound directions on Ardmore Avenue indicating the availability of public parking areas to the east and west along Central Boulevard and Ardmore Boulevard. The Village should prepare a wayfinding master plan that would establish a uniform and comprehensive system of directional parking signs, lot identifications signs, and parking trailblazing signs as well as identify the appropriate locations to install these signs. Emphasis should be placed on parking guidance from Ardmore Avenue, Central Boulevard and Park Boulevard. Examples of wayfinding signage are shown below.



### Examples of Parking Wayfinding Signage

#### Better Utilization of the Central Boulevard and Park Boulevard Public Parking

Central Boulevard and Park Boulevard offer approximately 116 and 90 parking spaces, respectively (east and west of Ardmore Avenue) that are very underutilized. Consideration should be given to better sign these spaces as public parking and providing a pedestrian connection from the spaces on the south side of Central Boulevard east and west of Ardmore Avenue to the Illinois Prairie Path in order to make it more attractive and easier for patrons to utilize these spaces. In addition to improving wayfinding guidance to these spaces, as noted above, the following recommendations were developed to better utilize the public parking spaces during weekday evenings and weekends.

- Install gateway features at entryways to the public parking areas such as overhead signs, lot identification signs, and/or landscaping.
- Install uniform parking banner signs on the light poles along Ardmore Avenue, Central Boulevard and Park Boulevard.
- *Improve parking areas to enhance self-parking experience and promote the use of the lots.* This could include repaving/restriping the parking spaces, adding landscaping, and enhancing lighting as well as adding electric charging stations.
- *Develop visible pedestrian pass-through routes between the parking spaces on the south side of Central Boulevard and the Illinois Prairie Path.* This would require coordination with the DuPage County Division of Transportation and could be accomplished with pavement markings, new sidewalk and/or signage.
- *Improve pedestrian access to the Illinois Prairie Path and businesses to the south.* The parking spaces on the north side of Park Boulevard require walking on the grass or the street to reach the existing pedestrian system. A sidewalk segment could be installed along the north side of the parking spaces connecting with the recommended connection to the Illinois Prairie Path.



- *Encourage valet parking.* Have businesses develop a valet plan to utilize the on-street parking spaces in front of their respective businesses and valet vehicles to underutilized parking areas in the downtown area.

### Better Utilization of On-Street Parking During Evenings and Weekends

Many of the on-street parking spaces along Ardmore Avenue have a time limit of two to four hours until 6:00 P.M. However, most of the businesses within the Ardmore Avenue downtown are closed by 5:00 P.M. In order to better utilize the on-street parking spaces, consideration should be given to removing the restriction or reducing it to be from 9:00 A.M. to 5:00 P.M. This would provide more unrestricted parking should new restaurants in the area or other type of nighttime businesses begin to be developed.

### Elimination of Parking Requirements for Non-Residential Uses with MX Districts

The Ardmore Avenue downtown area is mainly composed of various MX zoning categories. Based on the result of the surveys there is plenty of parking available to eliminate the parking requirement for non-residential uses within the Ardmore Avenue downtown area. This would allow for the greatest amount of usage of existing parking facilities and provide for redevelopment opportunities that will not be burdened with required parking minimums while existing parking spaces remain empty.

The requirement of additional unwarranted parking is a disservice to the limited amount of land available in the Ardmore Avenue downtown area and is not the highest and best use long term for the Village's economic growth. The elimination of non-residential parking minimums would not be imposed should a project site desires to provide onsite parking for their own internal needs while still ensuring that residences have adequate overnight parking supply, so as to not burden the public on-street parking areas.

## 5. Conclusions

This report summarizes the findings from a parking demand assessment of the public parking supply in the Ardmore Avenue downtown area in Villa Park, Illinois. The study area for the parking assessment was selected by Village staff and is generally bounded by School Street on the north, Cornell Avenue on the east, Highland Avenue on the south, and Princeton Avenue on the west. The study area consists of private parking lots and on-street parking spaces that are both regulated and unregulated and are used by downtown employees, visitors, and patrons.

The purpose of this study was to assist the Village of Villa Park in the evaluation of the existing and future parking demand operations and develop recommendations on Village Code appropriateness.

The following summarizes the findings and results of the study.

### Existing Downtown Parking Supply

- The downtown study area provides a total of 269 public parking spaces with approximately 206 of these spaces located along Central Boulevard and Park Boulevard.
- Approximately 15 private off-street locations with a total of approximately 444 parking spaces are provided throughout the downtown area.
- Approximately 155 spaces of the 269 on-street spaces are signed for 4-hour parking from 9:00 A.M. to 6:00 P.M. and 80 spaces are signed for 2-hour parking from 9:00 A.M. to 6:00 P.M. The remaining 34 on-street spaces do not have any time restrictions.

### Existing Downtown Parking Occupancy

- Parking occupancy surveys were performed on Thursday May 4, 2023 and Saturday May 6, 2023 from 9:00 A.M. to 12:00 A.M.
- Of the two days in which the parking occupancy surveys were performed, the peak utilization of public parking in the Ardmore Avenue downtown area occurred during the Saturday evening (5:00 P.M.) when 112 of the 269 public parking spaces (41.6%) were occupied.
- The peak parking utilization of public parking on a weekday occurred at 1:00 P.M. when 69 of the 269 public parking spaces (25.6%) were occupied.
- Of all the on-street parking surveyed, parking utilization was highest on both sides of Ardmore Avenue between Park Boulevard and Highland Avenue on Thursday from 2:00 P.M. to 6:00 A.M. where the on-street parking was either at capacity or one vehicle over capacity (illegally parked).

- Parking utilization was the lowest along School Street throughout the two surveyed days.

## Projected Parking Demand

- The study examined the parking impact of two downtown redevelopment sites. One site consist of a funeral home replacing the existing Steuerle Funeral Home while the other is the construction of a 23-unit apartment building to be located in the southeast quadrant of the intersection of Park Boulevard with Princeton Avenue (27 W. Park Boulevard).
- The Knollcrest Villa Park Funeral Home is the proposed redevelopment of the existing Steuerle Funeral Home. The redevelopment will provide 38 off-street parking spaces, 4 staff off-street parking spaces and 16 on-street parking spaces for a total of 58 parking spaces. Under current conditions, the Steuerle Funeral Home has 44 off-street parking spaces. As such, the proposed redevelopment of the funeral home will provide a net increase of 14 additional parking spaces.
- This 27 W. Park Boulevard apartment development is proposed to be located in the southeast quadrant of the intersection of Park Boulevard and Princeton Avenue. The subject site is currently occupied by a law office and a private parking lot providing 25 off-street parking spaces. As proposed, the site will be redeveloped with a four-story building providing 23 apartment units and approximately 33 off-street parking spaces and six new on-street parking spaces.

## Summary of Recommendations

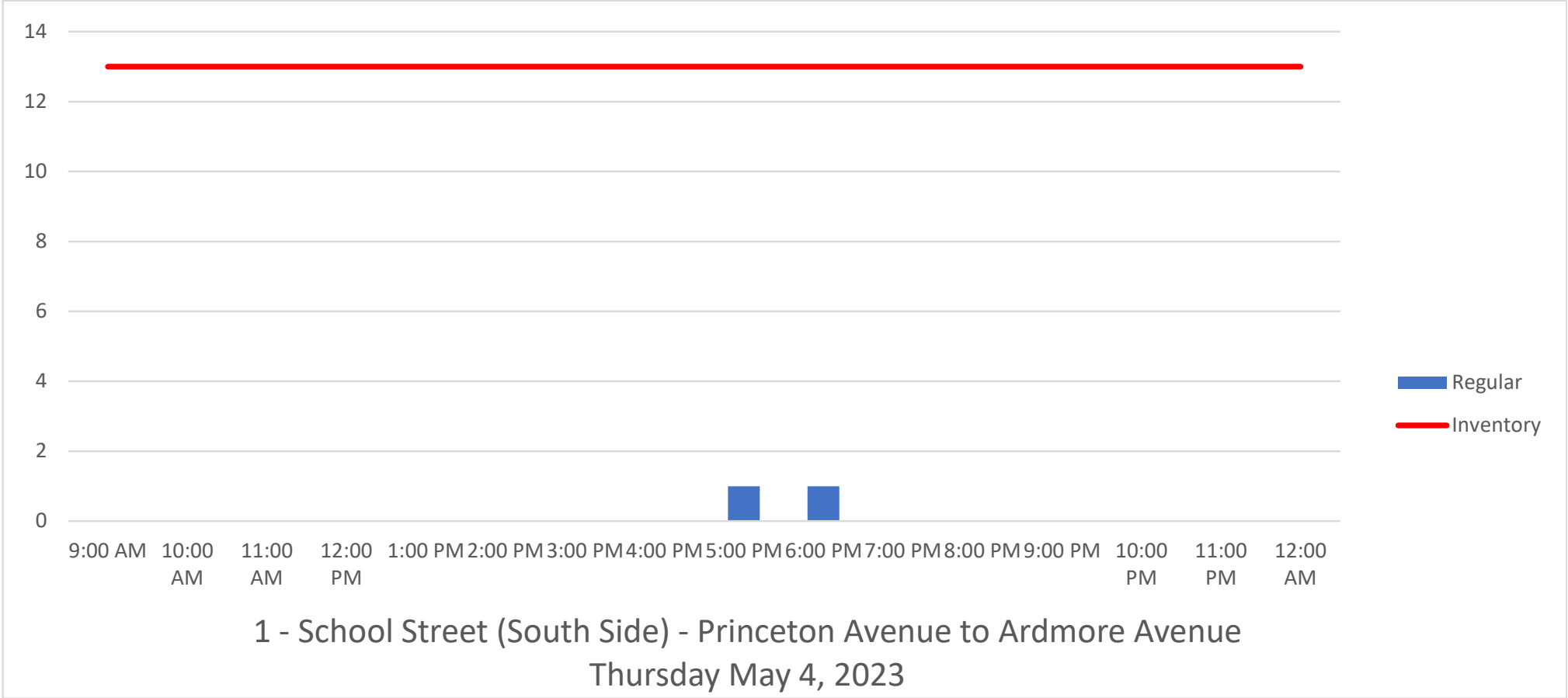
As part of the study, recommendations were developed to increase utilization of the public parking supply, mitigate areas where the availability of public parking is constrained, enhance/encourage valet parking operations, and utilize newer parking technologies for enforcement and payment.

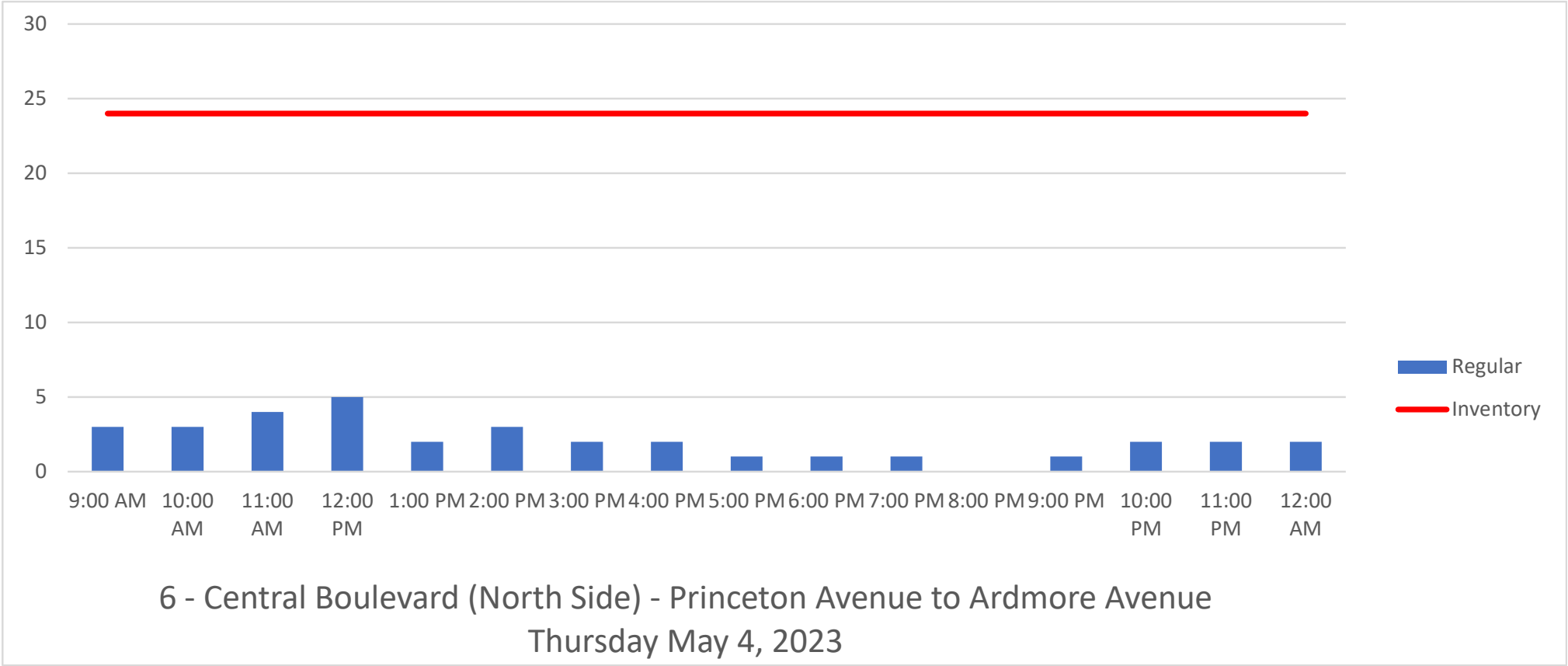
- *Enhance Marketing and Wayfinding.* Recommendations intended to better market the public parking areas and provide directional guidance to reach the facilities include (1) development of a downtown parking map to be publicized through multiple media platforms, as well as on Google and Apple Maps and (2) development and installation of a comprehensive wayfinding signage system including directional parking signs, on-street parking identifications signs, and parking trailblazing signs.

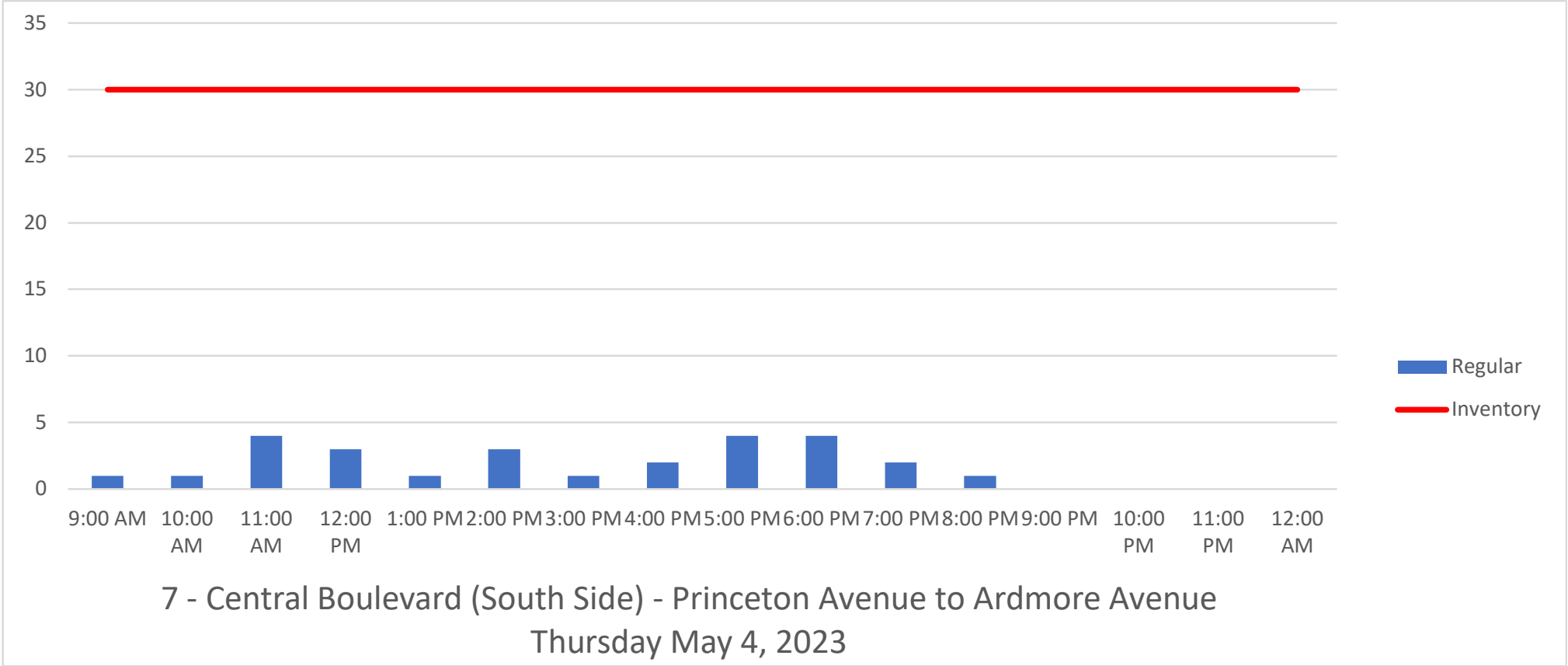
- *Better Utilization of Central Boulevard and Park Boulevard Public Parking.* Recommendations include (1) better signing these spaces as public parking and providing a pedestrian connection from the spaces on the south side of Central Boulevard east and west of Ardmore Avenue to the Illinois Prairie Path in order to make it more attractive and easier for patrons to utilize these spaces, (2) installing gateway features at entryways to the public parking areas such as overhead signs, lot identification signs, and/or landscaping, (3) developing visible pedestrian pass-through routes to the Illinois Prairie Path and Central Boulevard via pavement/sidewalk markings and signage, and (4) improving pedestrian accessibility by providing a sidewalk segment along the south side of the parking spaces on Central Boulevard connecting with the recommended connection to the Illinois Prairie Path.
- *Encourage valet parking.* Have businesses develop a valet plan to utilize the on-street parking spaces in front of their respective businesses and valet vehicles to underutilized parking areas in the downtown area.
- *Better Utilization of On-street Parking during Evenings and Weekends.* Recommendations include removing the existing parking restriction or reducing the four-hour restriction to be from 9:00 A.M. to 5:00 P.M. in order to provide more unrestricted parking should new restaurants in the area or other type of nighttime businesses begin to be developed.
- *Elimination of Parking Requirements for Non-Residential Uses with MX Districts.* Recommendations intended to allow for the greatest amount of usage of existing parking facilities and provide for redevelopment opportunities that will not be burdened with required parking minimums while existing parking spaces remain empty. This elimination of non-residential minimums would not be imposed should a project site desires to provide onsite parking for their own internal needs.

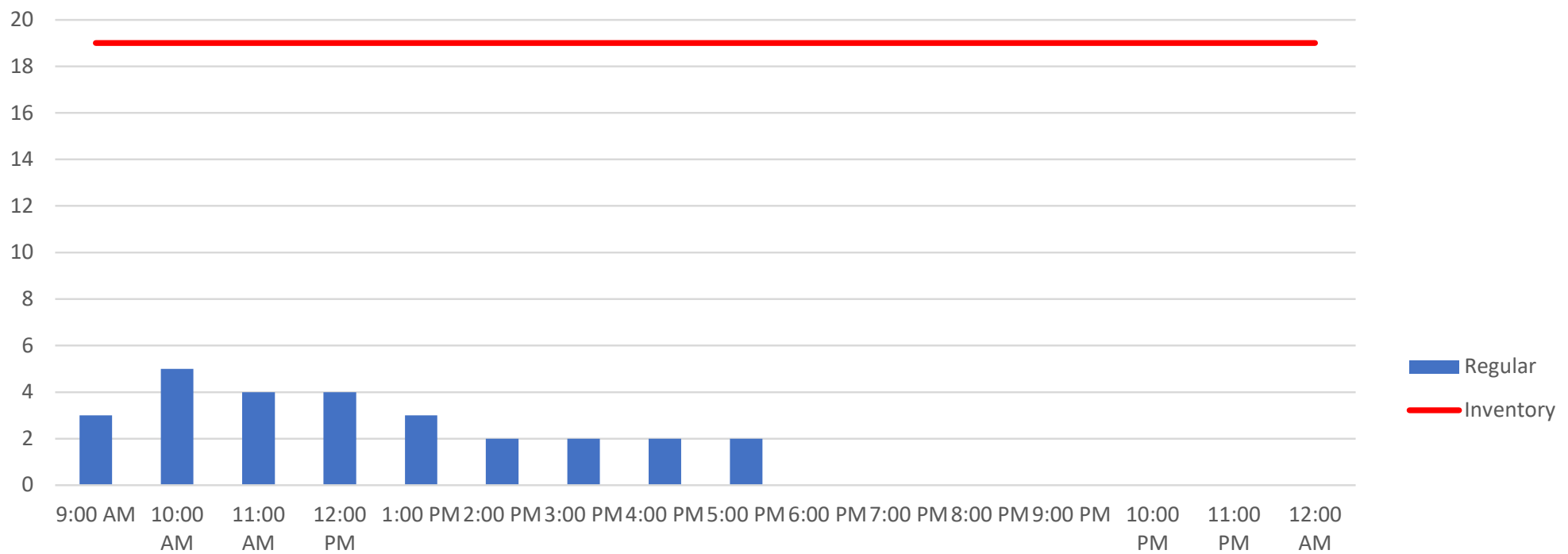
# Appendix

Thursday May 4, 2023  
On-Street Parking Survey

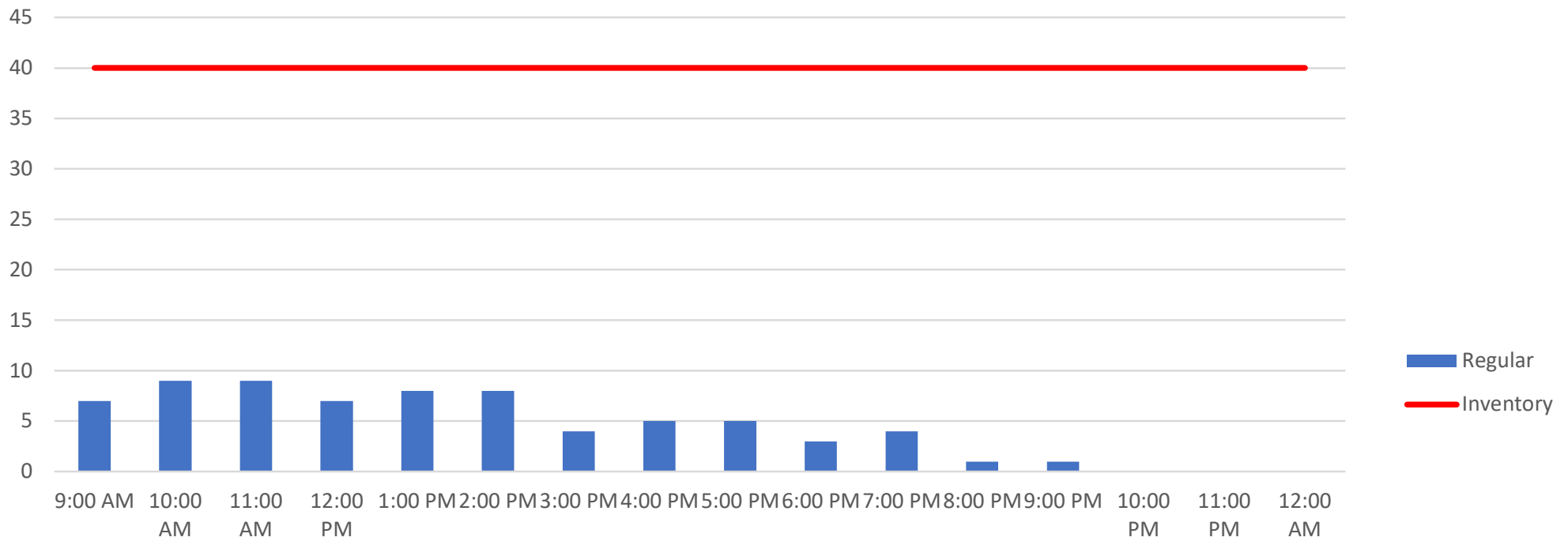




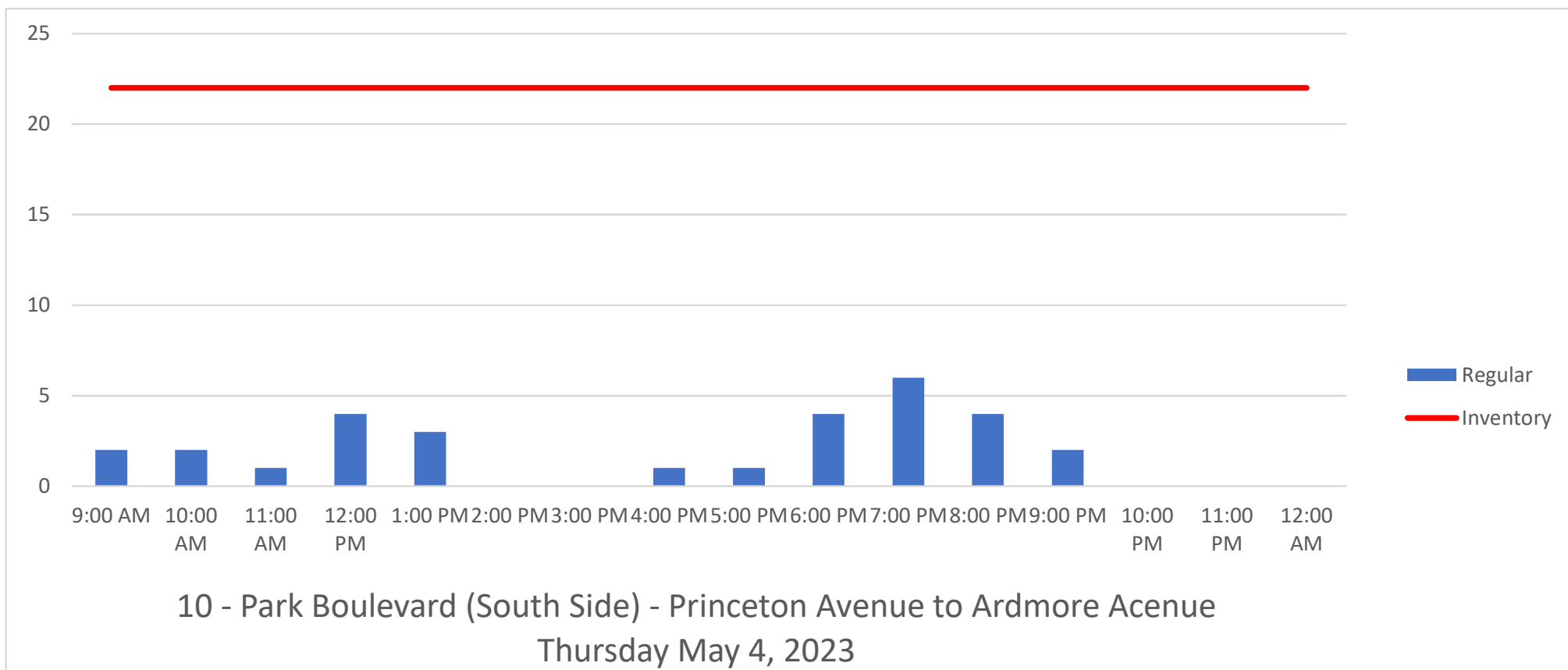


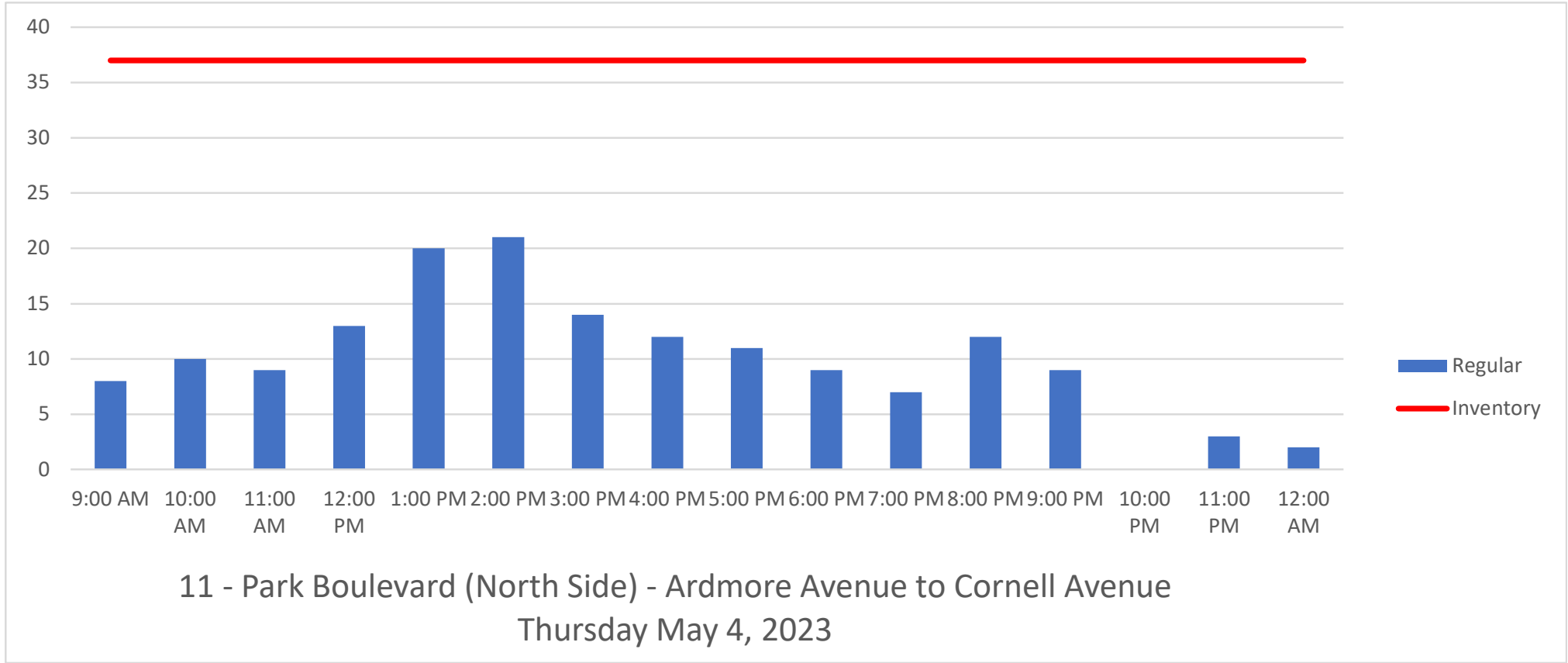


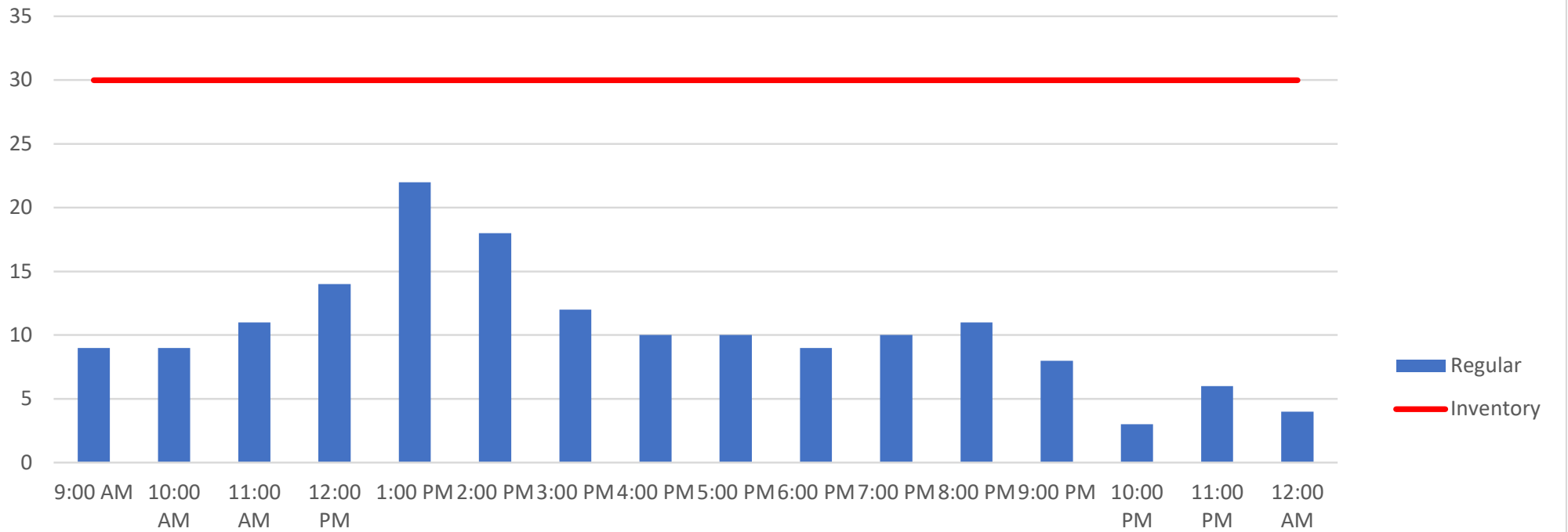
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Thursday May 4, 2023



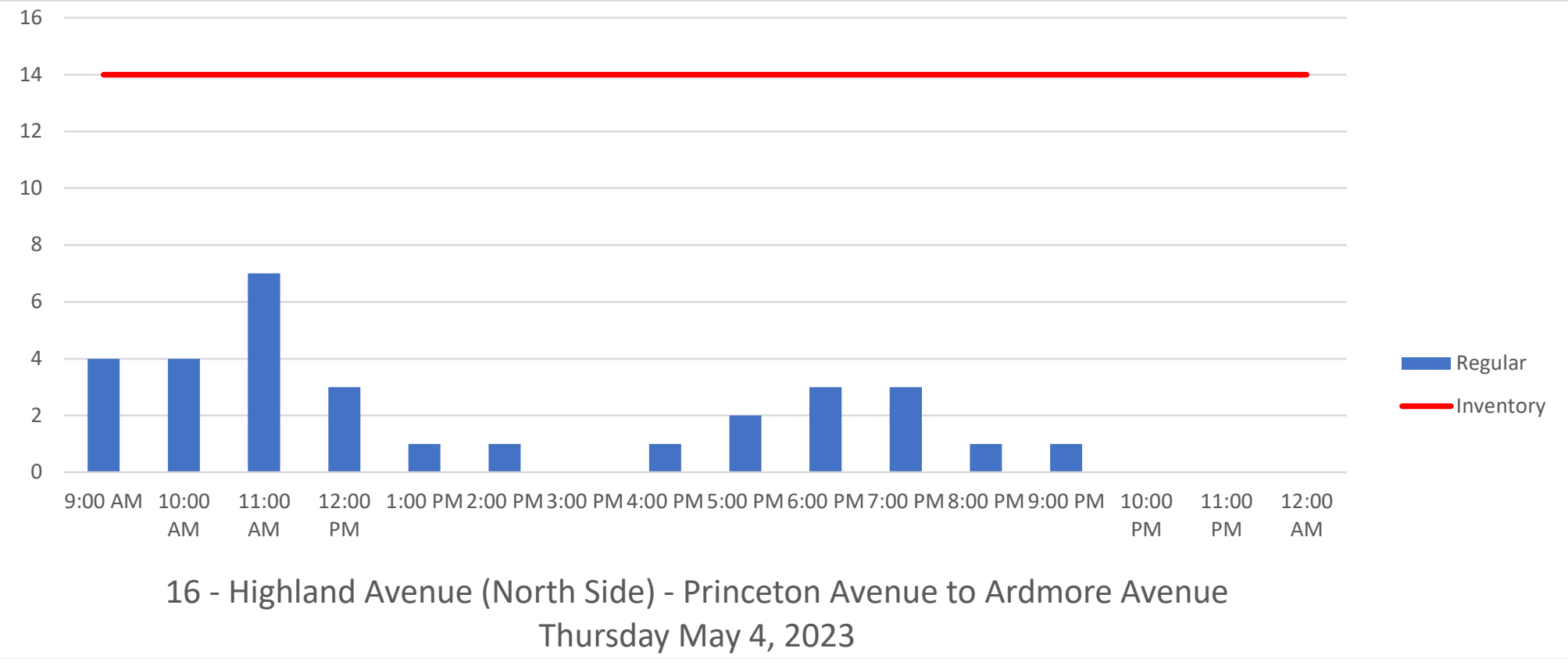
9 - Central Boulevard (South Side) - Ardmore Avenue to Cornell Avenue  
Thursday May 4, 2023

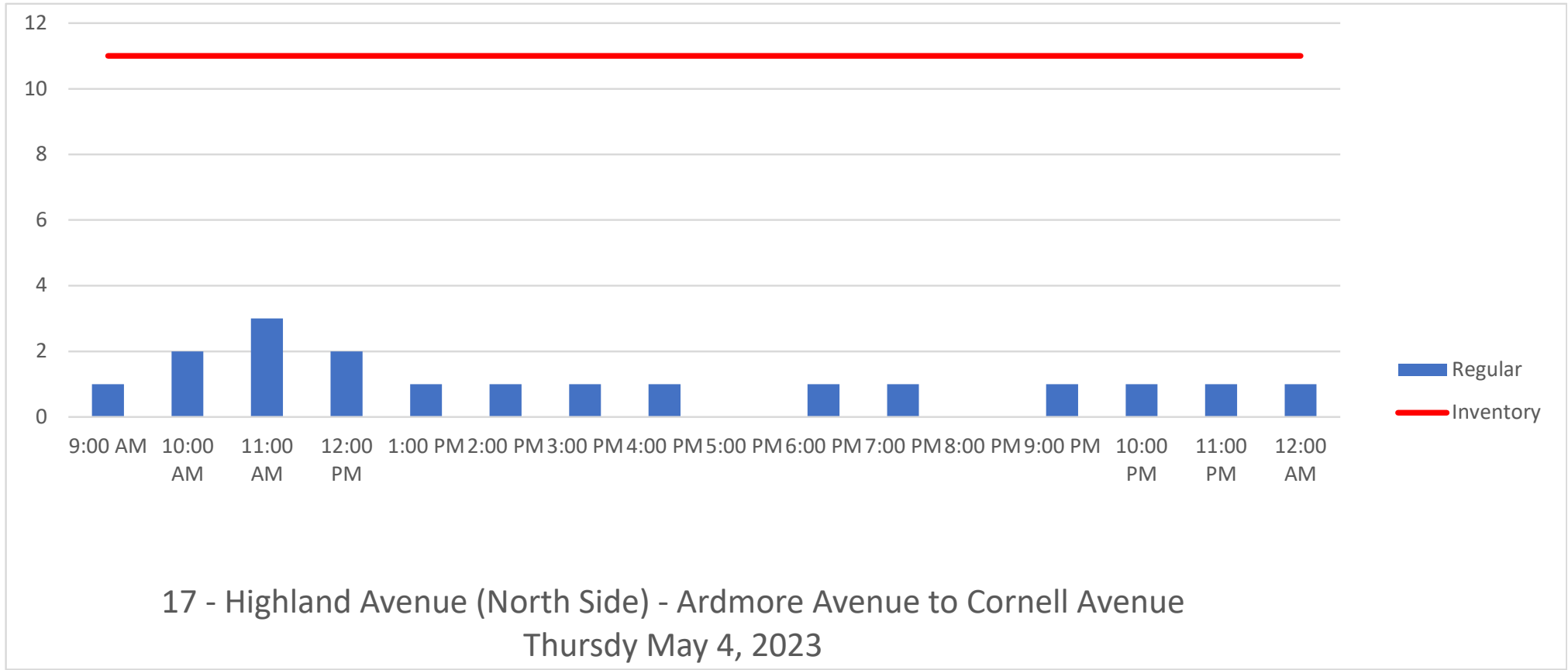


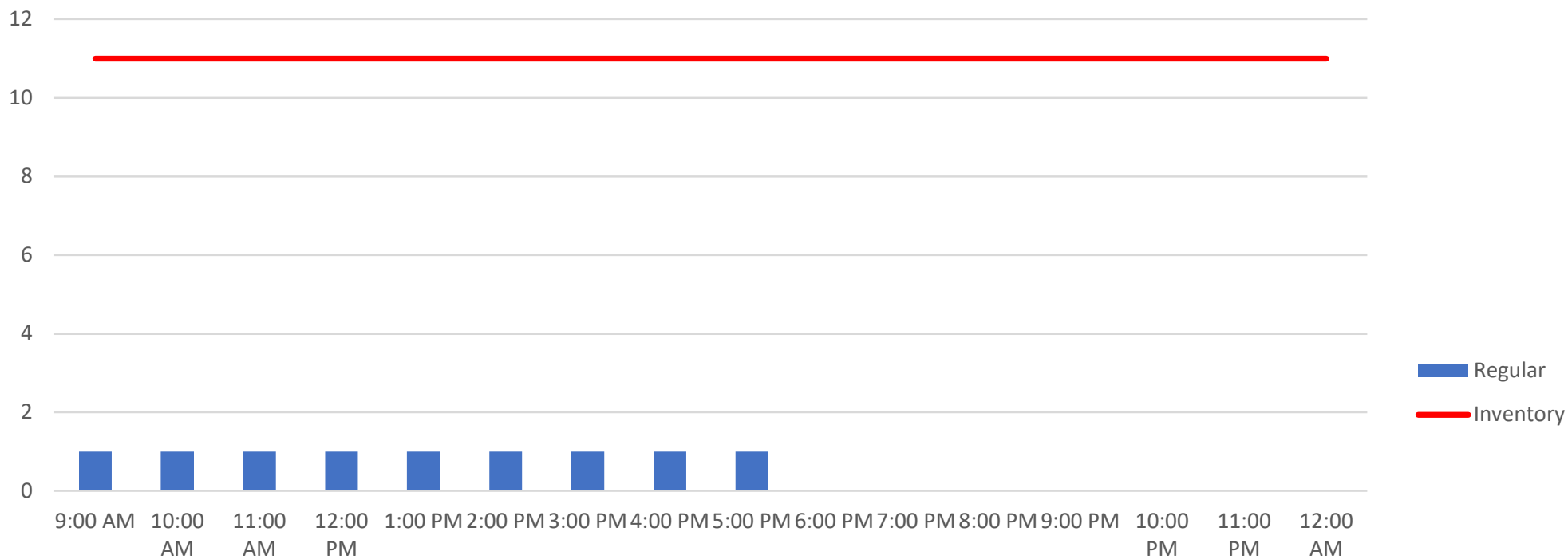




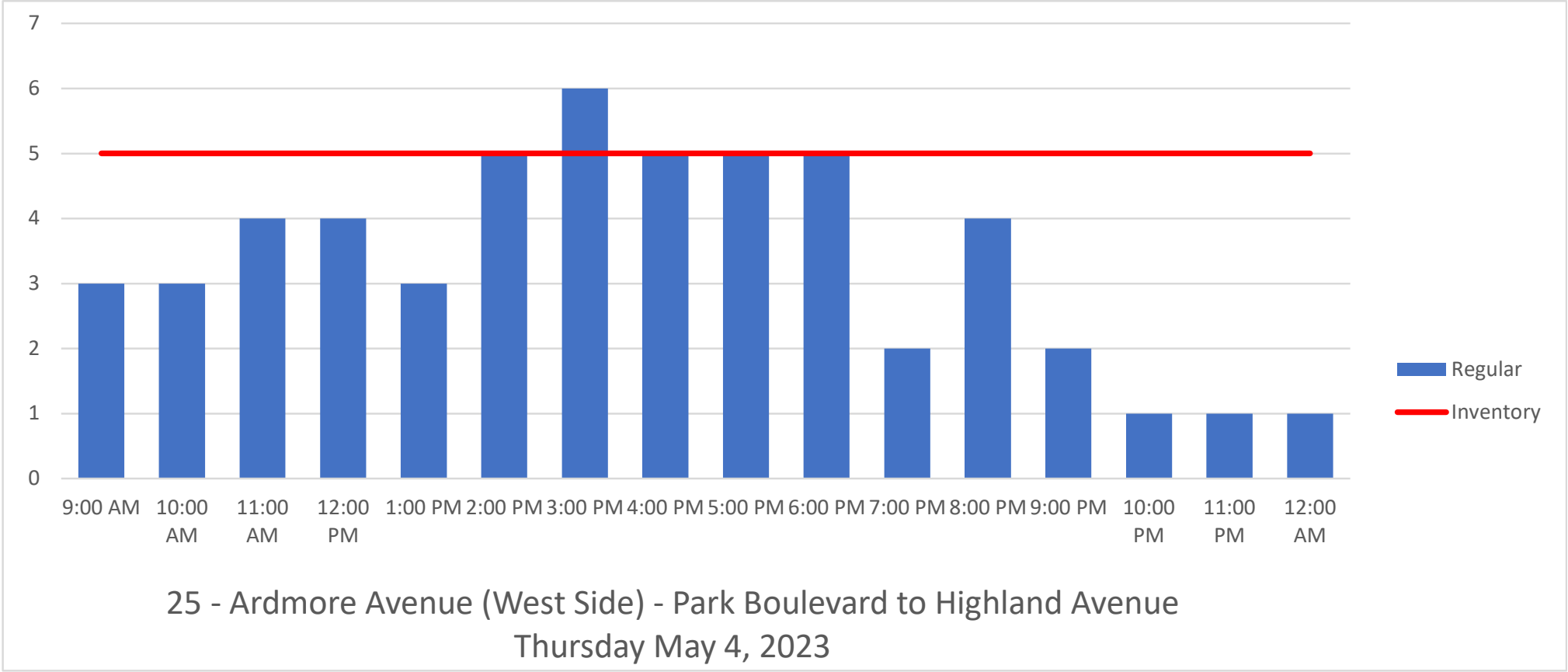
12 - Park Boulevard (South Side) - Ardmore Avenue to Cornell Avenue  
Thursday May 4, 2023

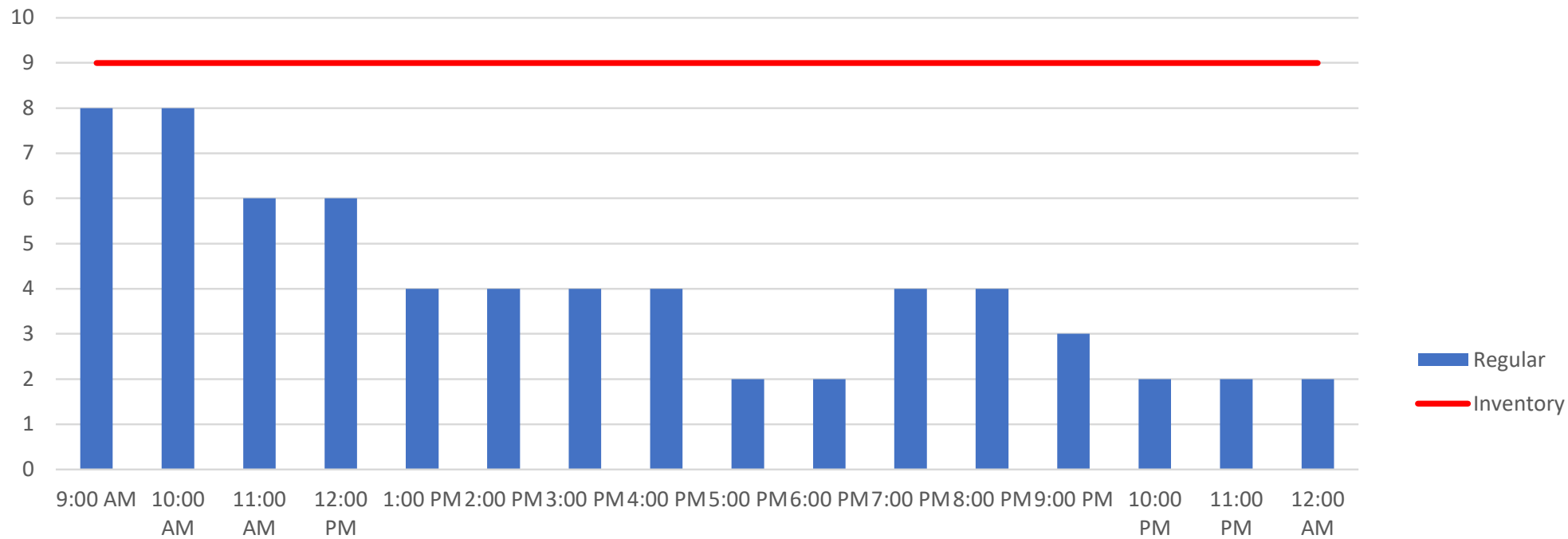






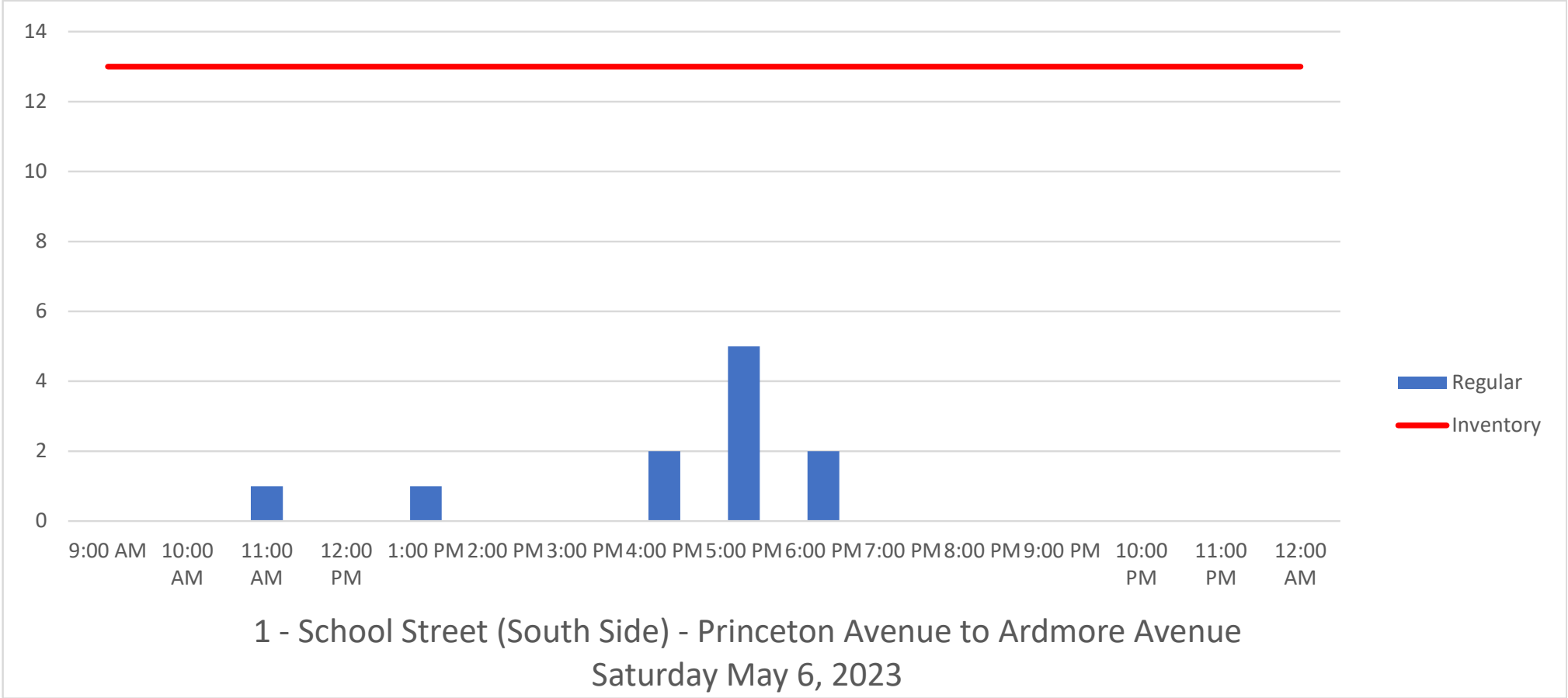
18 - Cornell Avenue (West Side) - Park Boulevard to Highland Avenue  
Thursday May 4, 2023

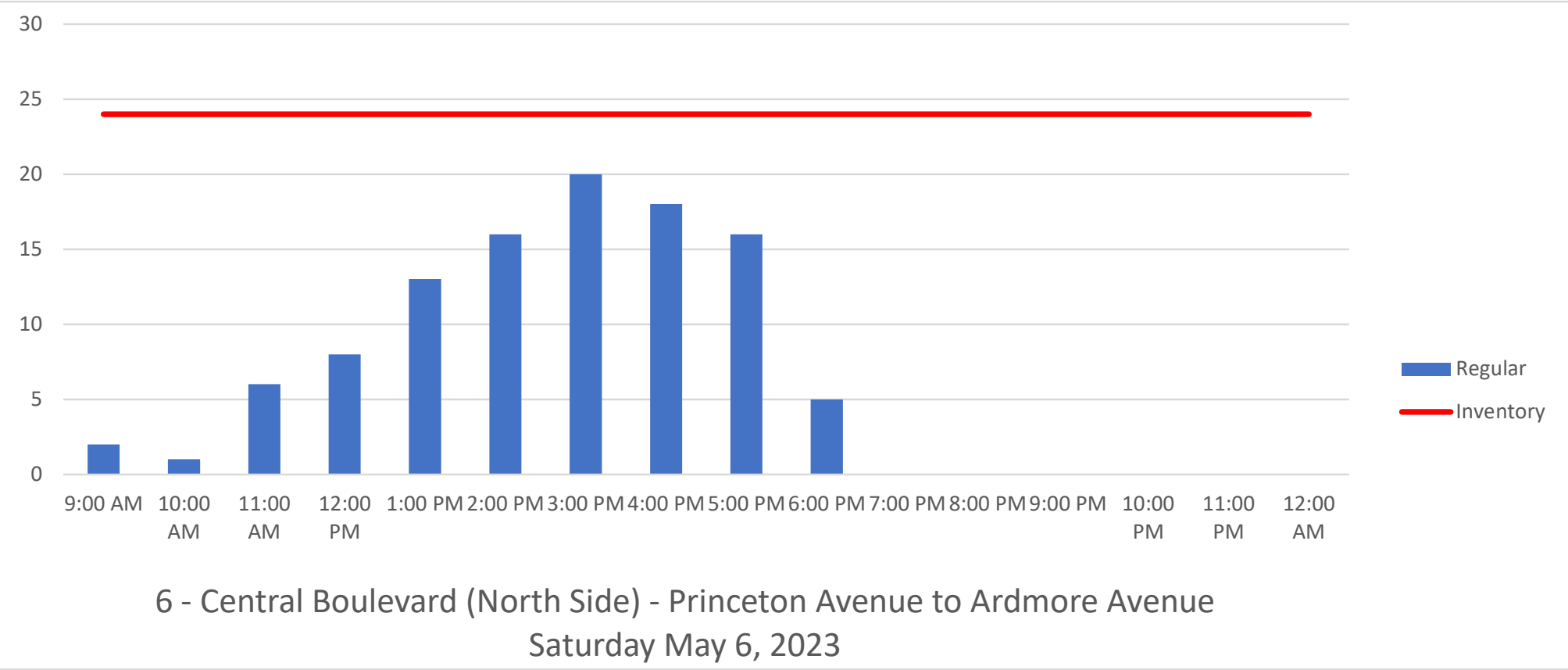


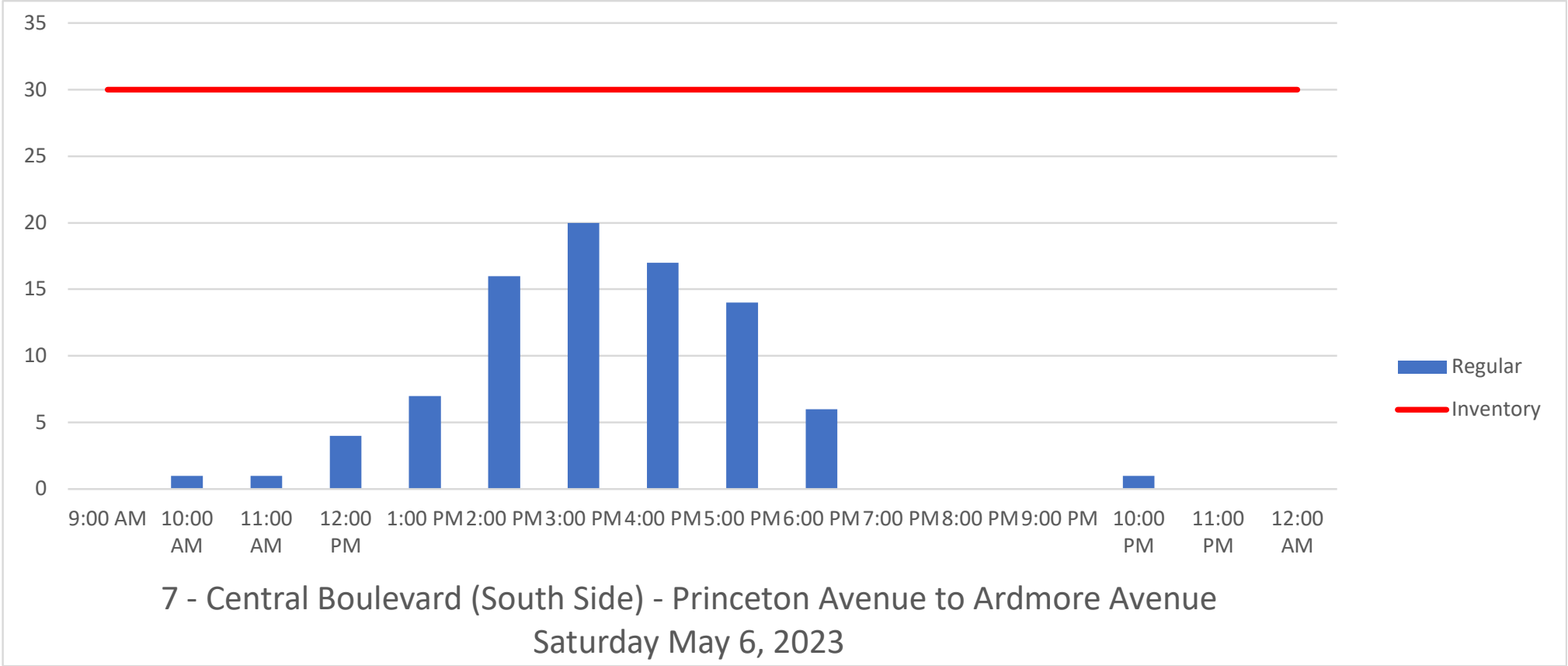


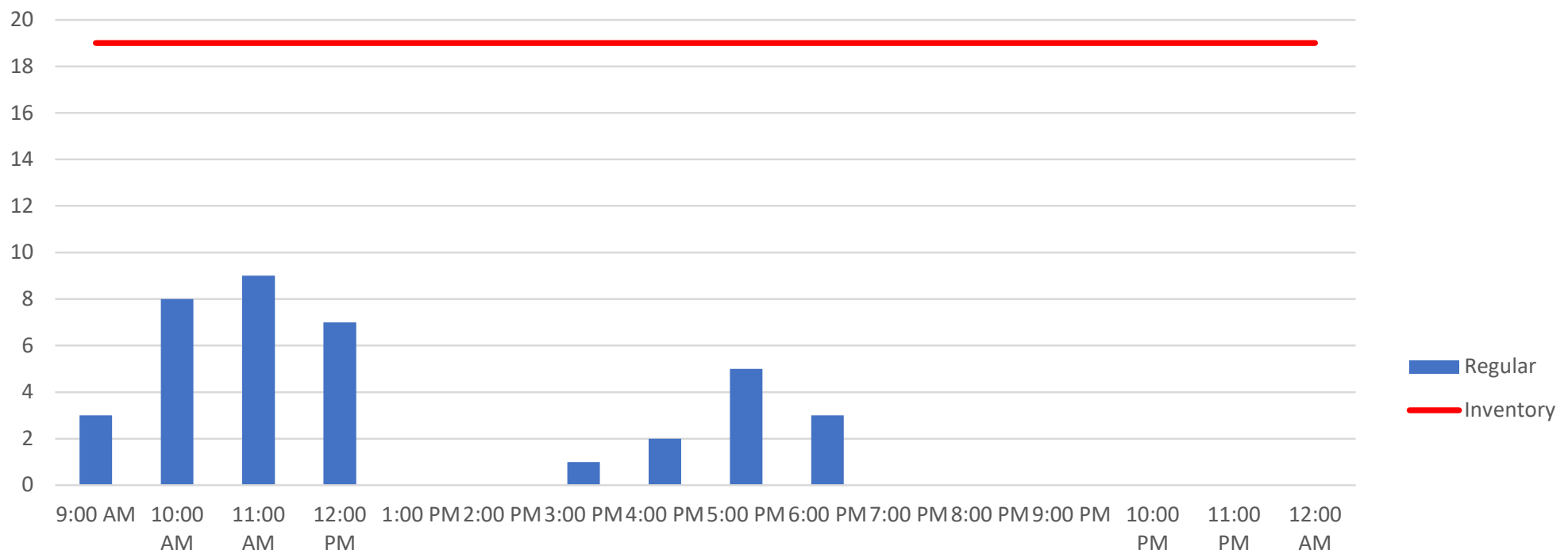
26 - Ardmore Avenue (East Side) - Park Boulevard to Highland Avenue  
Thursday May 4, 2023

Saturday May 6, 2023  
On-Street Parking Survey

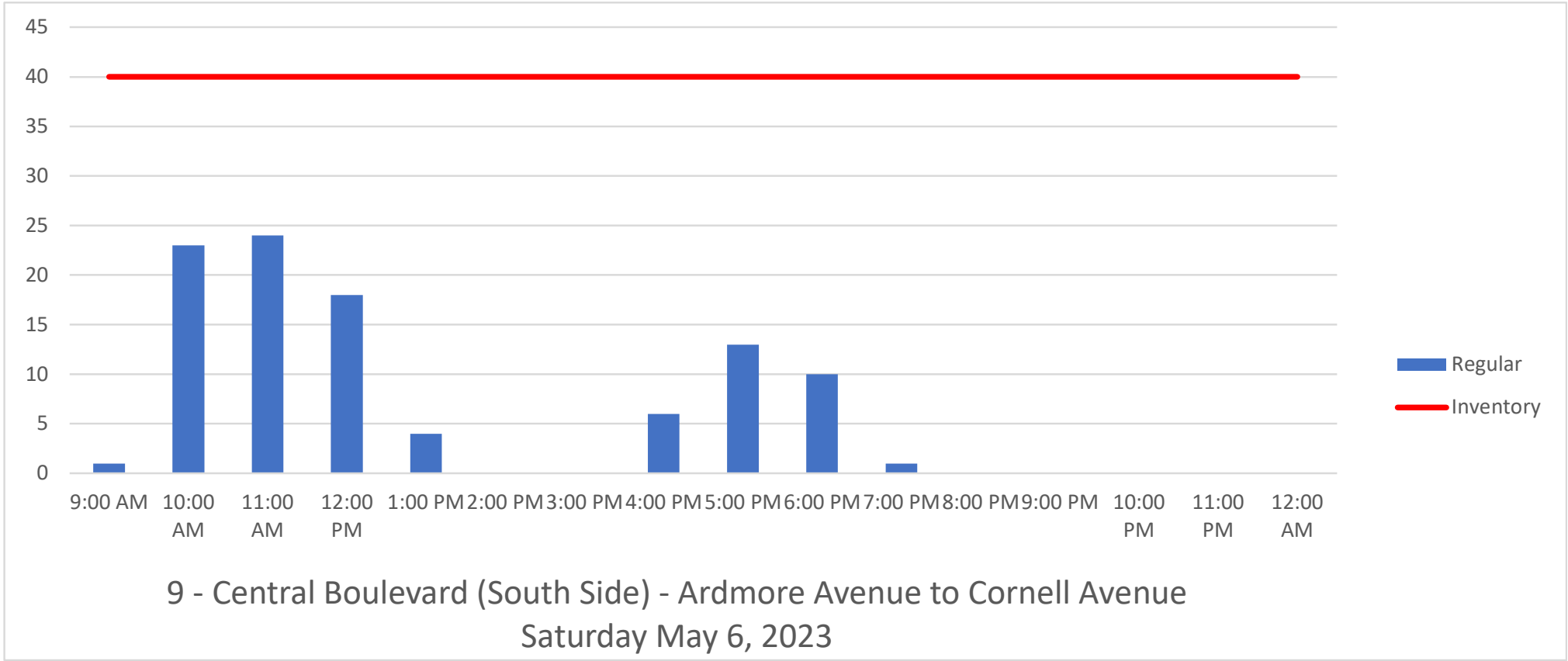


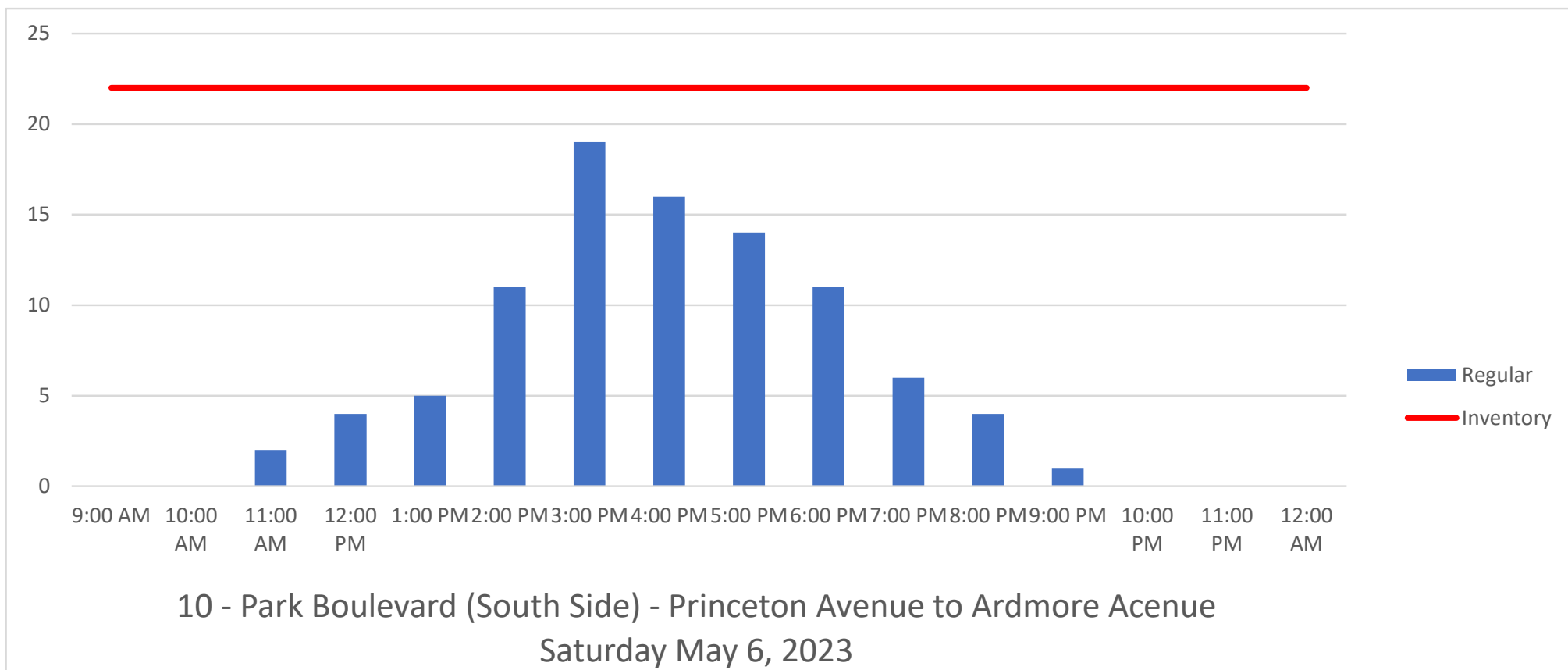


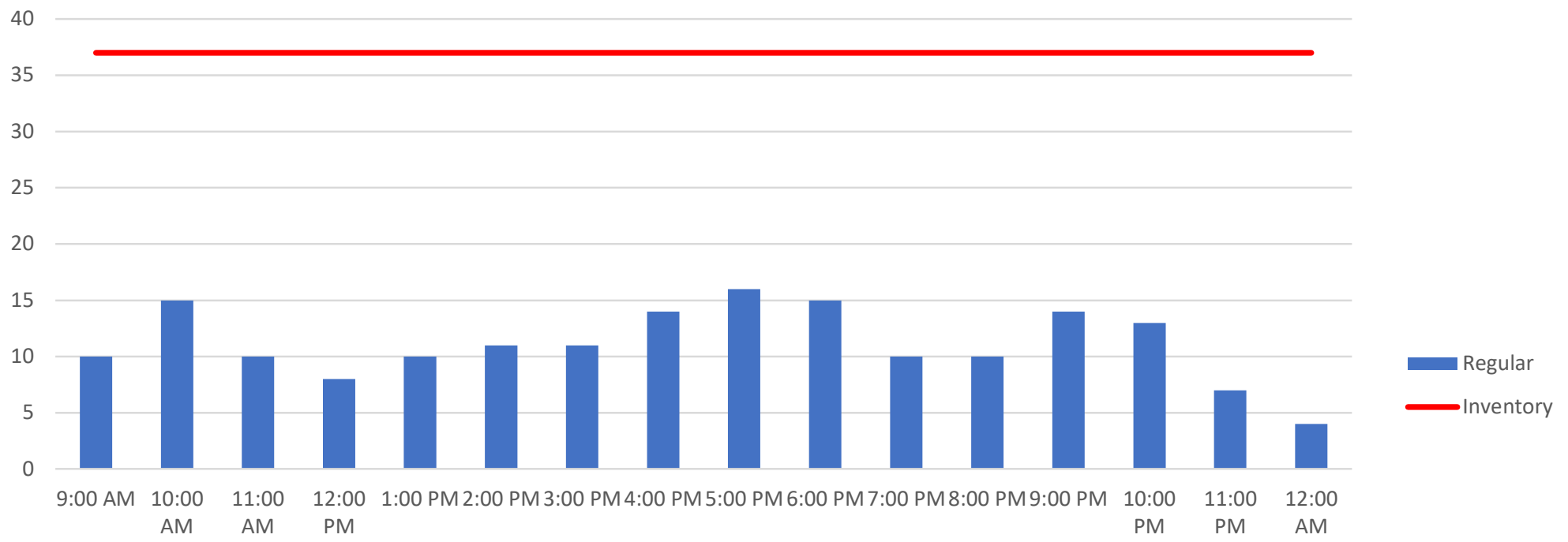




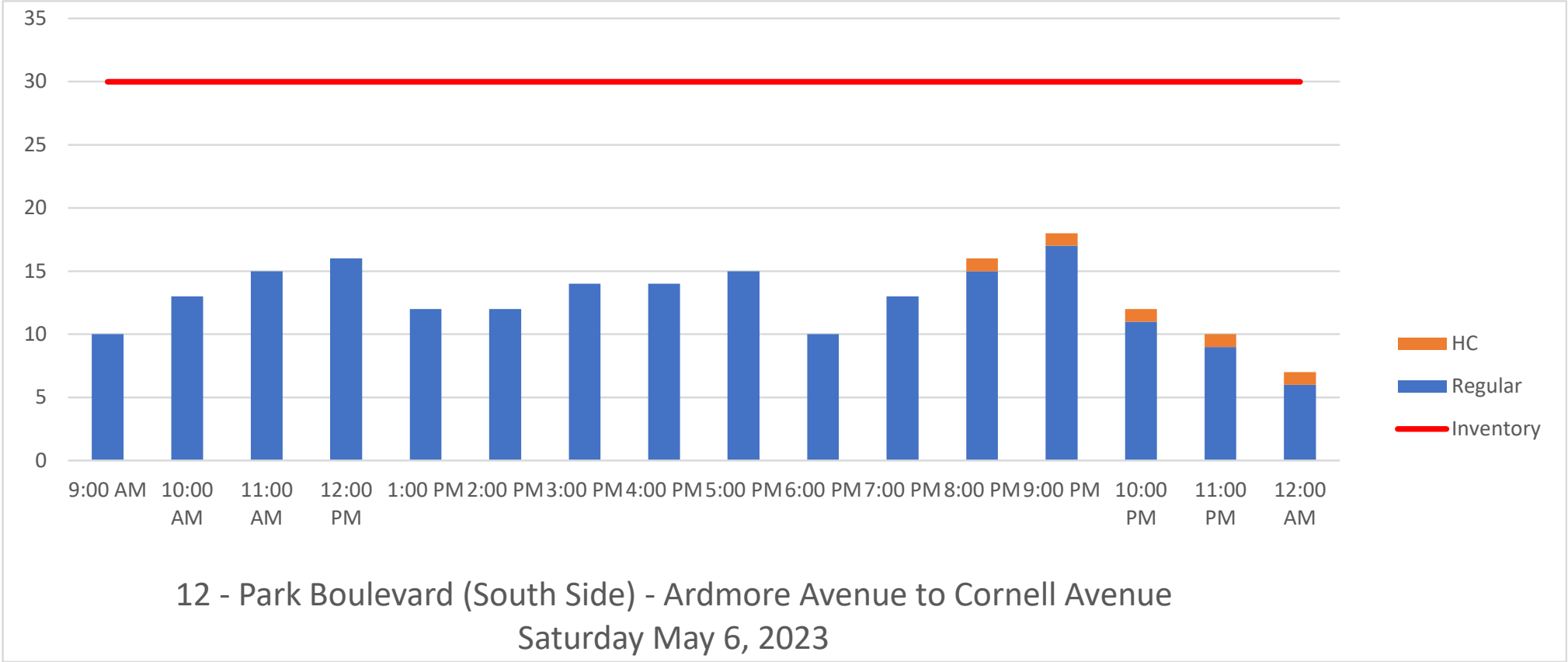
8 - Central Boulevard (North Side) - Ardmore Avenue to Cornell Avenue  
Saturday May 6, 2023

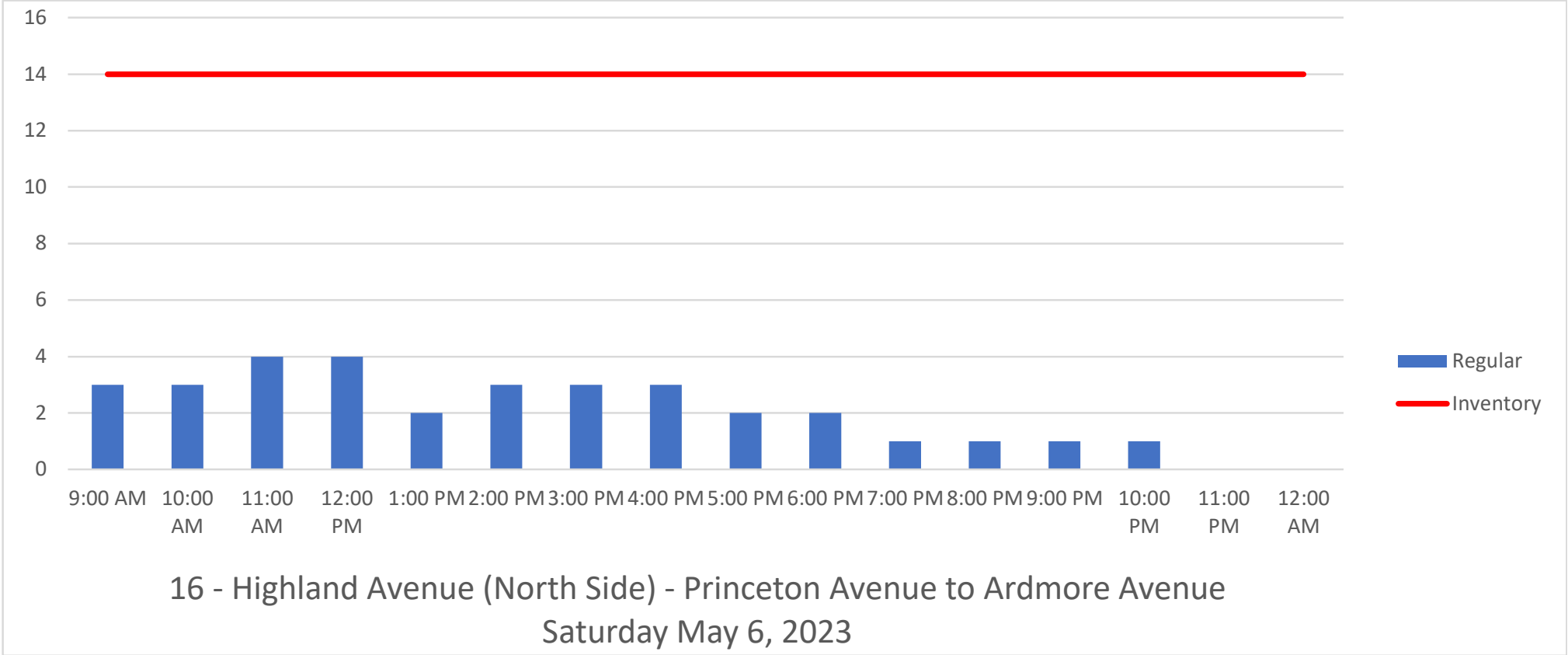


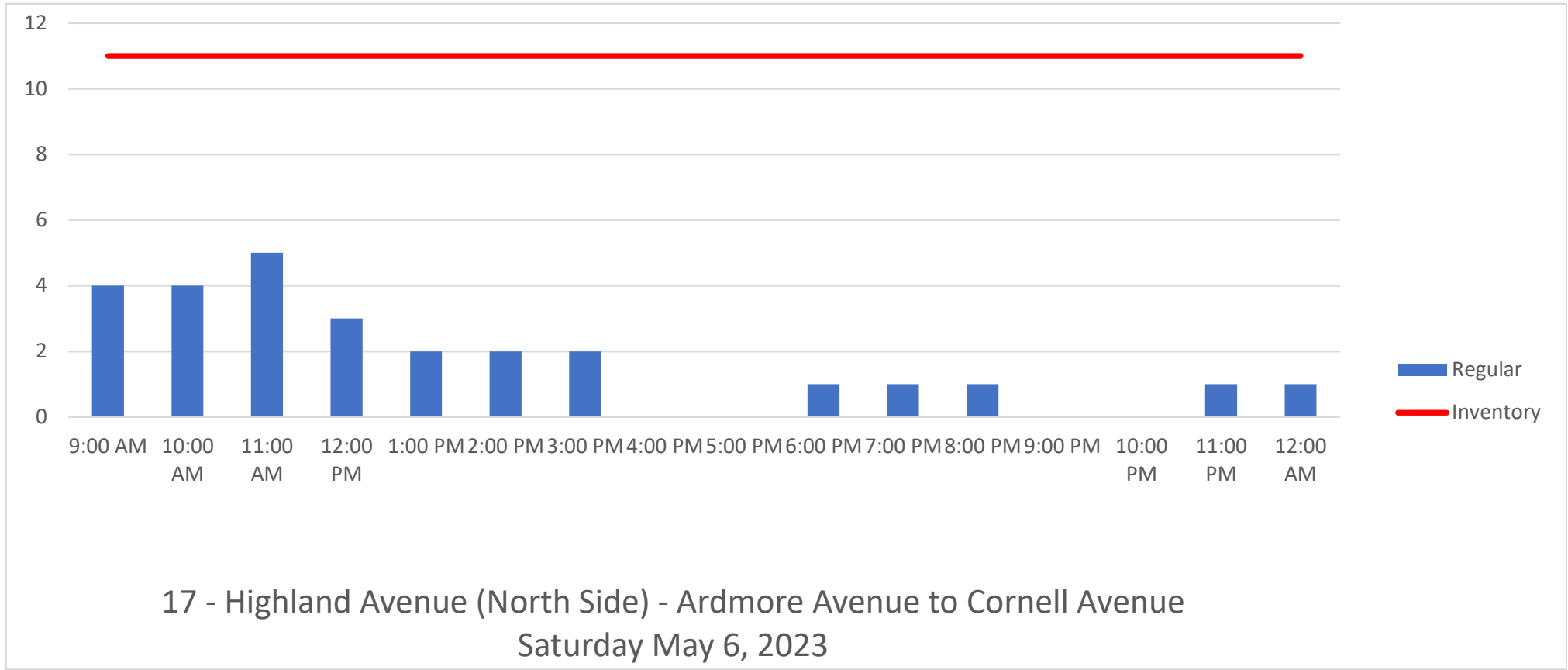


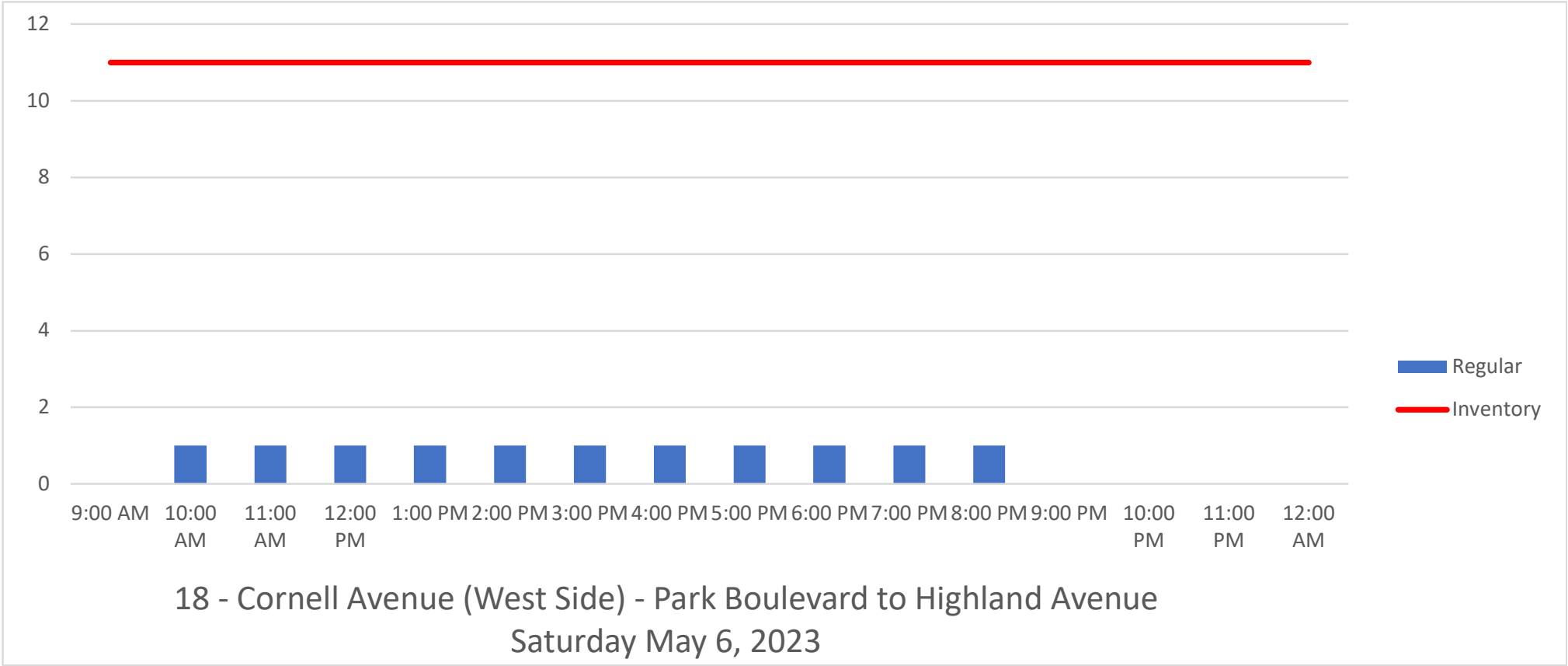


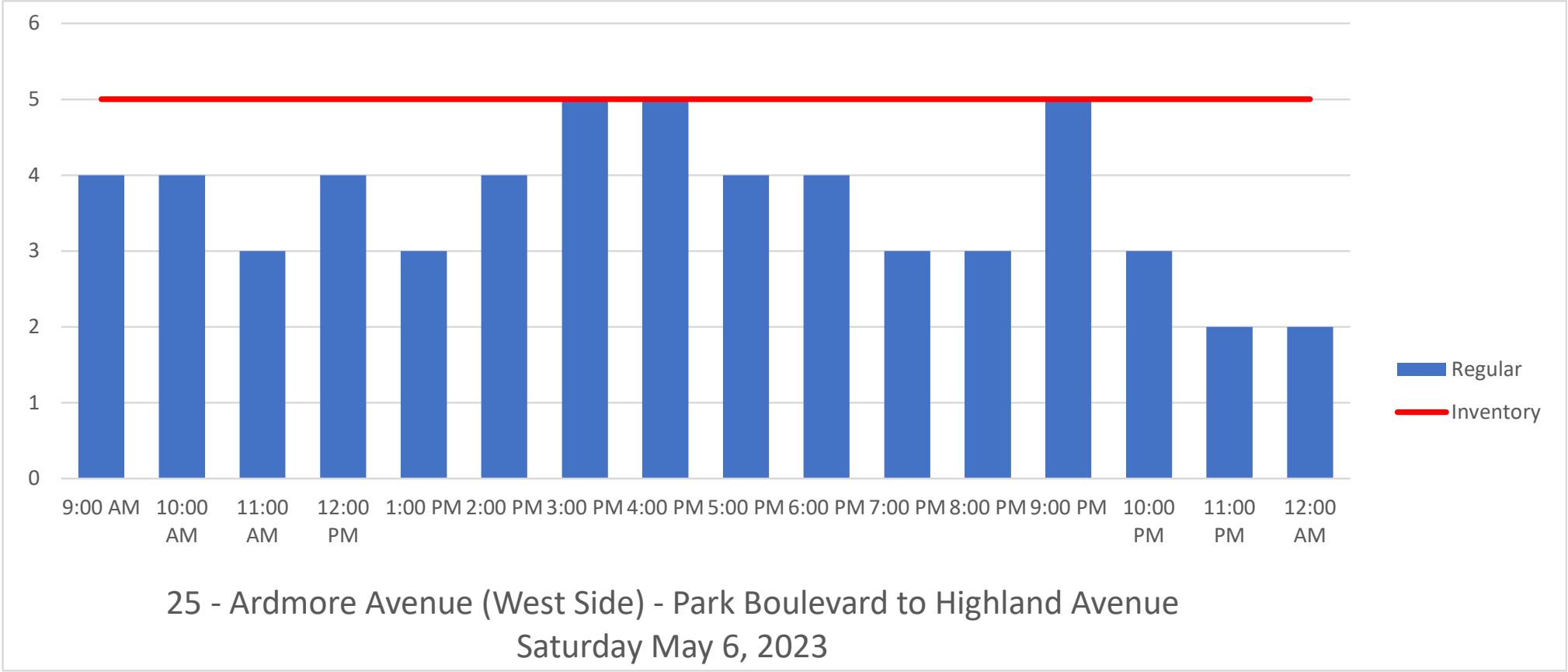
11 - Park Boulevard (North Side) - Ardmore Avenue to Cornell Avenue  
Saturday May 6, 2023

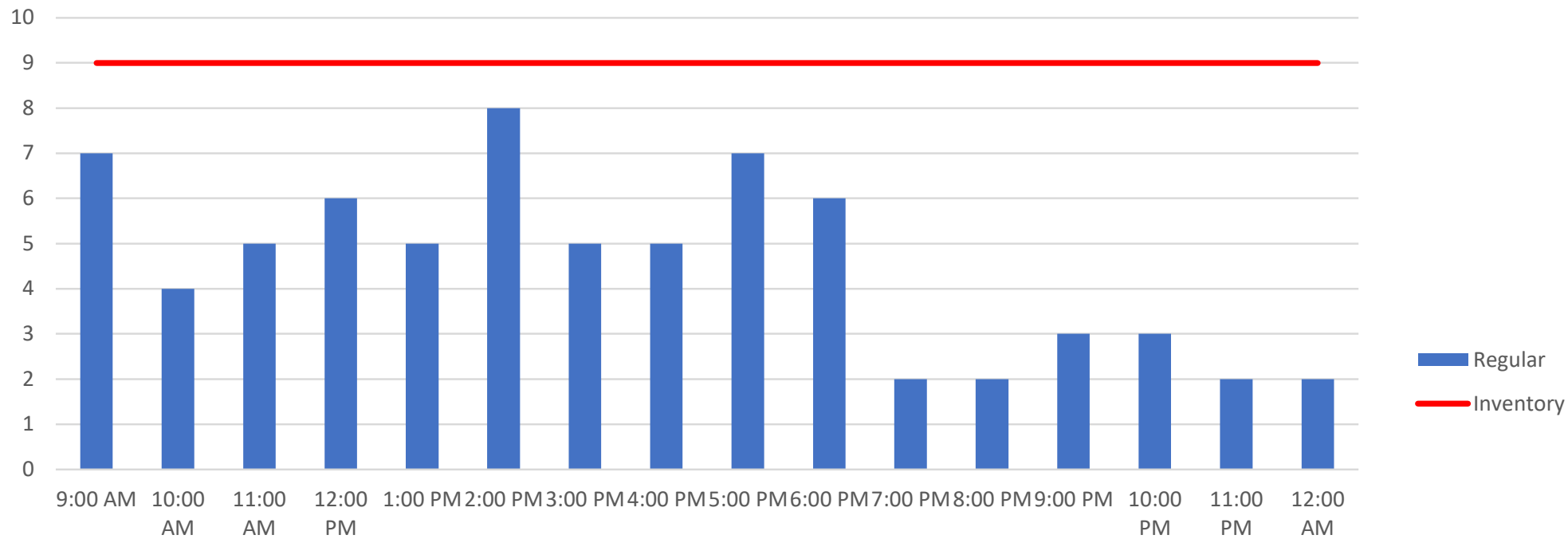






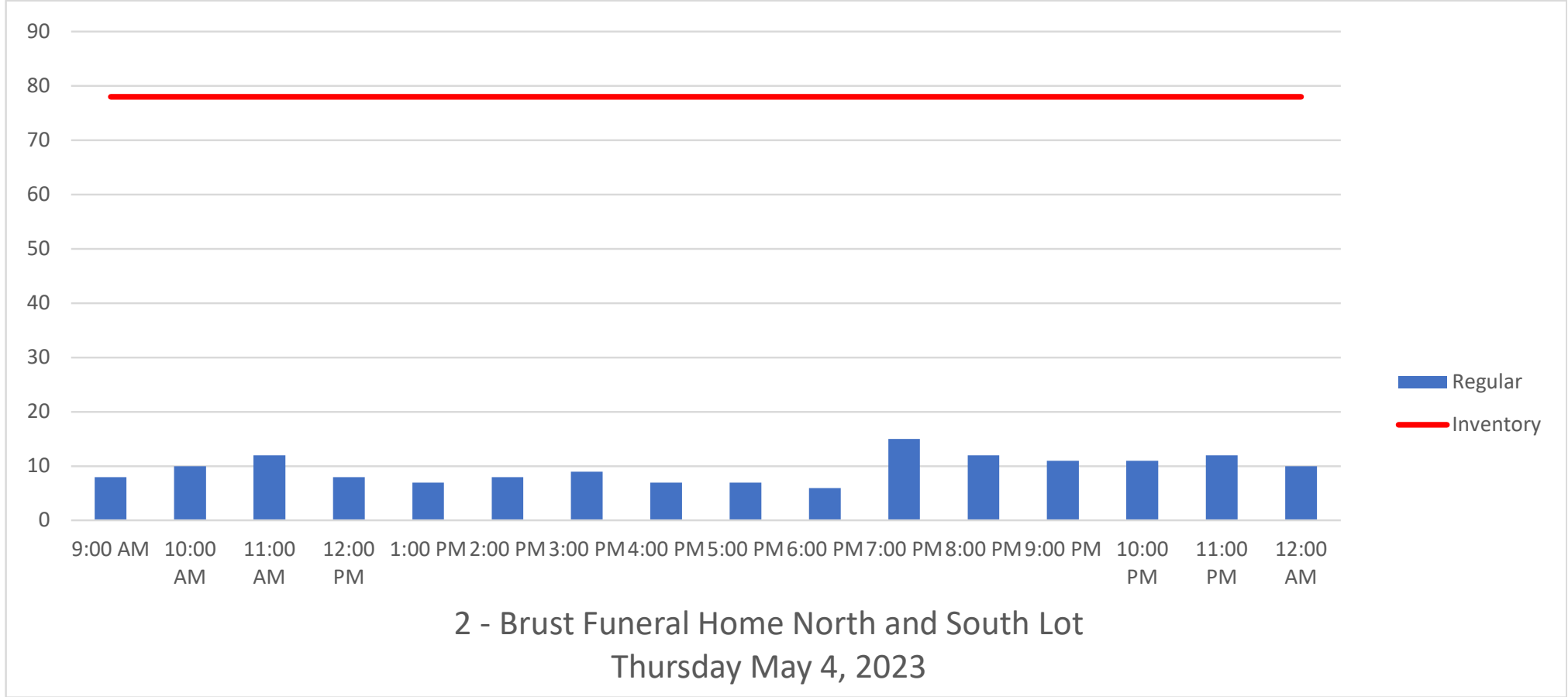


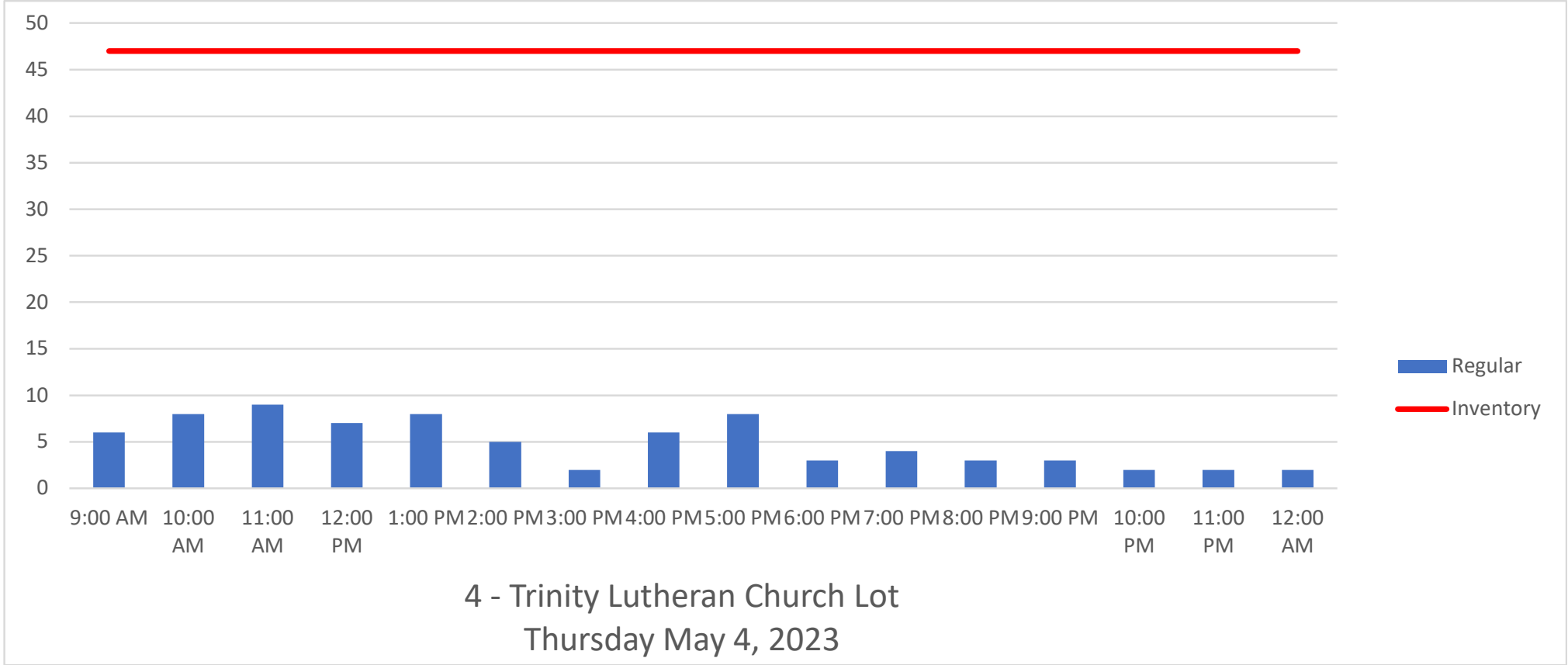


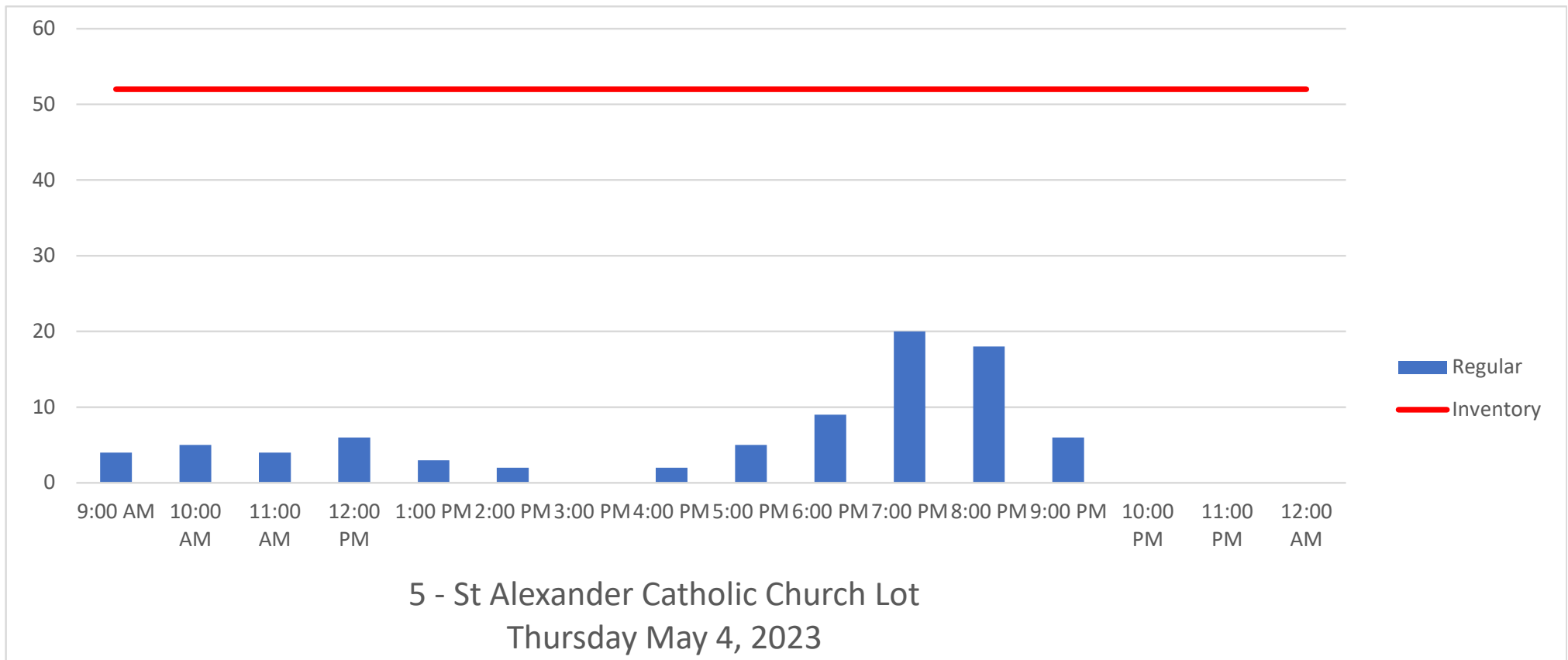


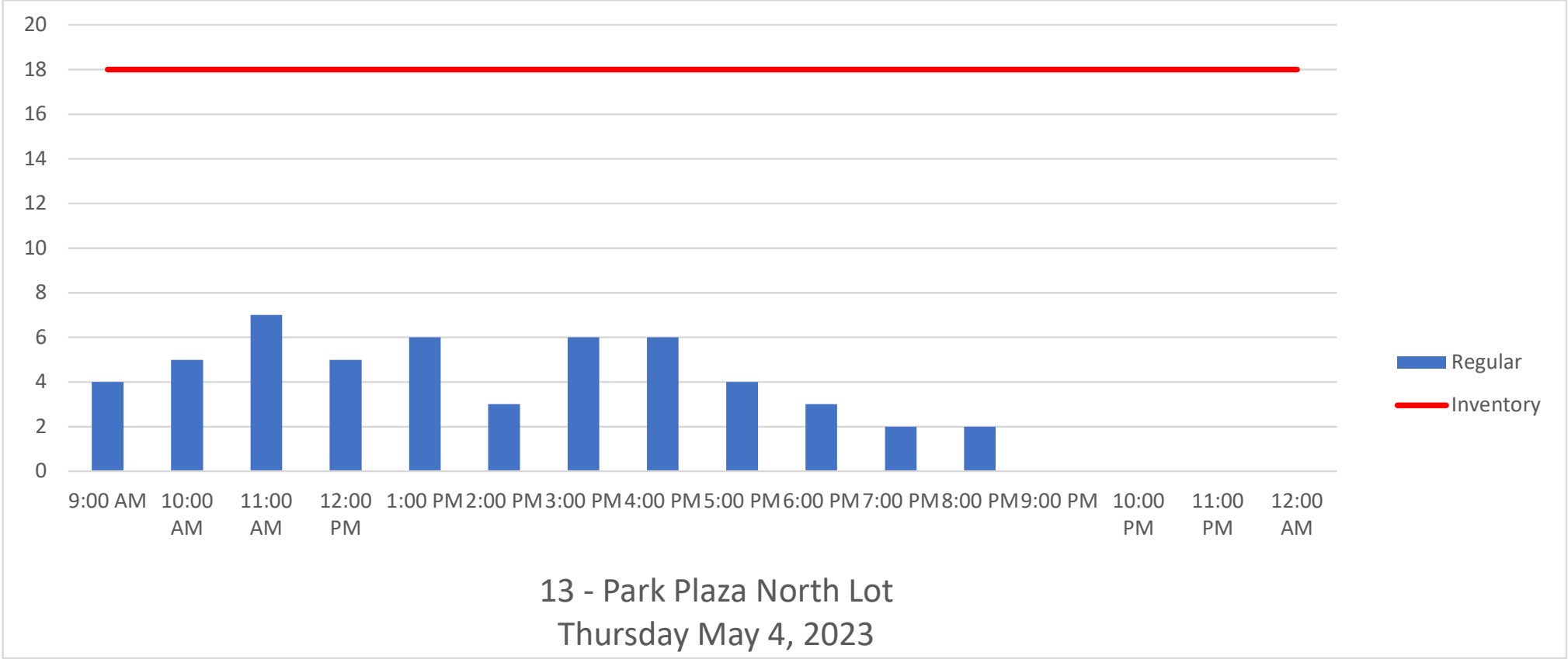
26 - Ardmore Avenue (East Side) - Park Boulevard to Highland Avenue  
Saturday May 6, 2023

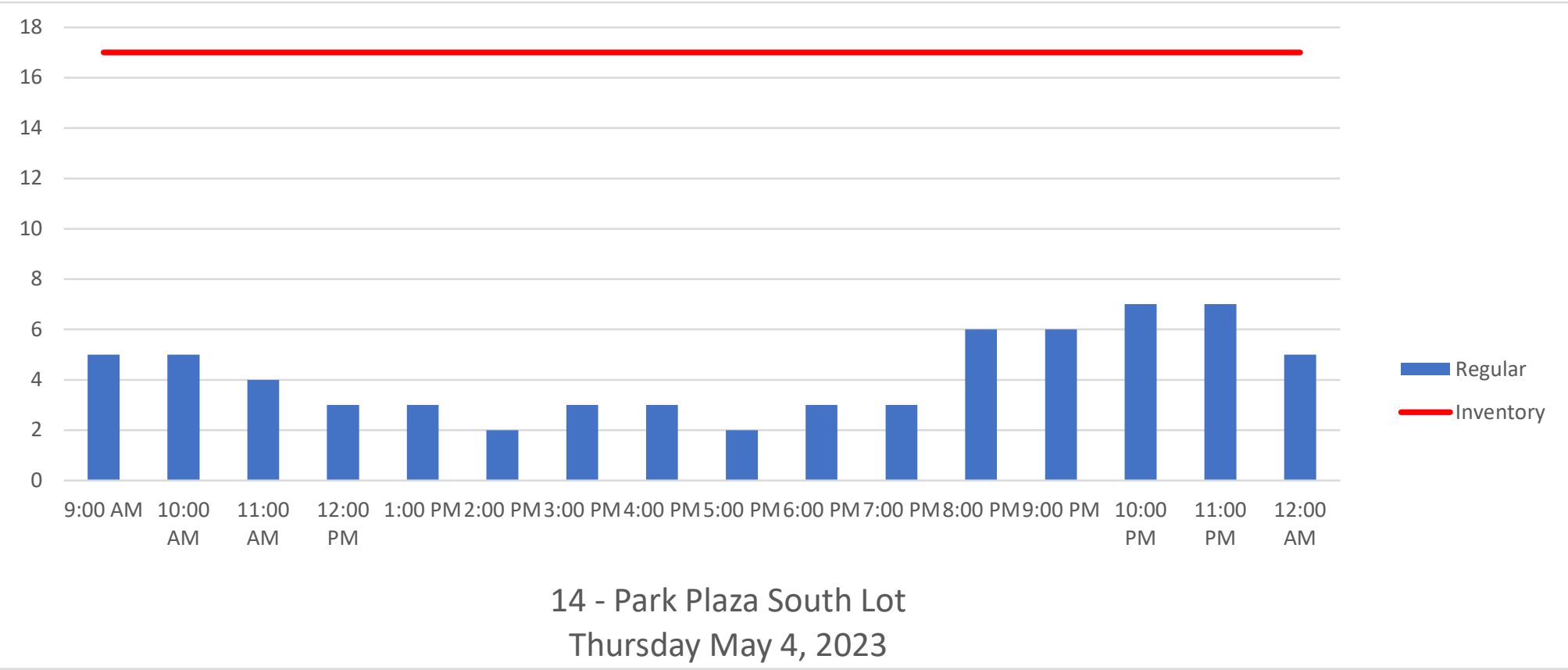
Thursday May 4, 2023  
Private Lot  
Parking Survey

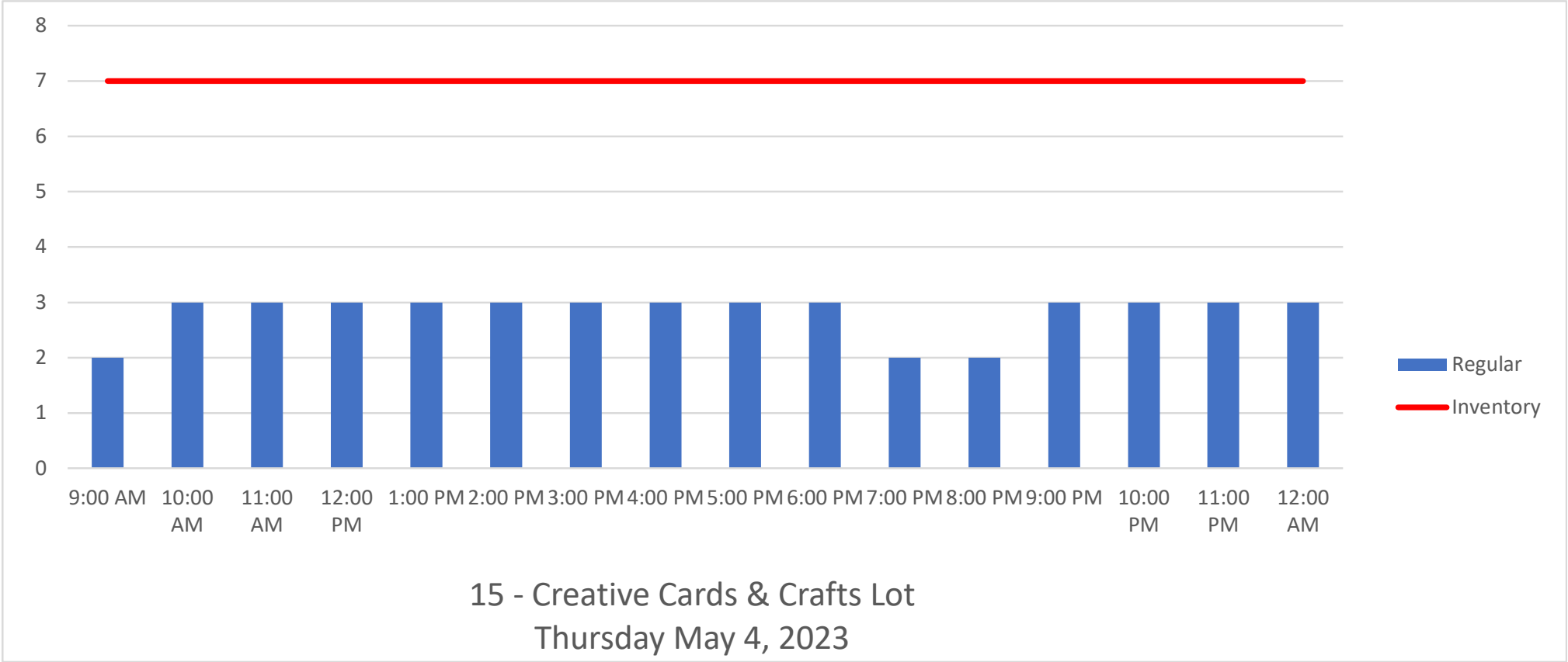


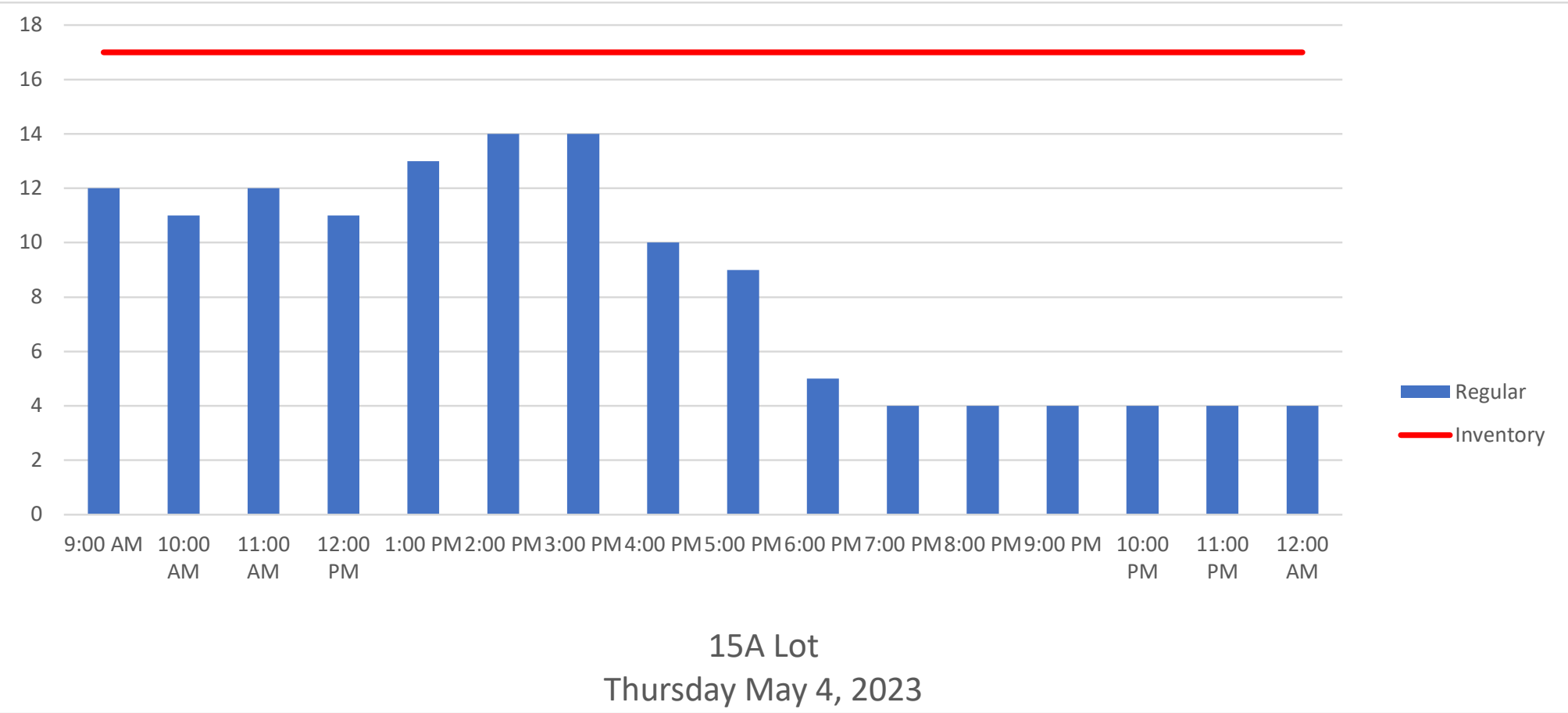


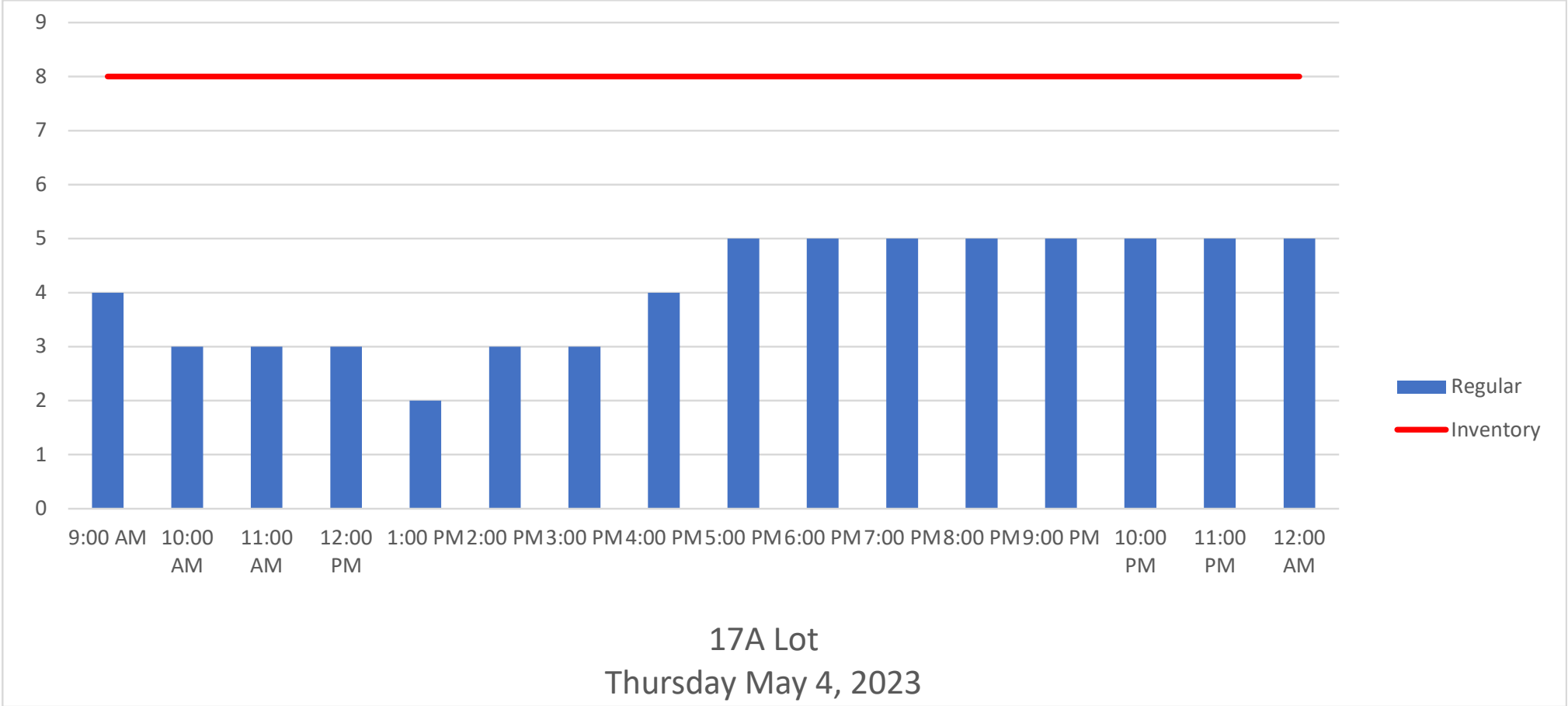


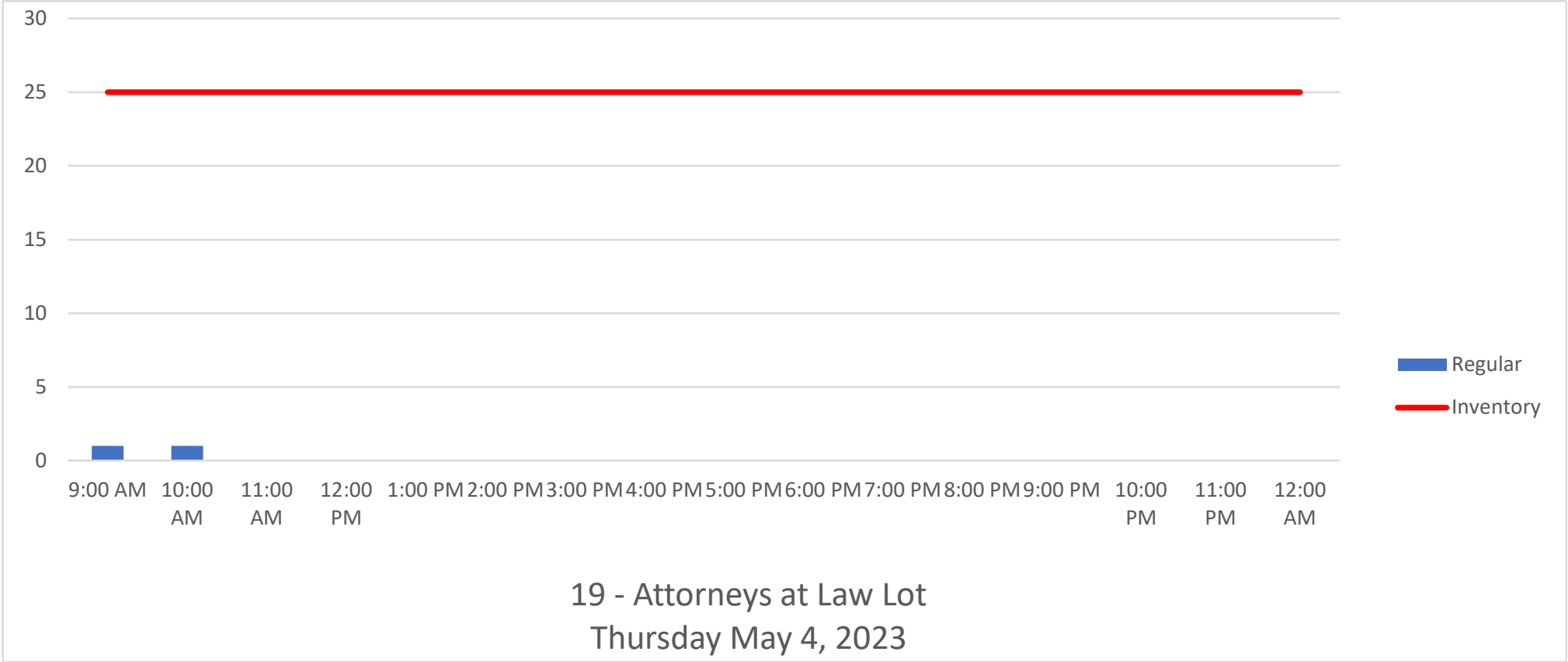


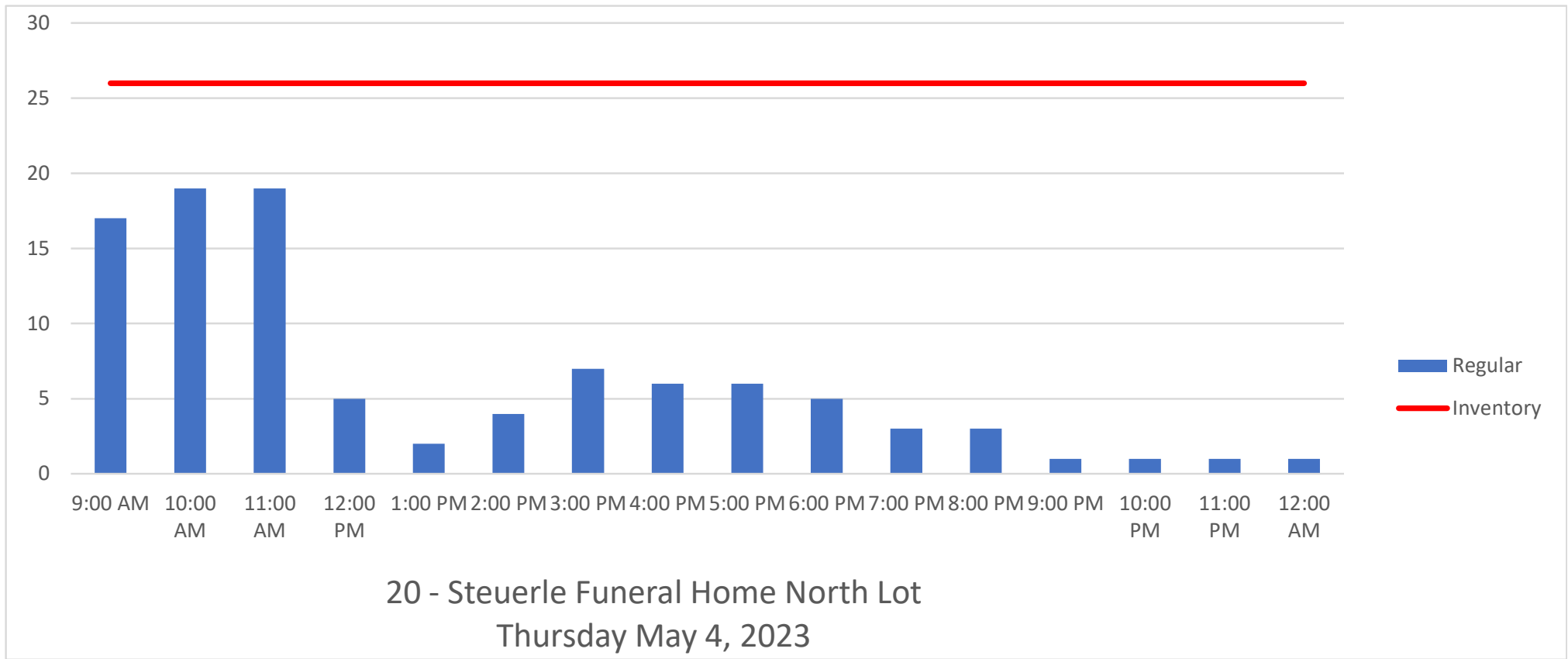


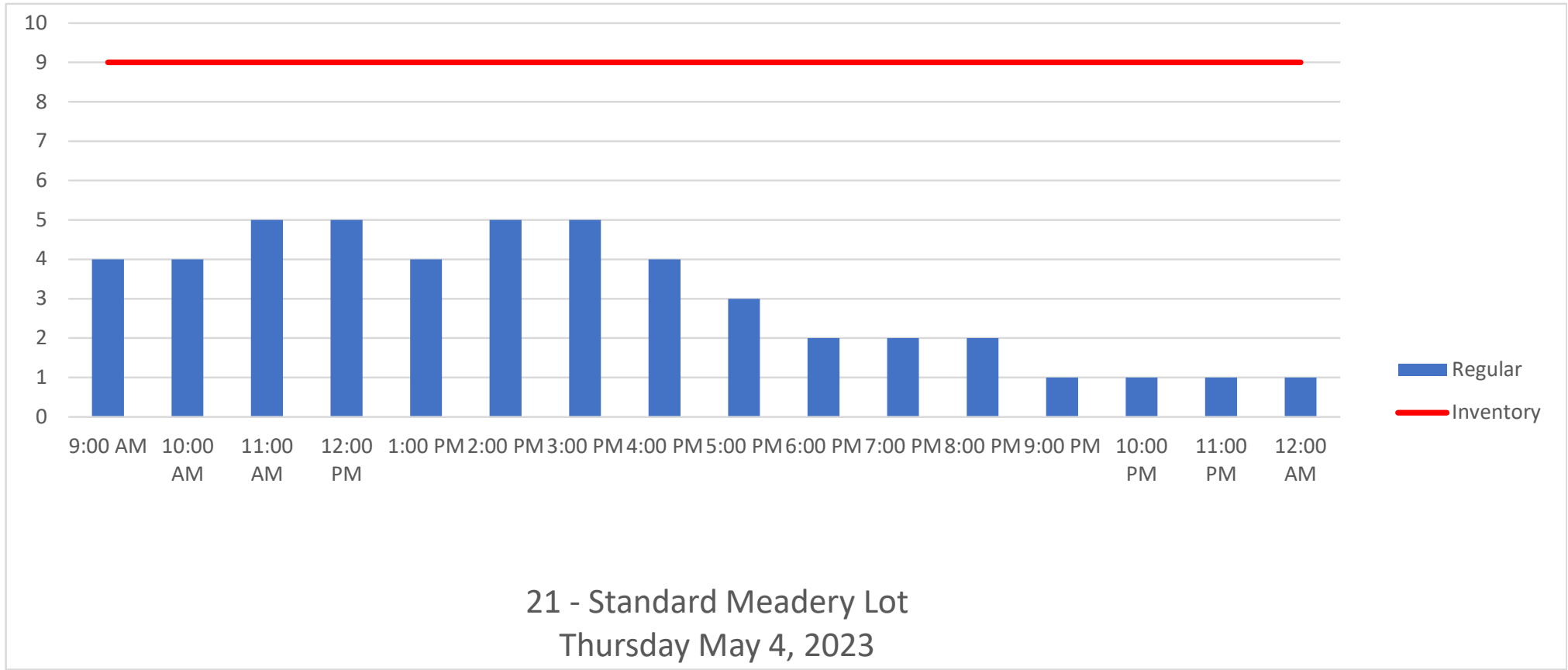


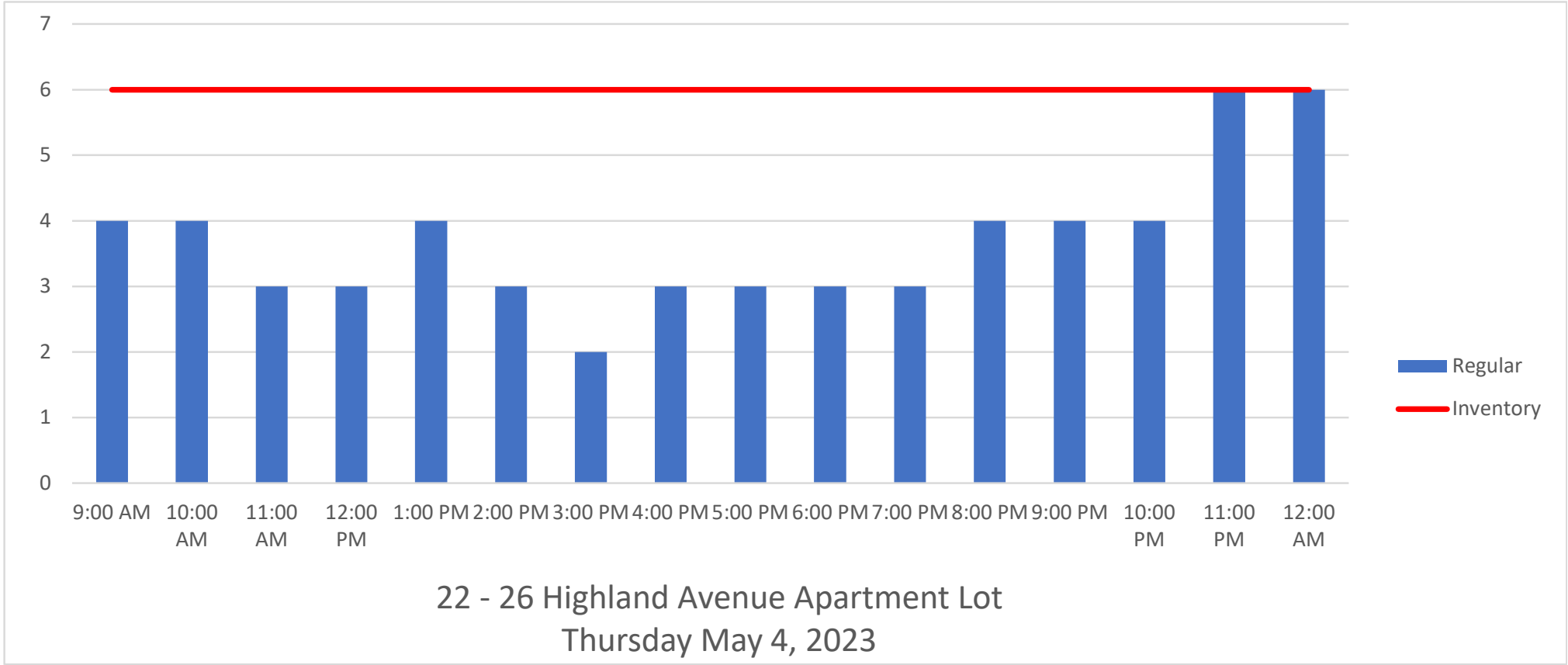


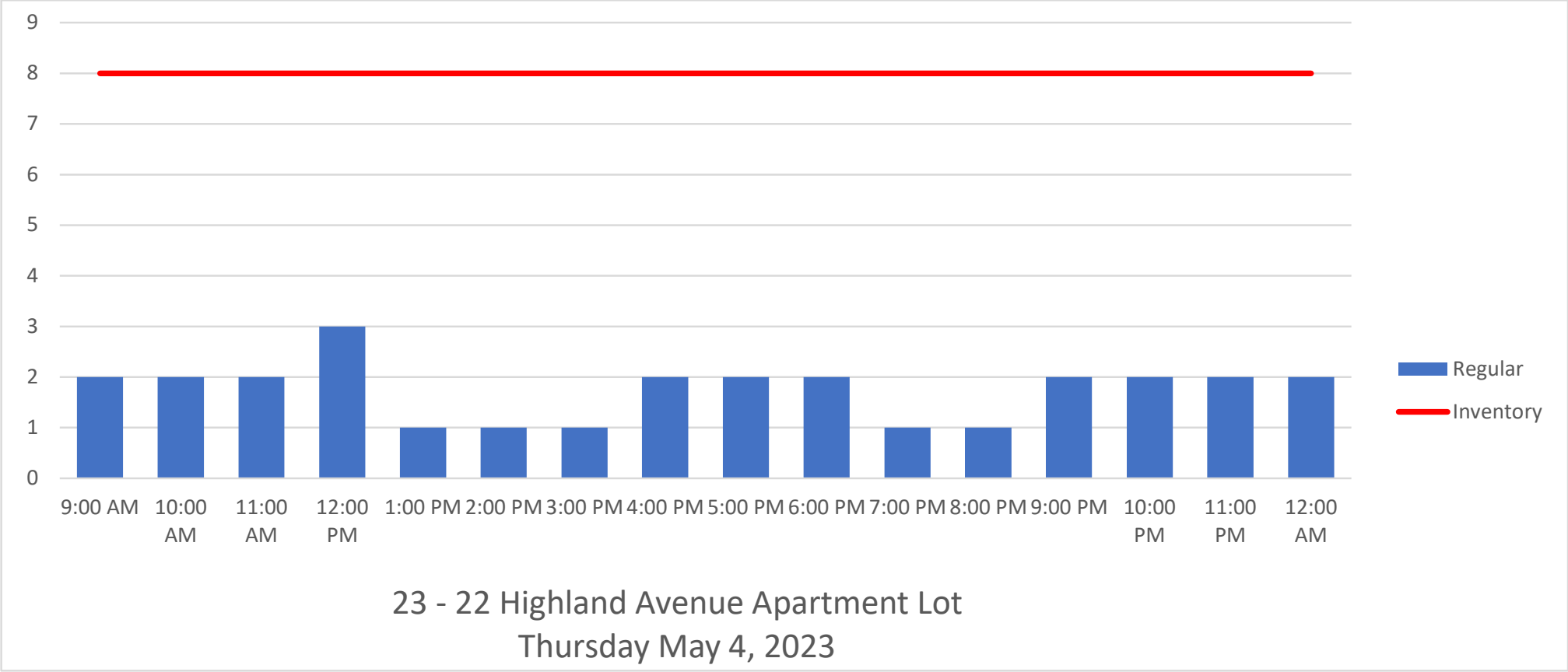


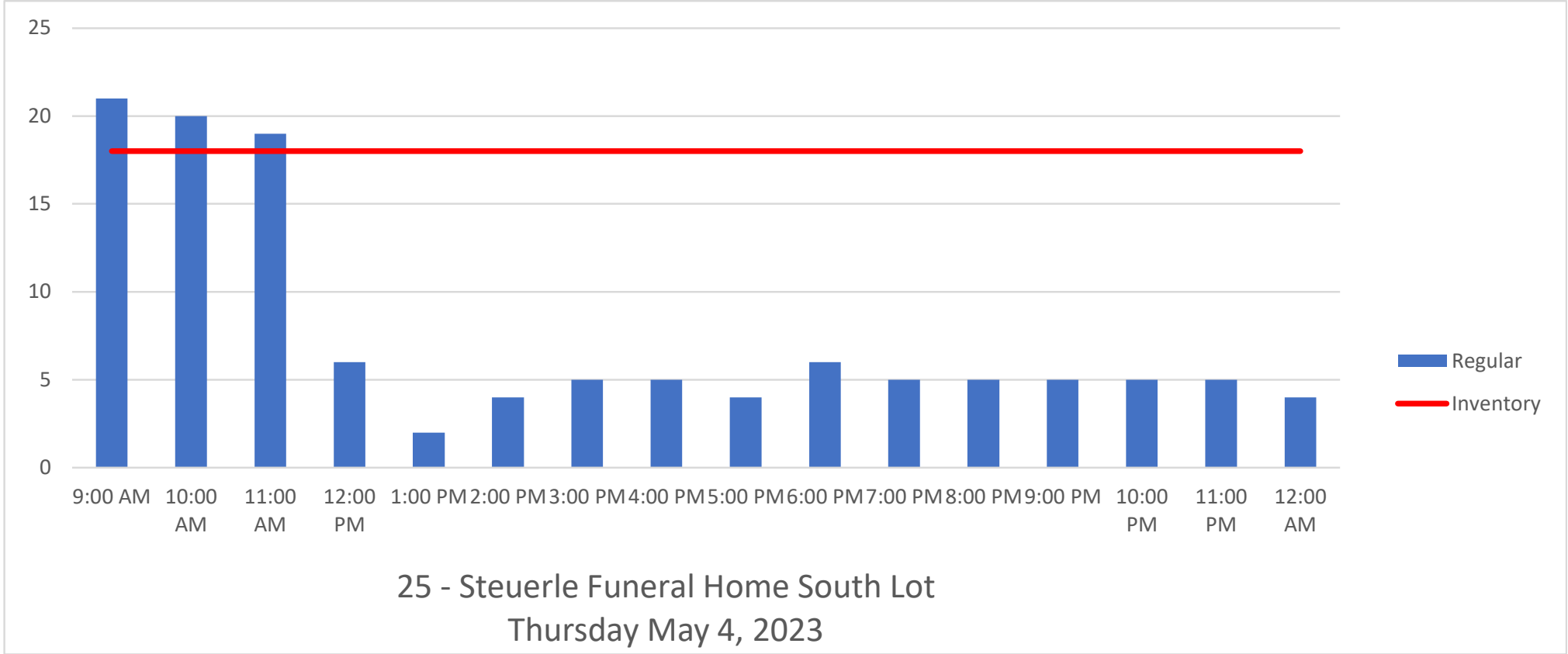


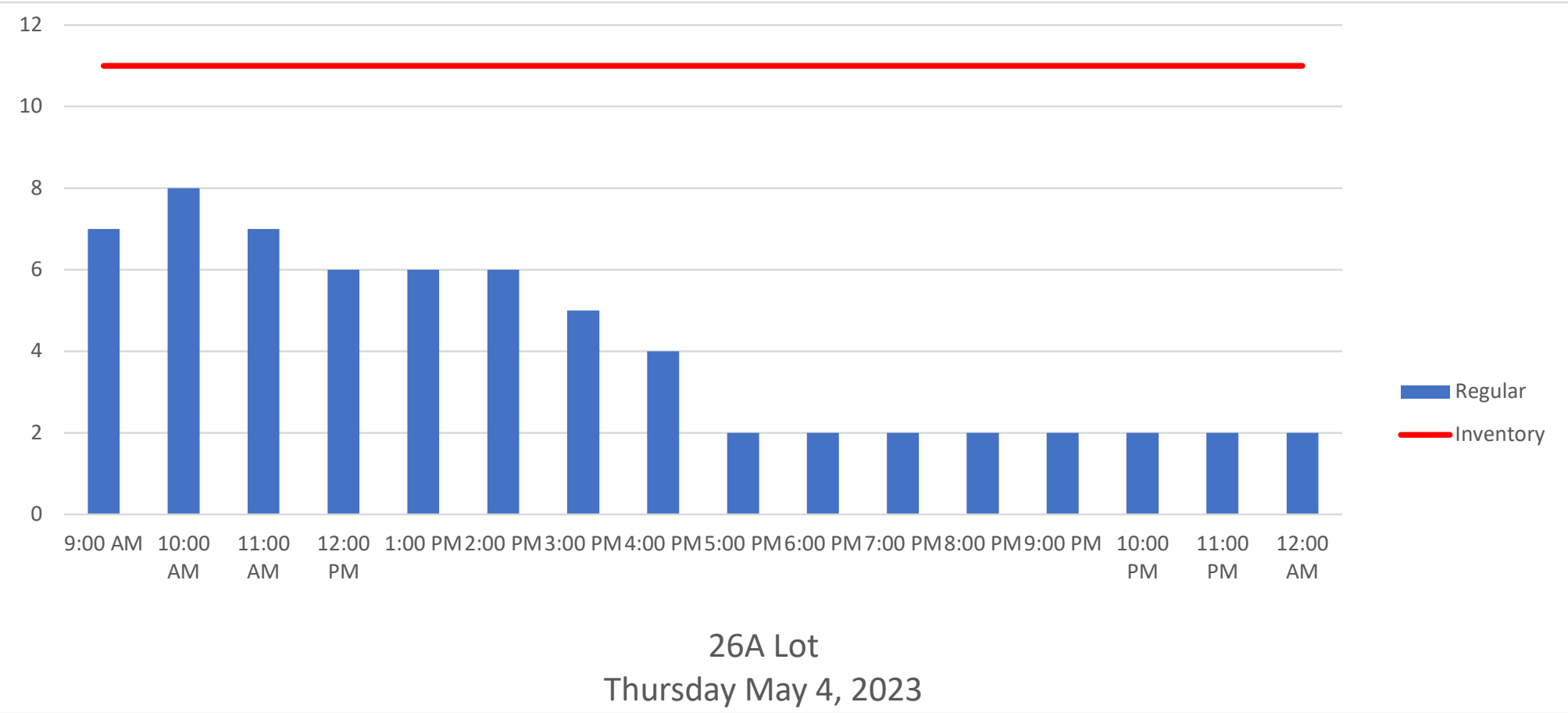


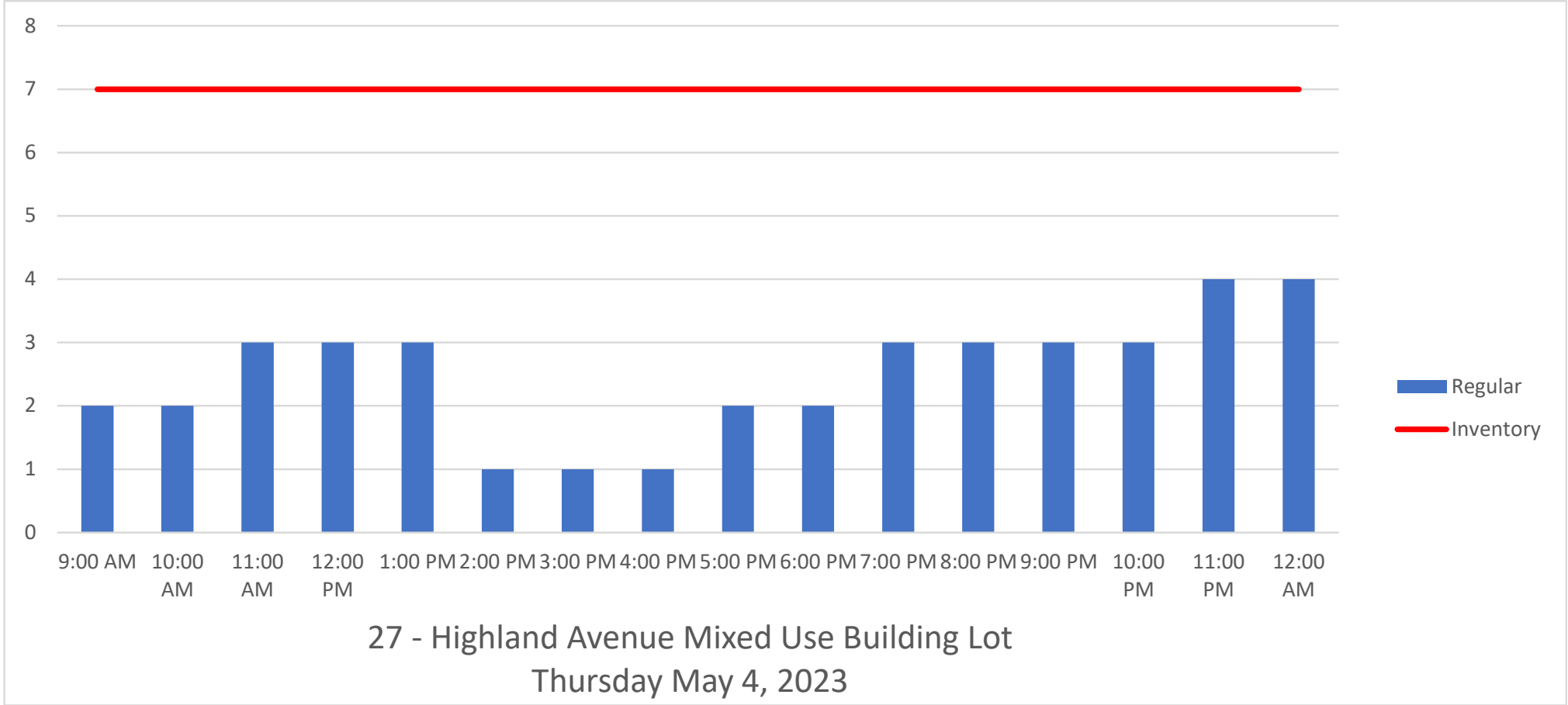


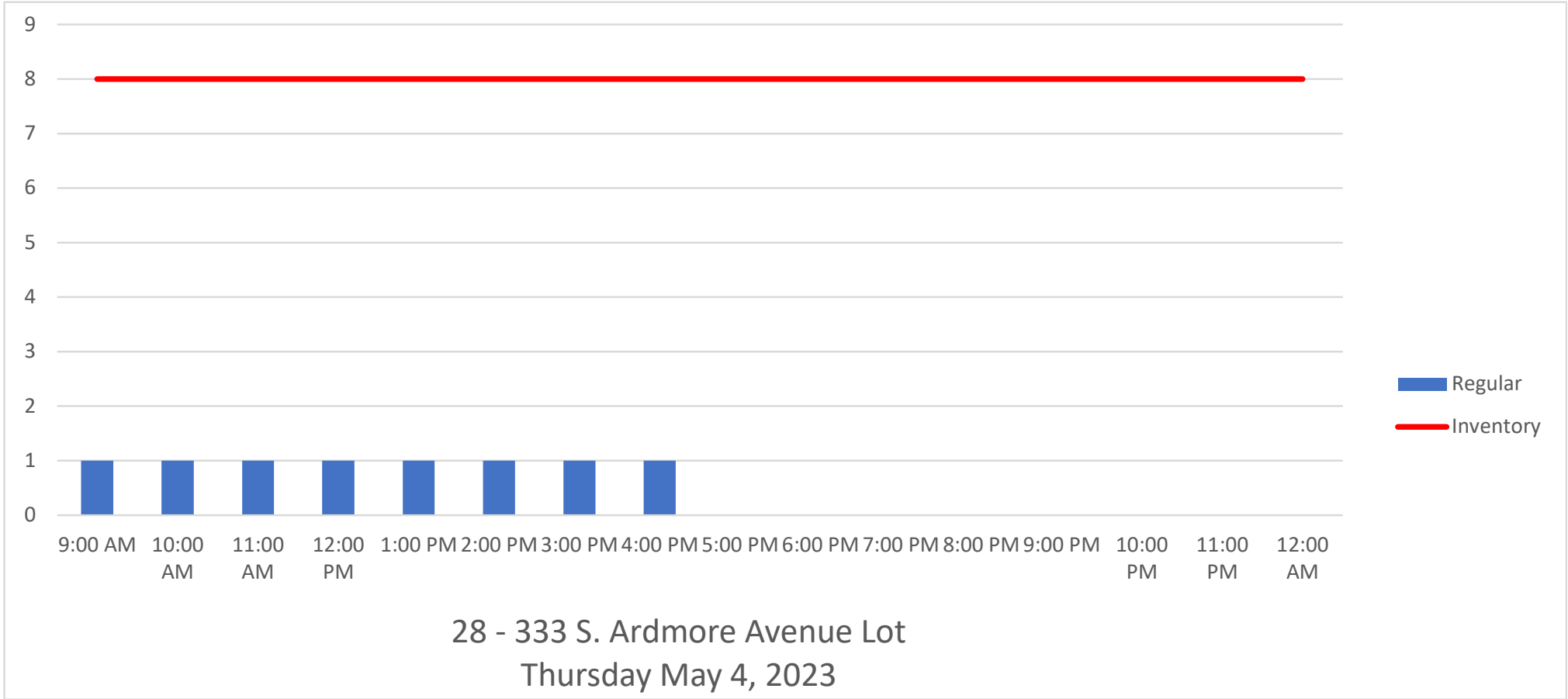


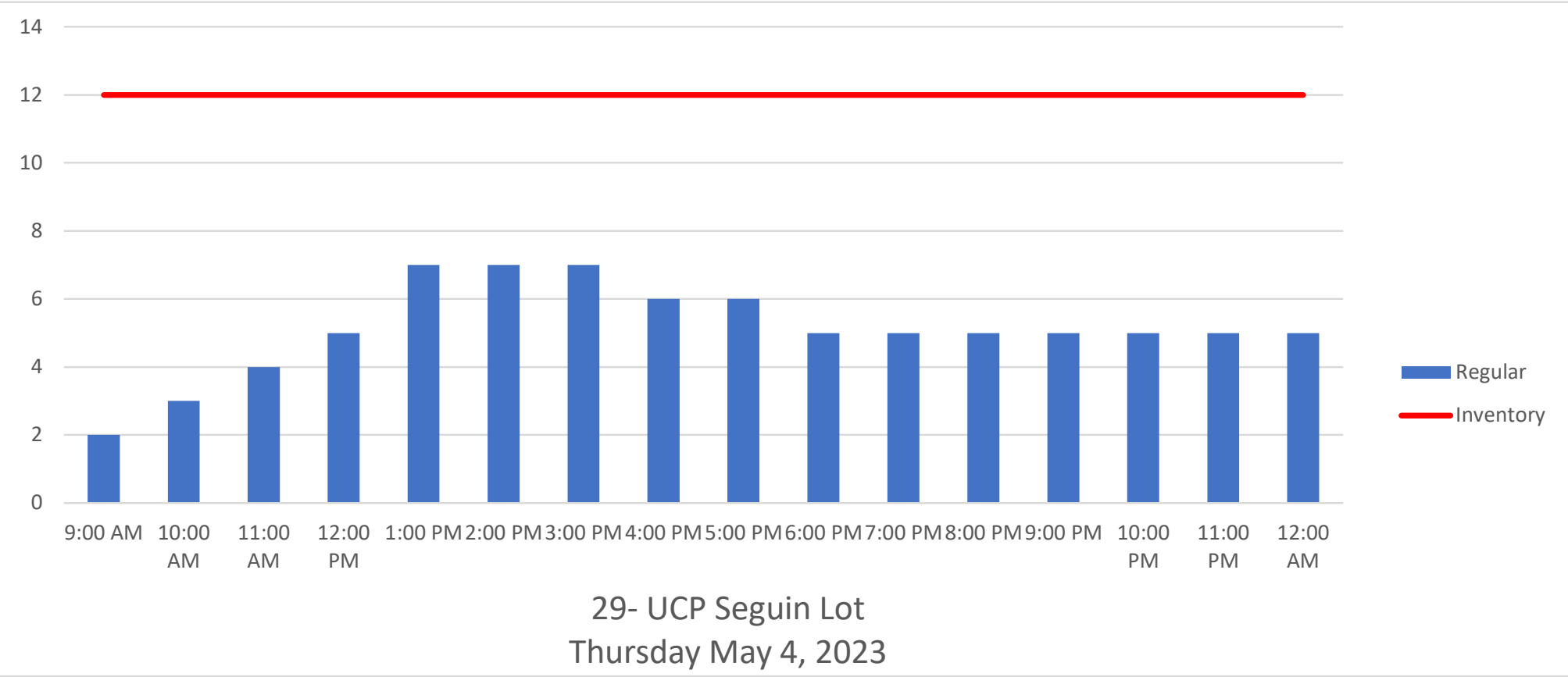


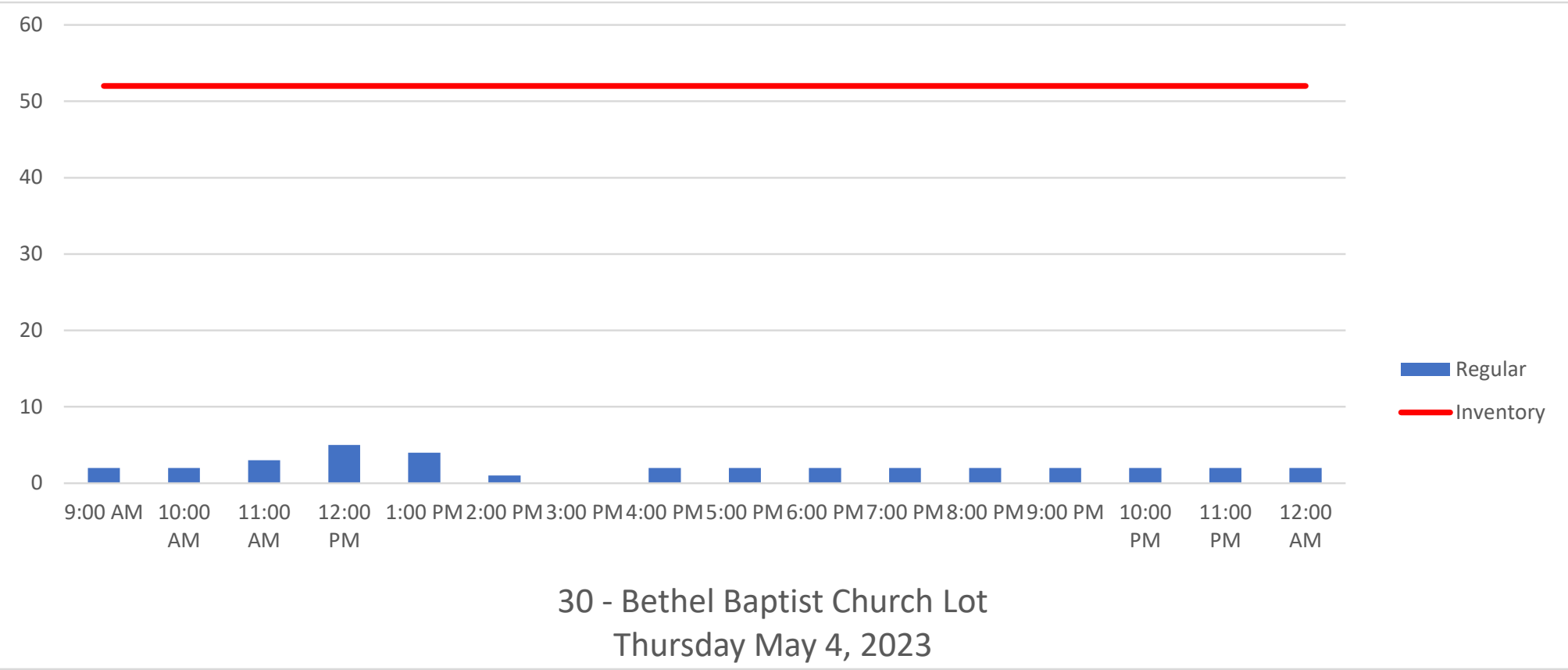


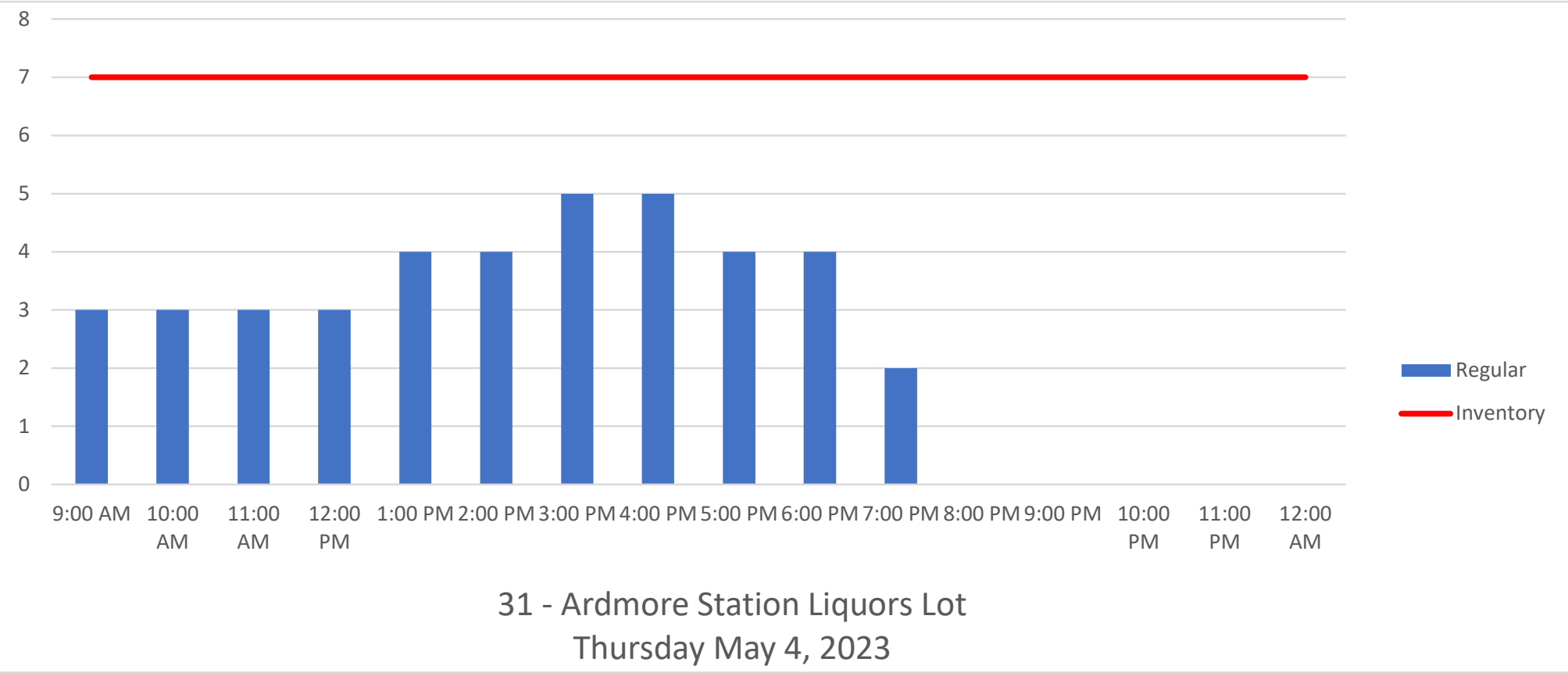


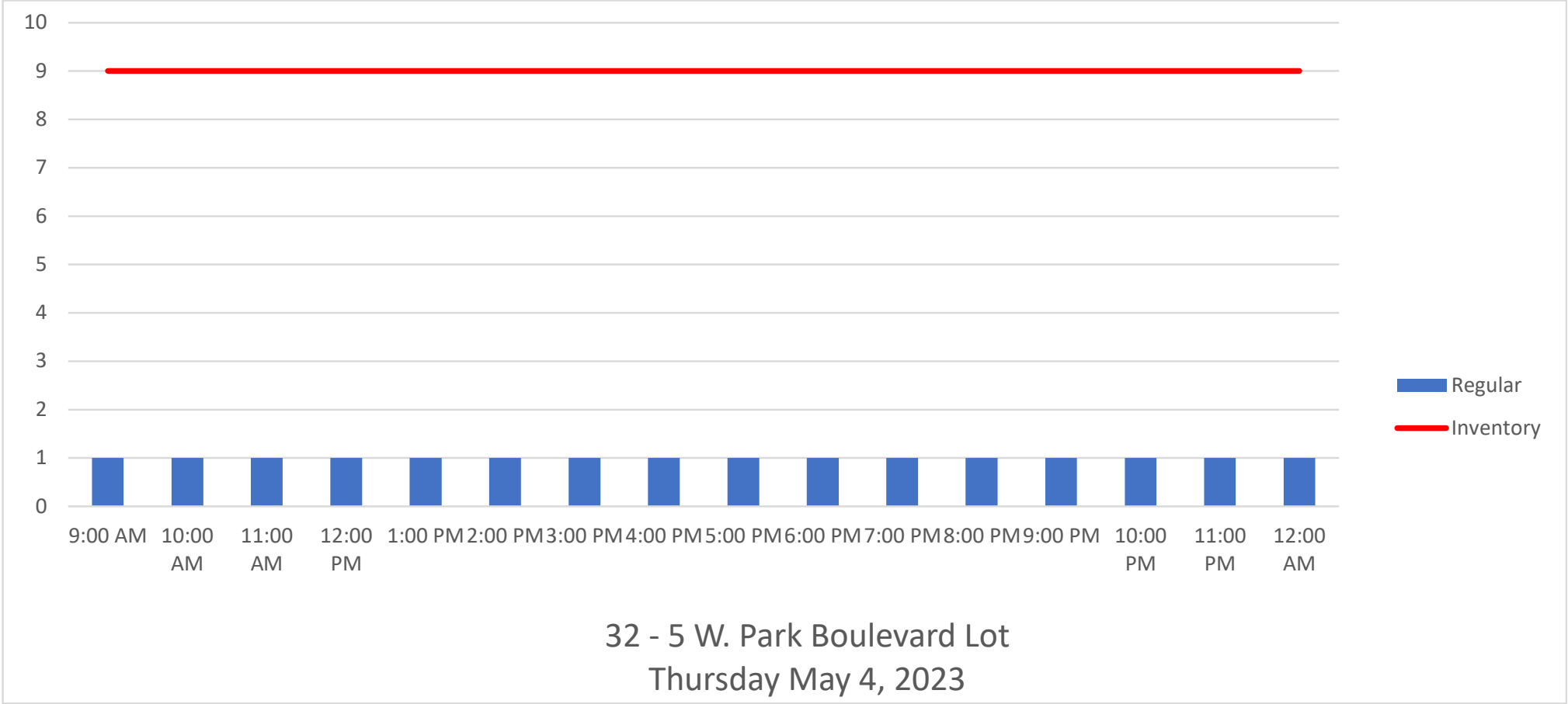




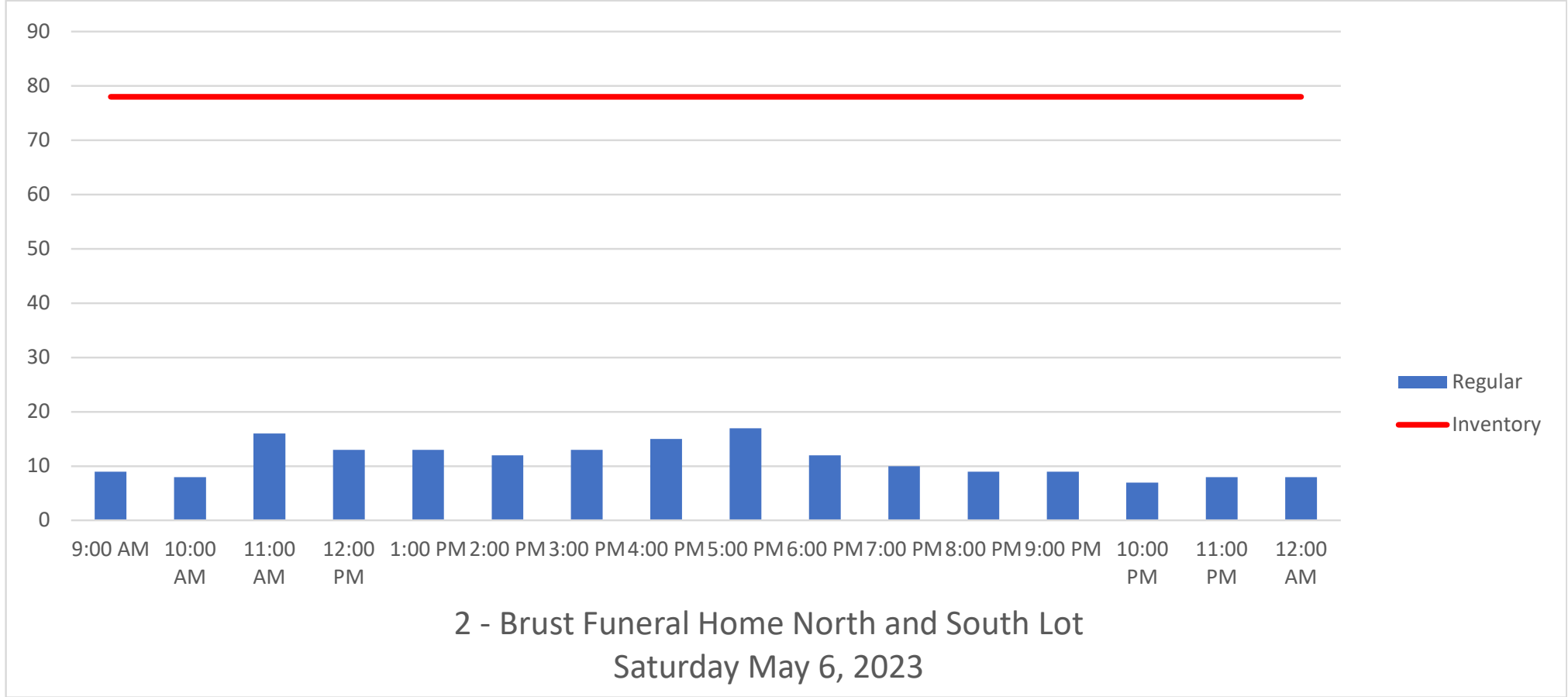


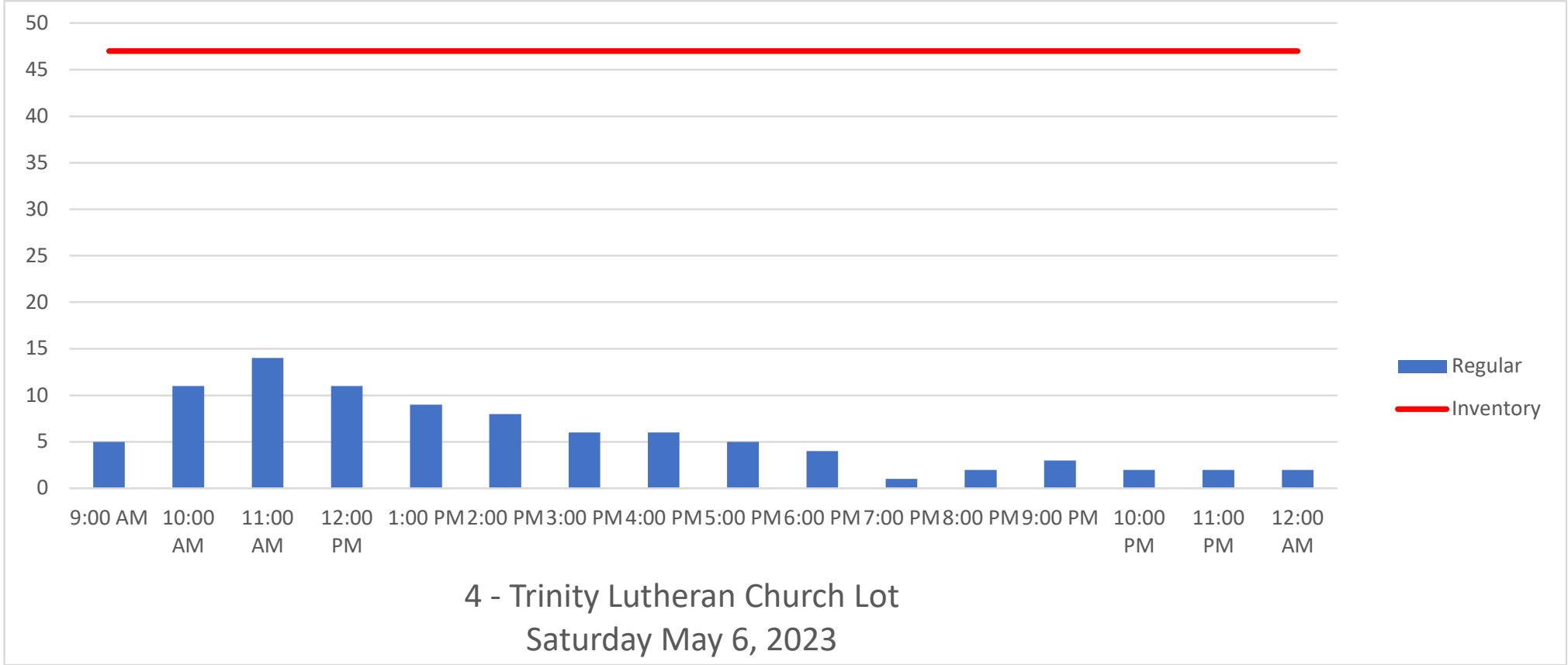


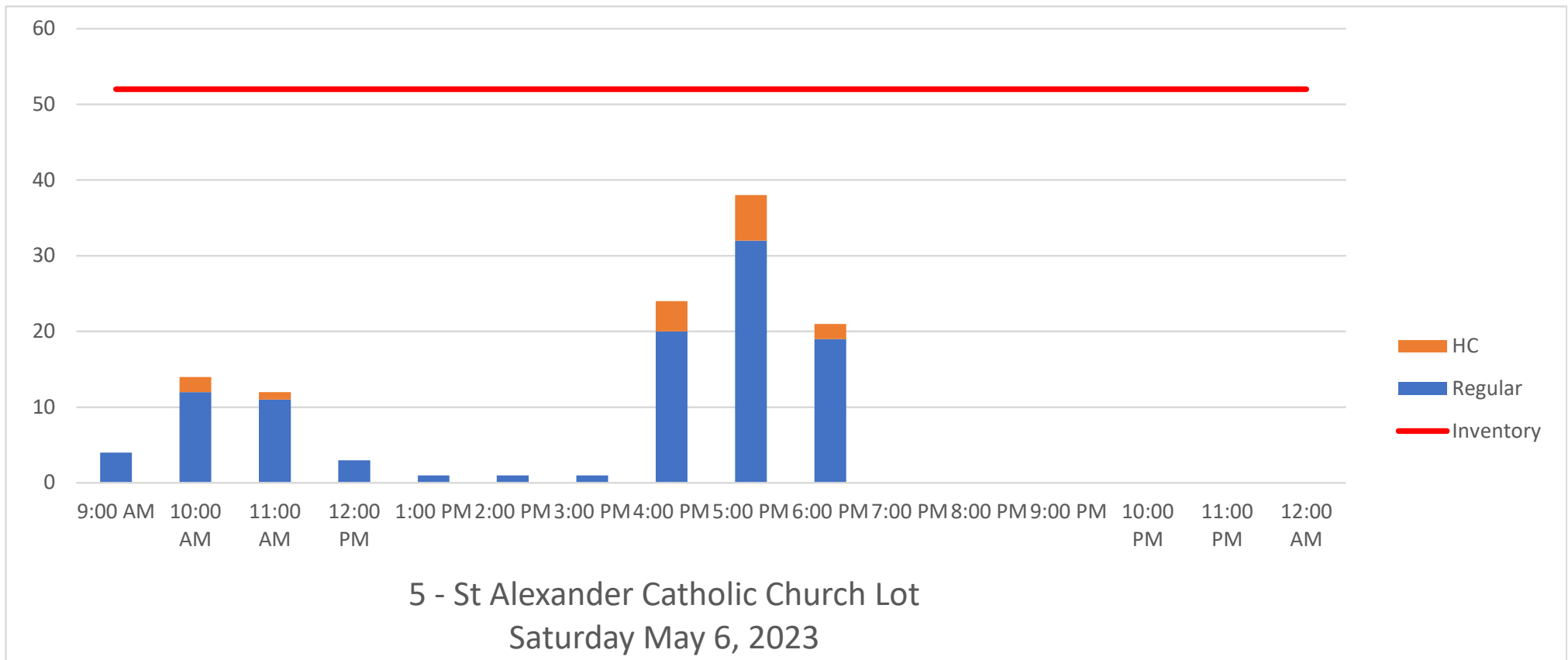


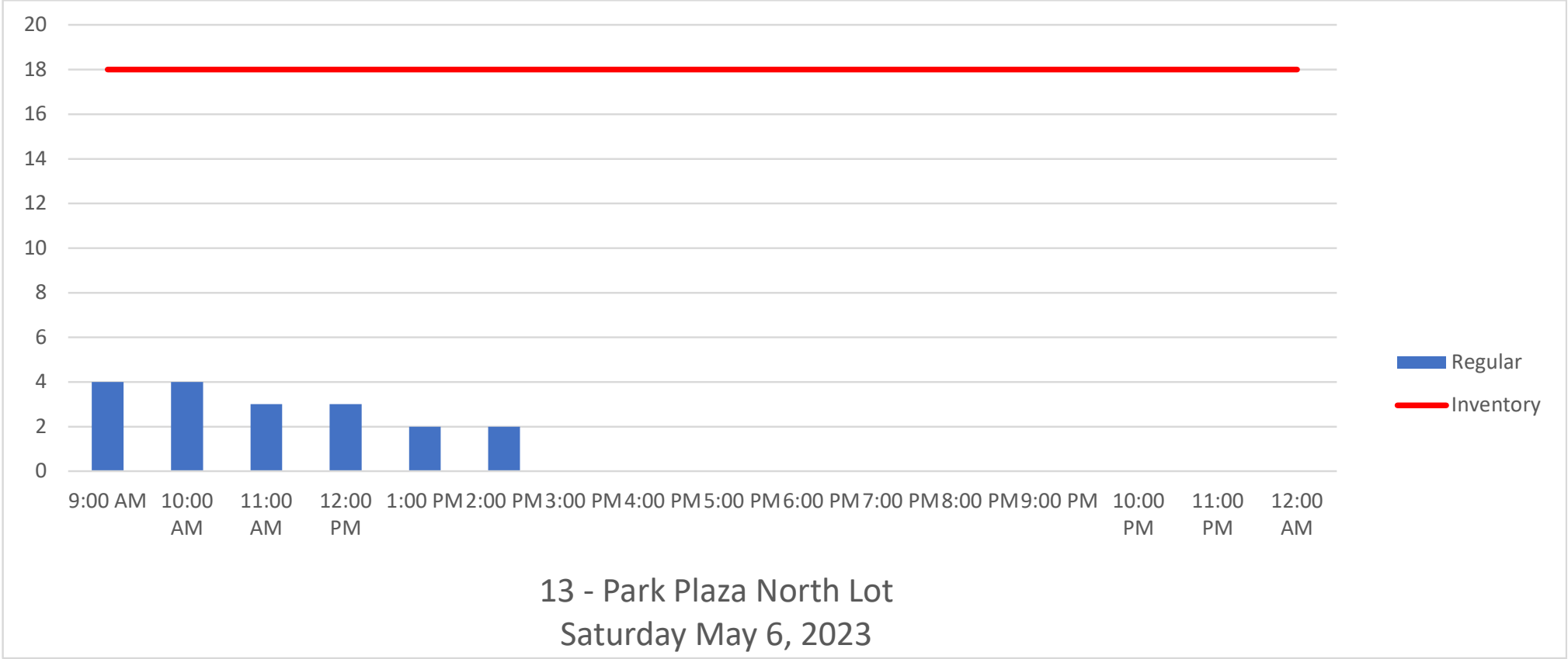


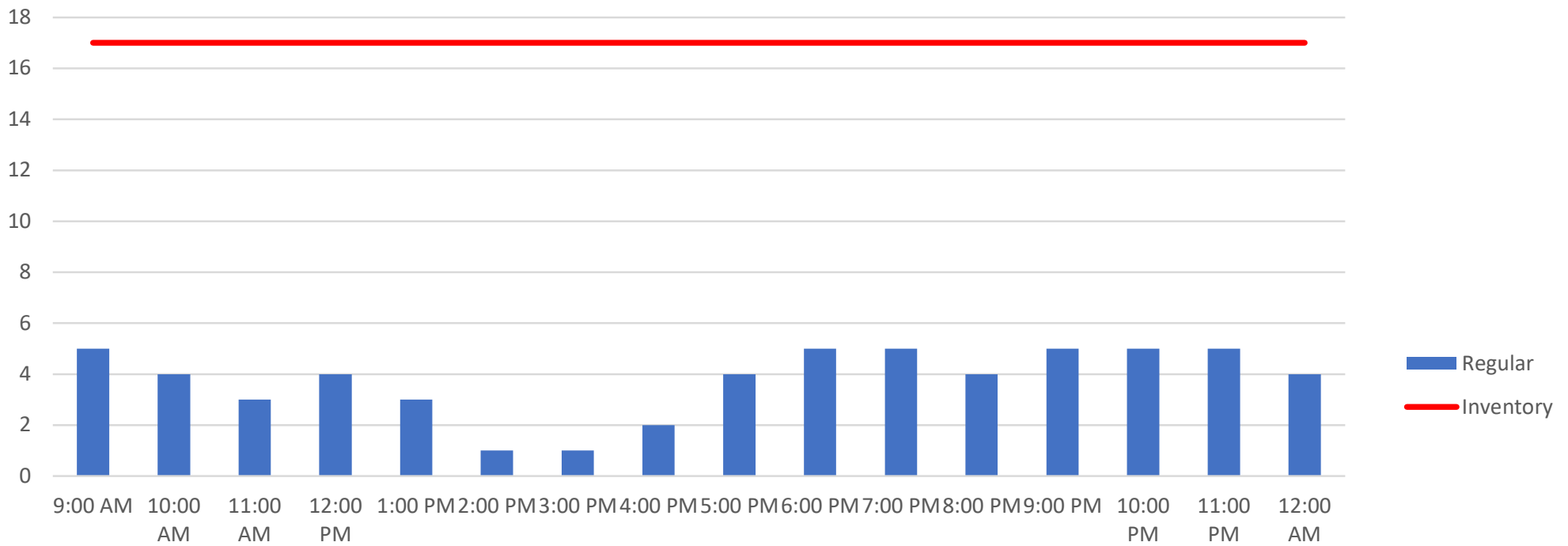
Saturday May 6, 2023  
Private Lot  
Parking Survey



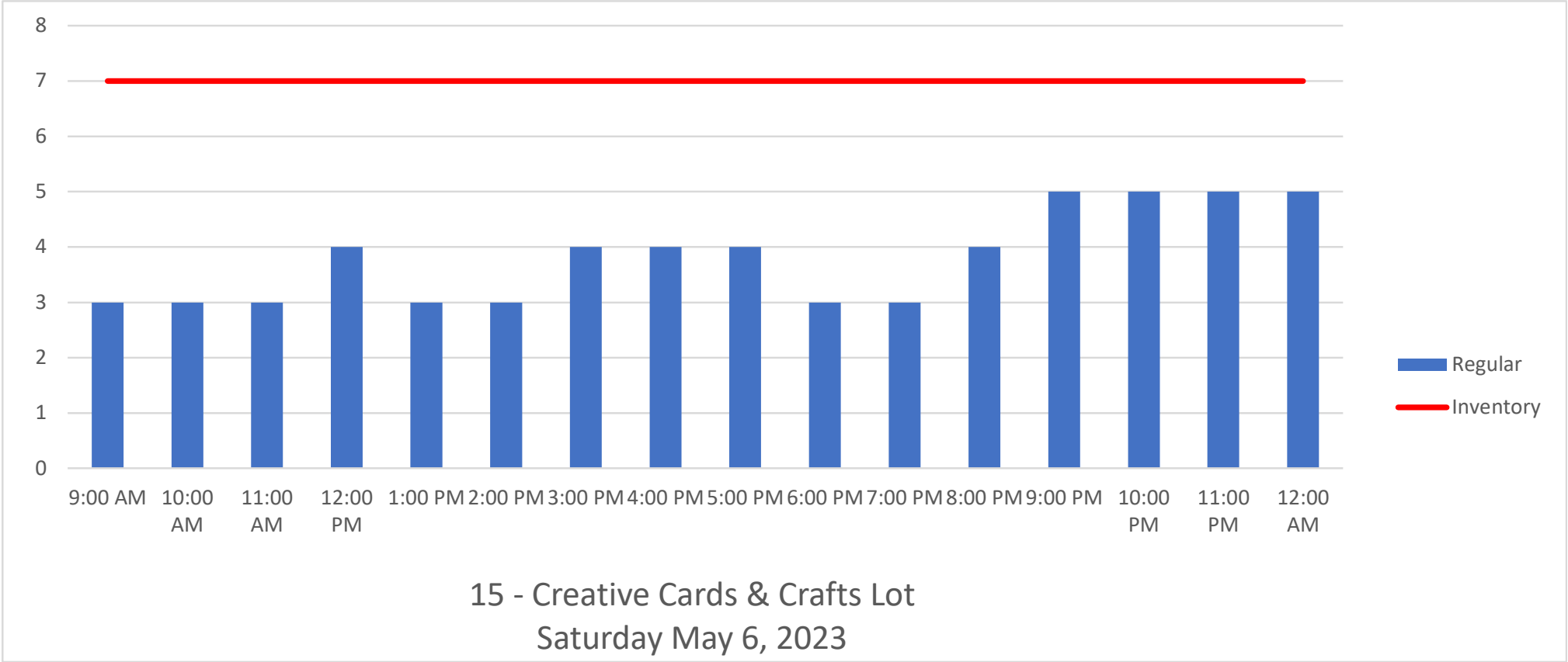


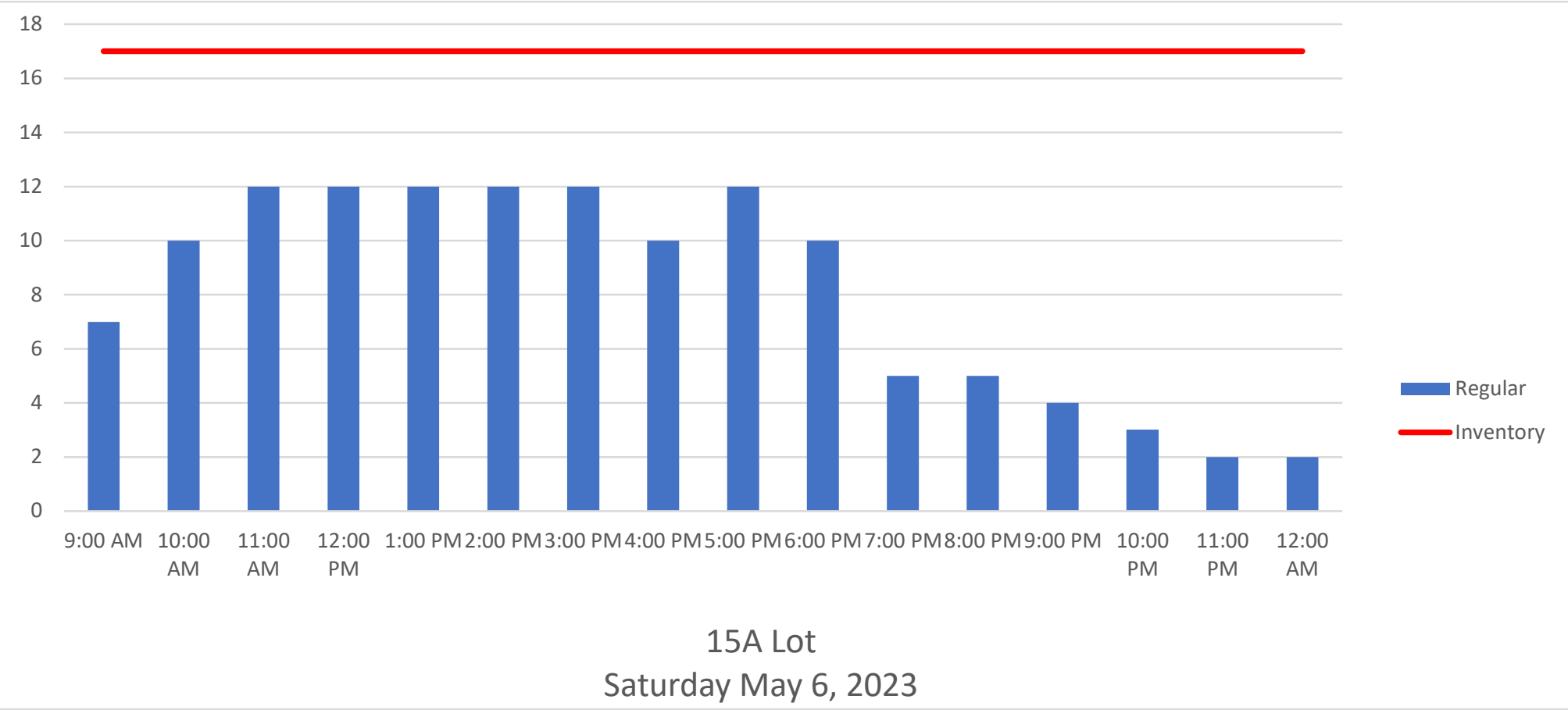


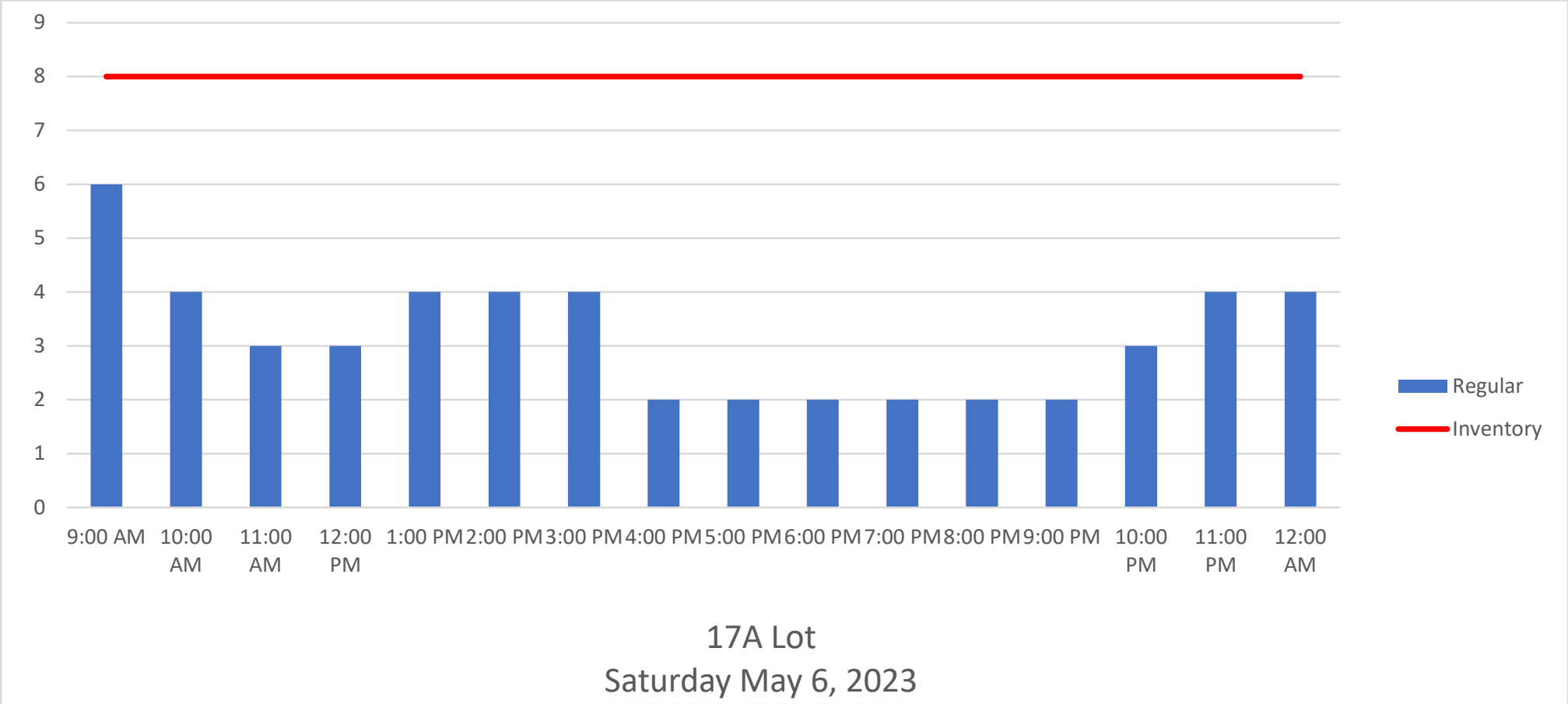


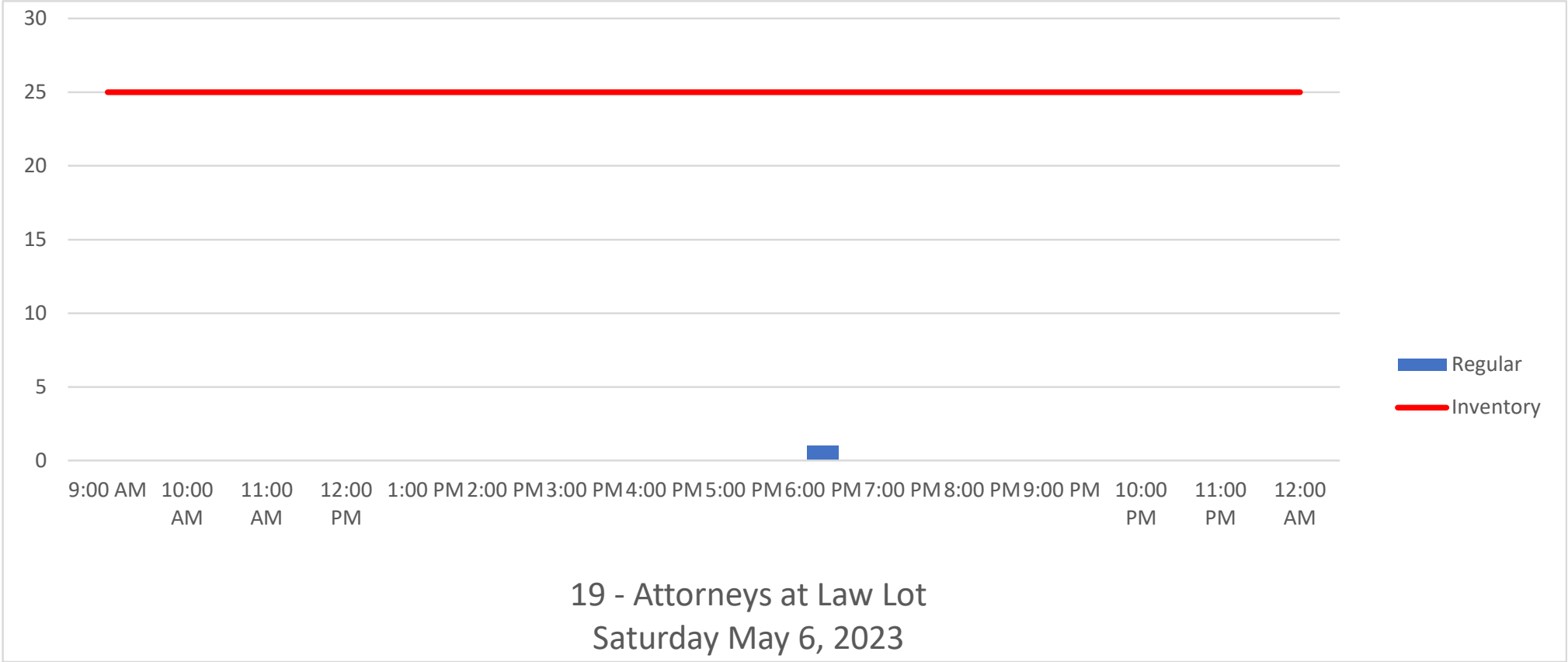


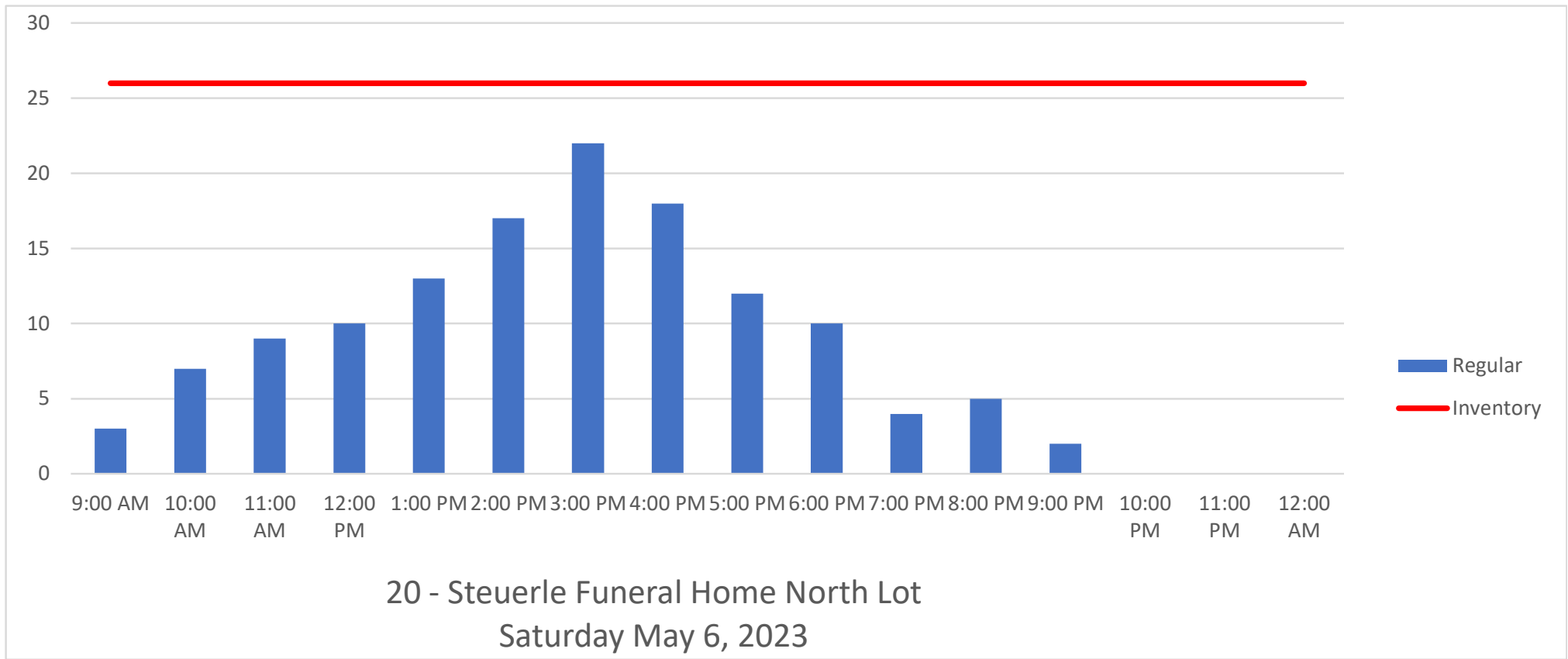
14 - Park Plaza South Lot  
Saturday May 6, 2023

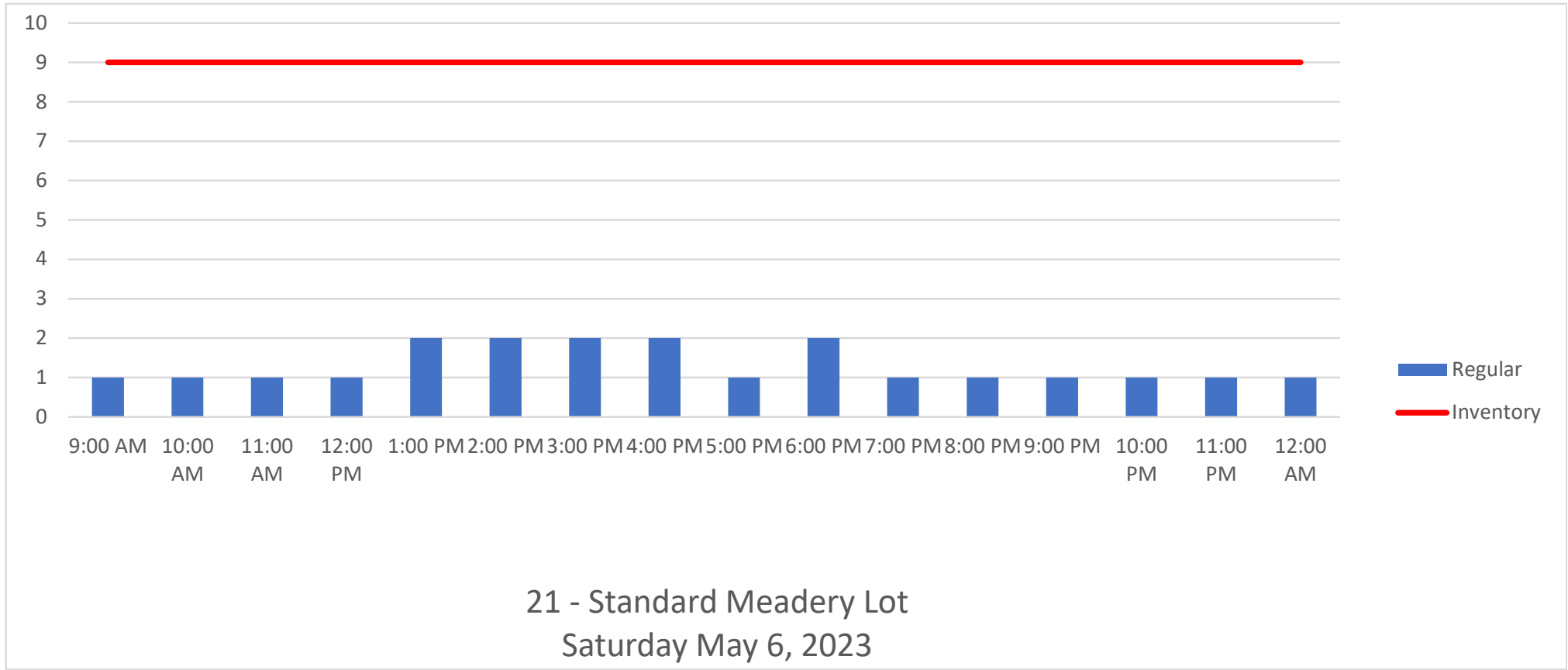


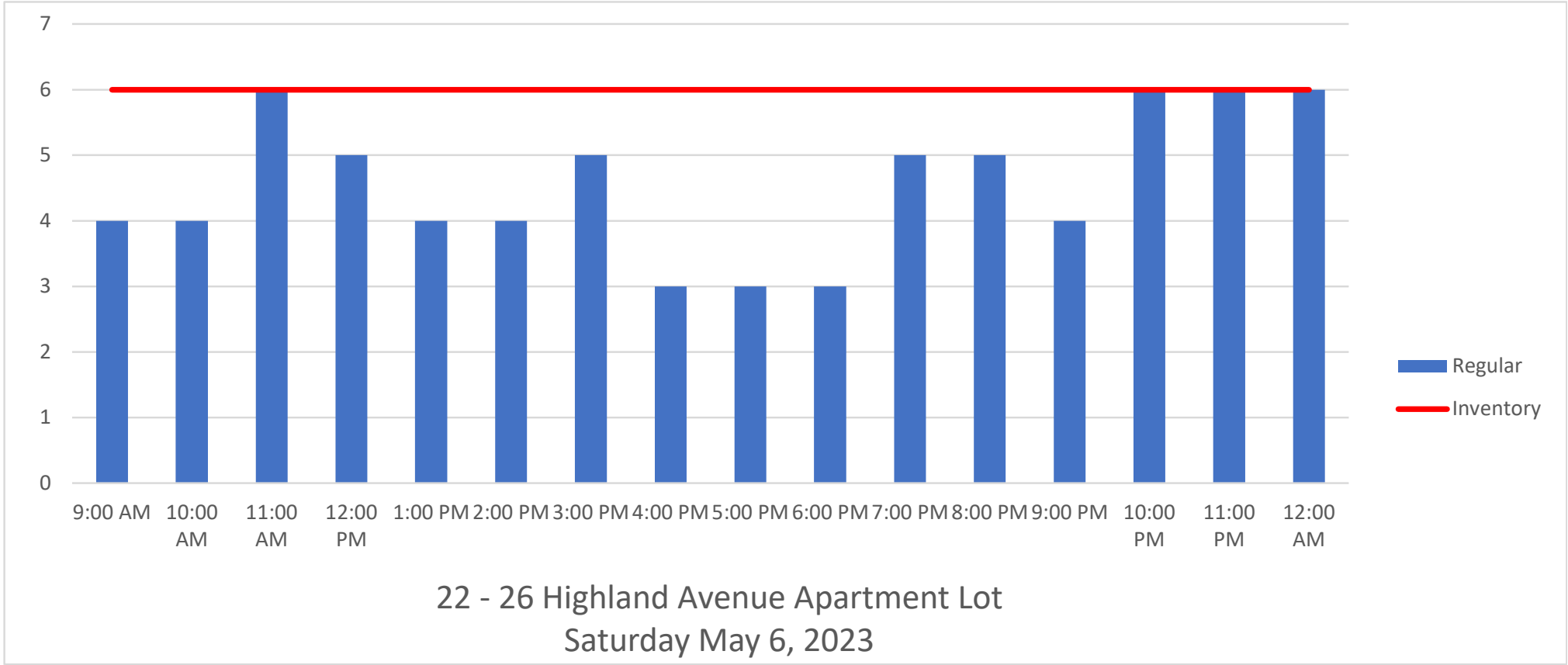


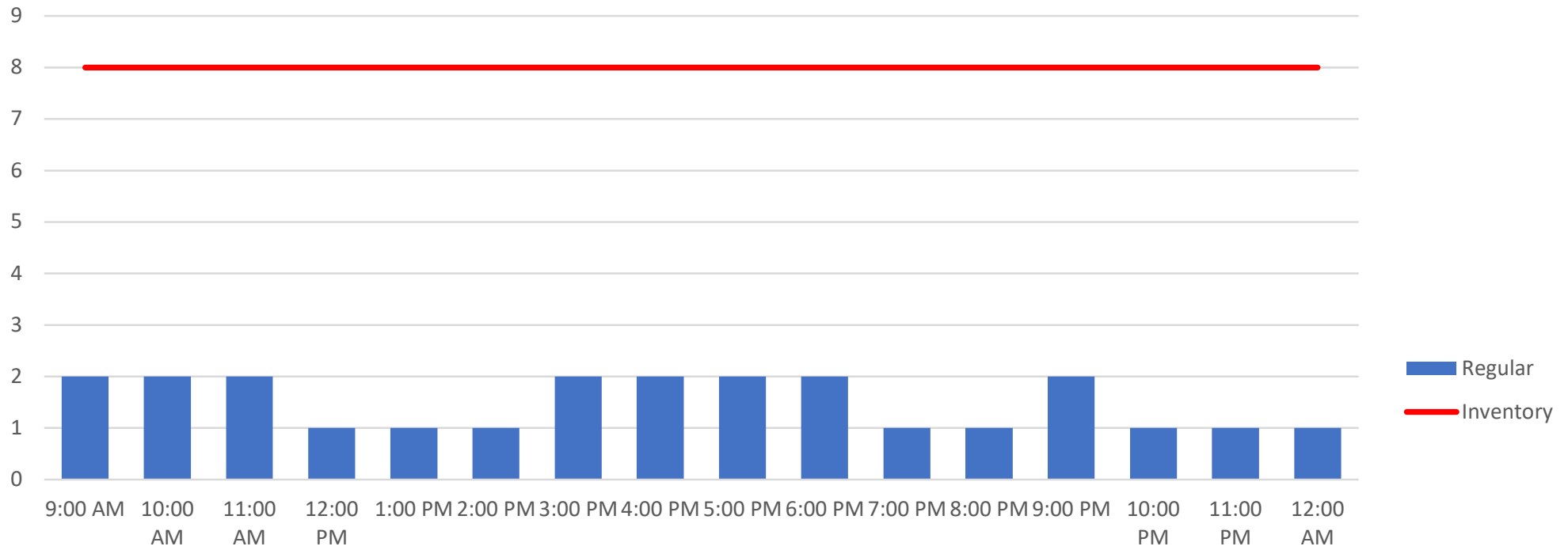




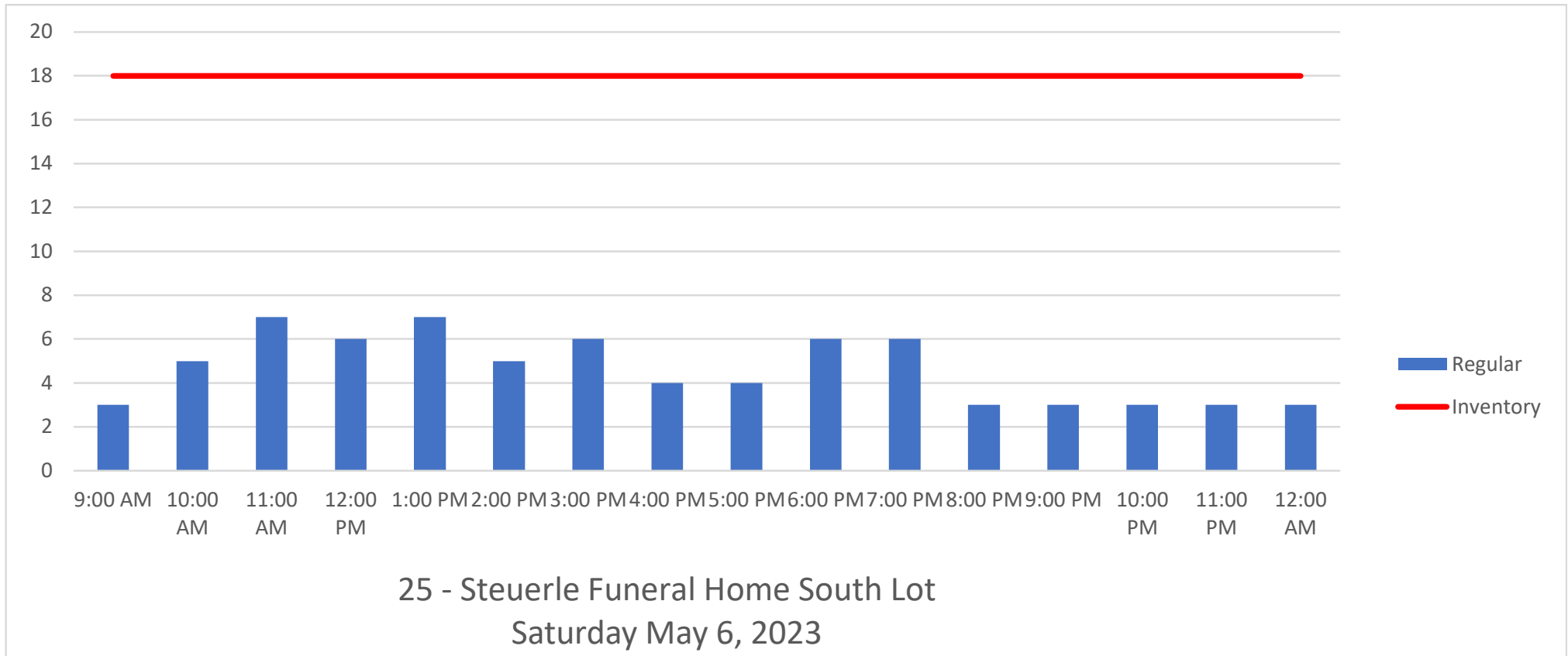


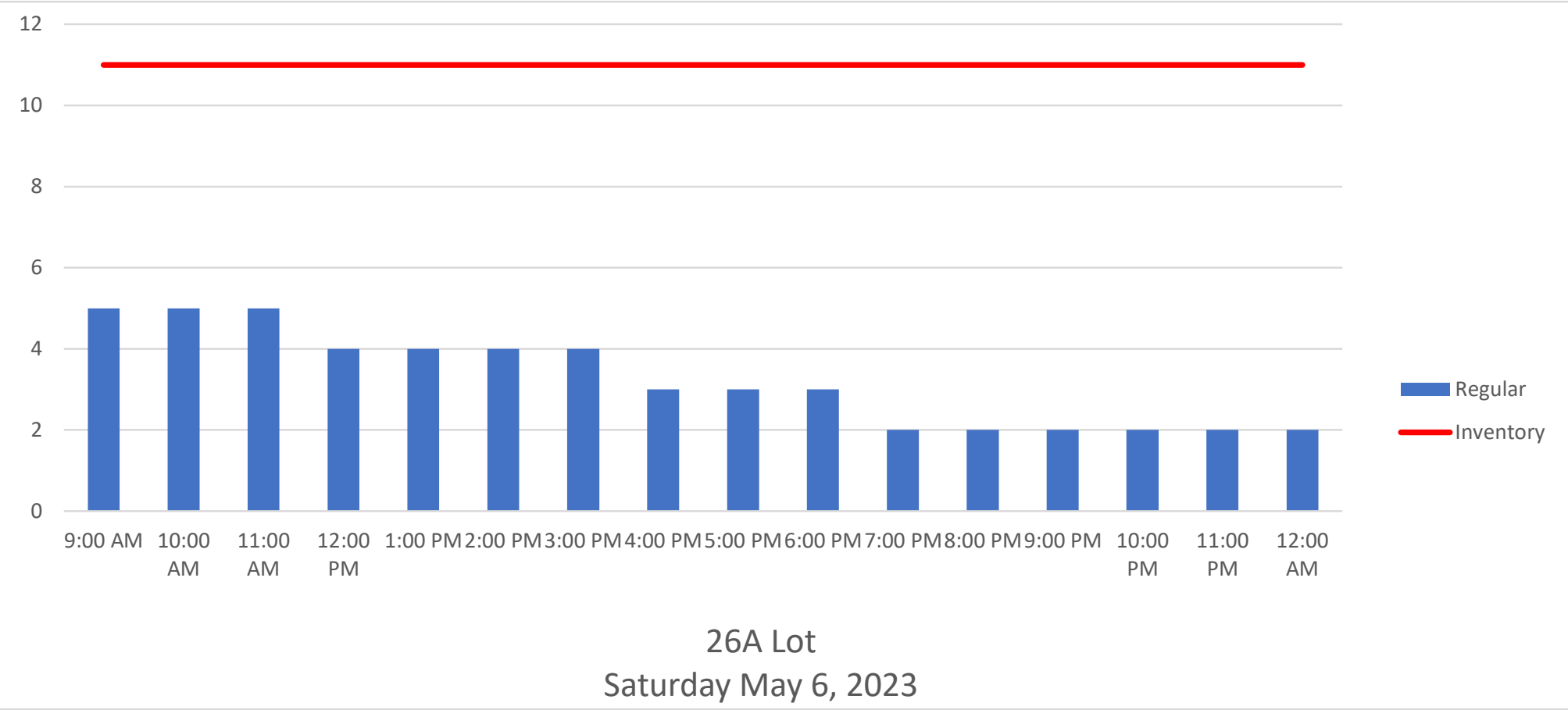


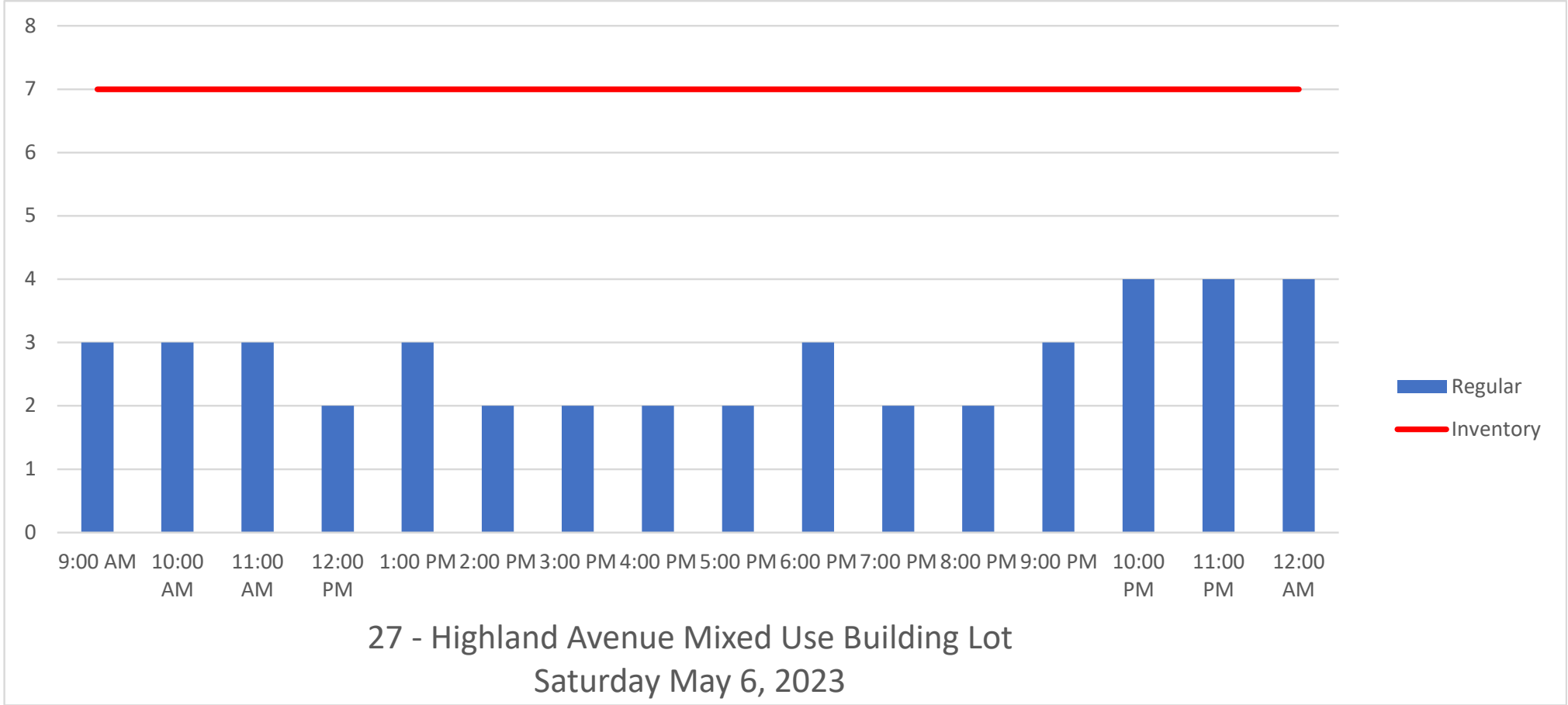


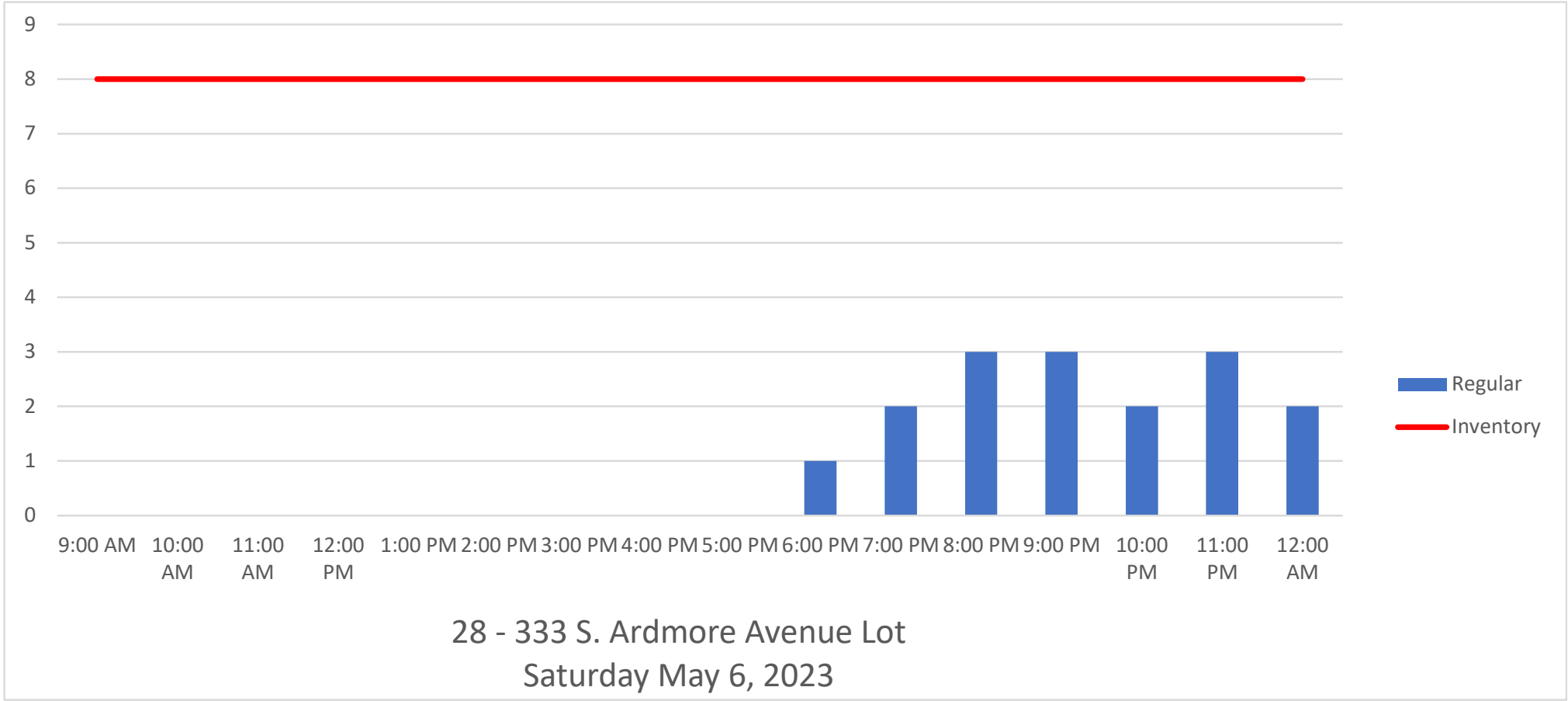


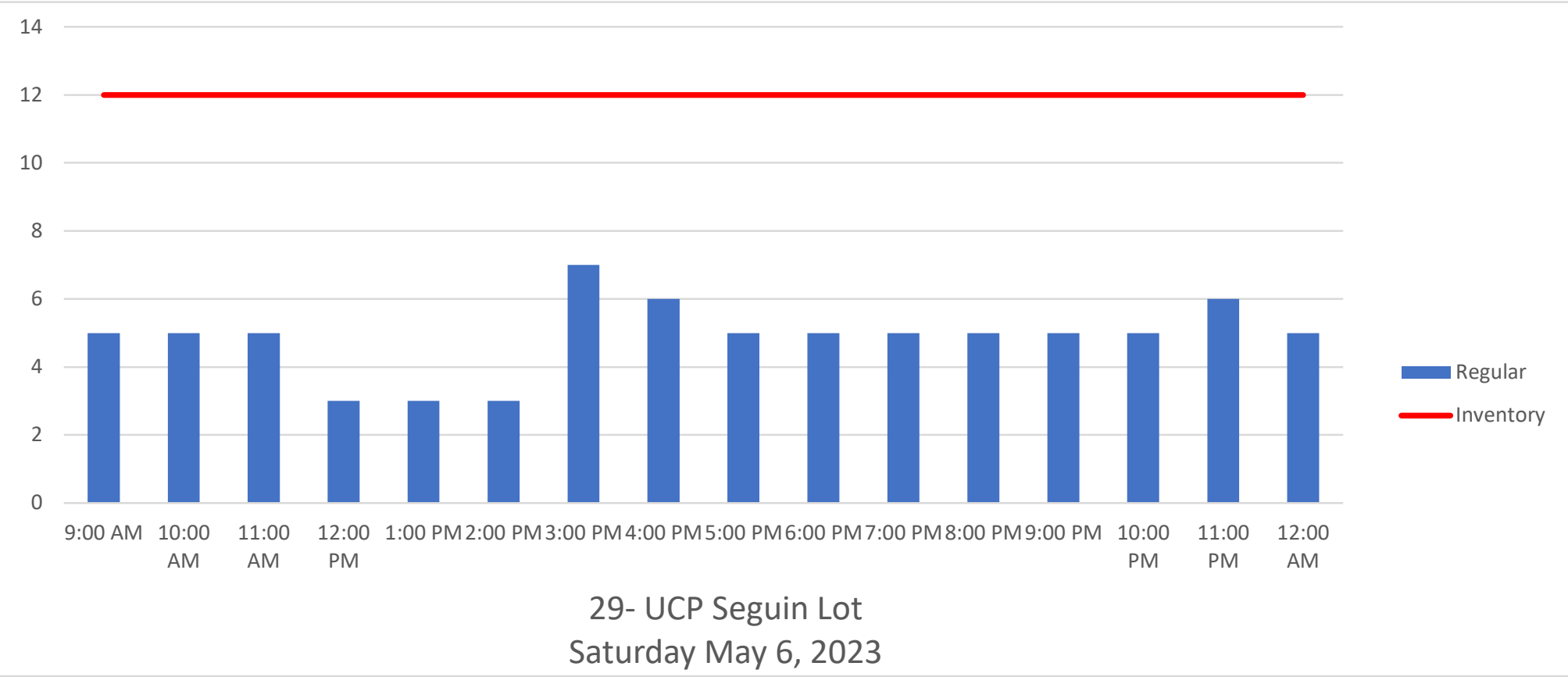
23 - 22 Highland Avenue Apartment Lot  
Saturday May 6, 2023

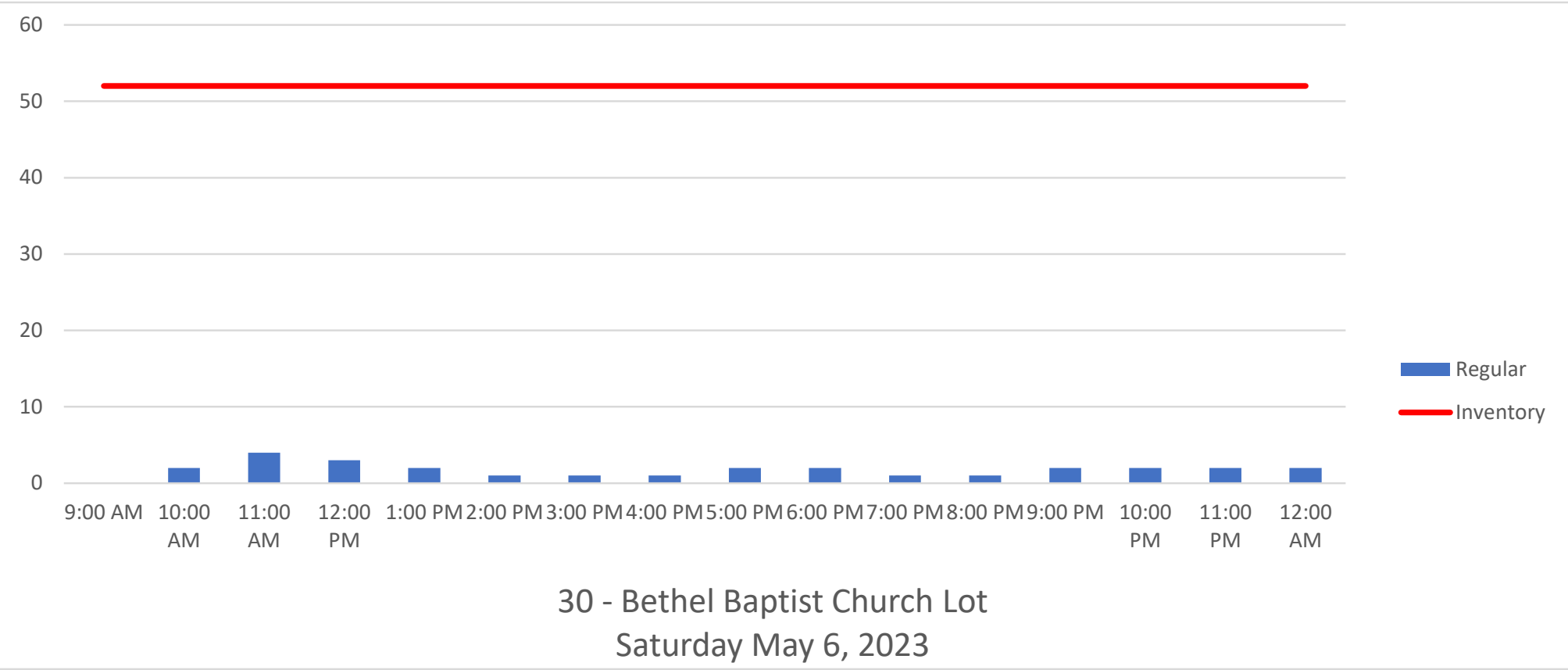


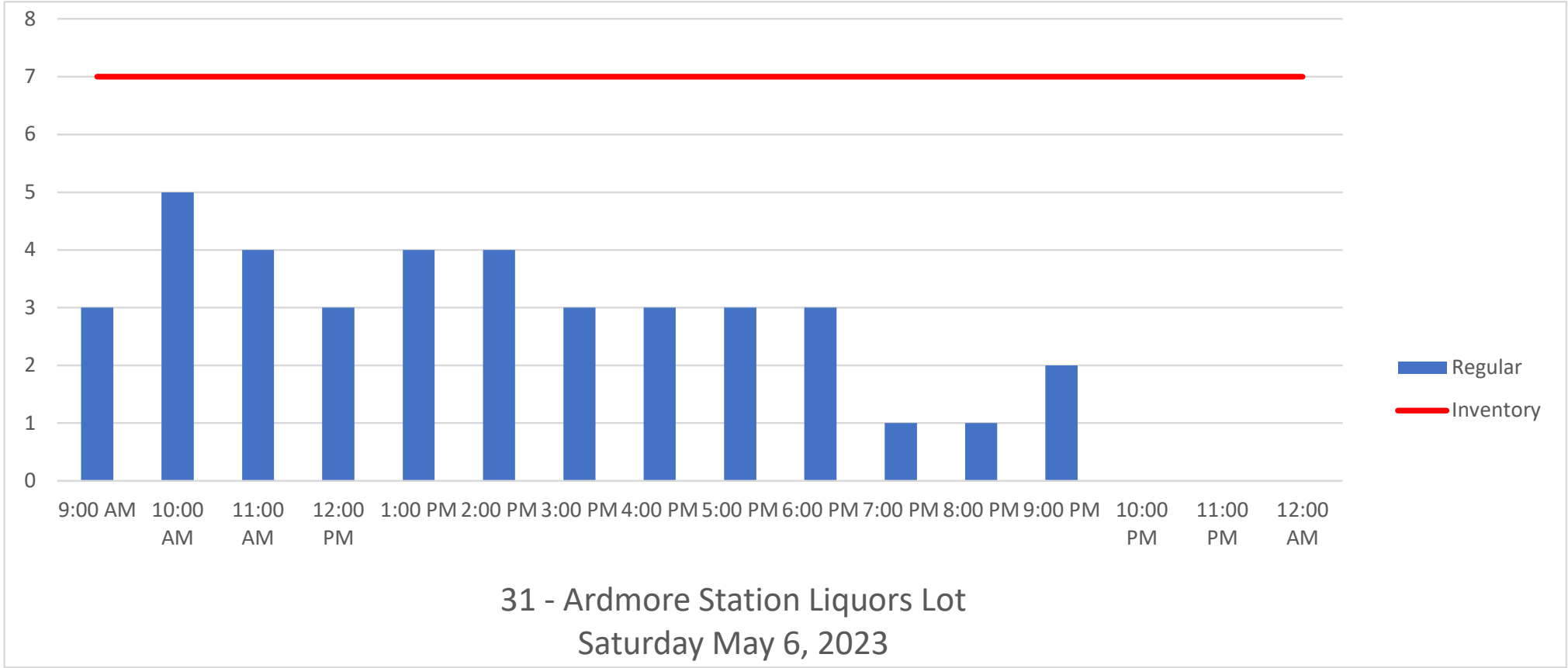


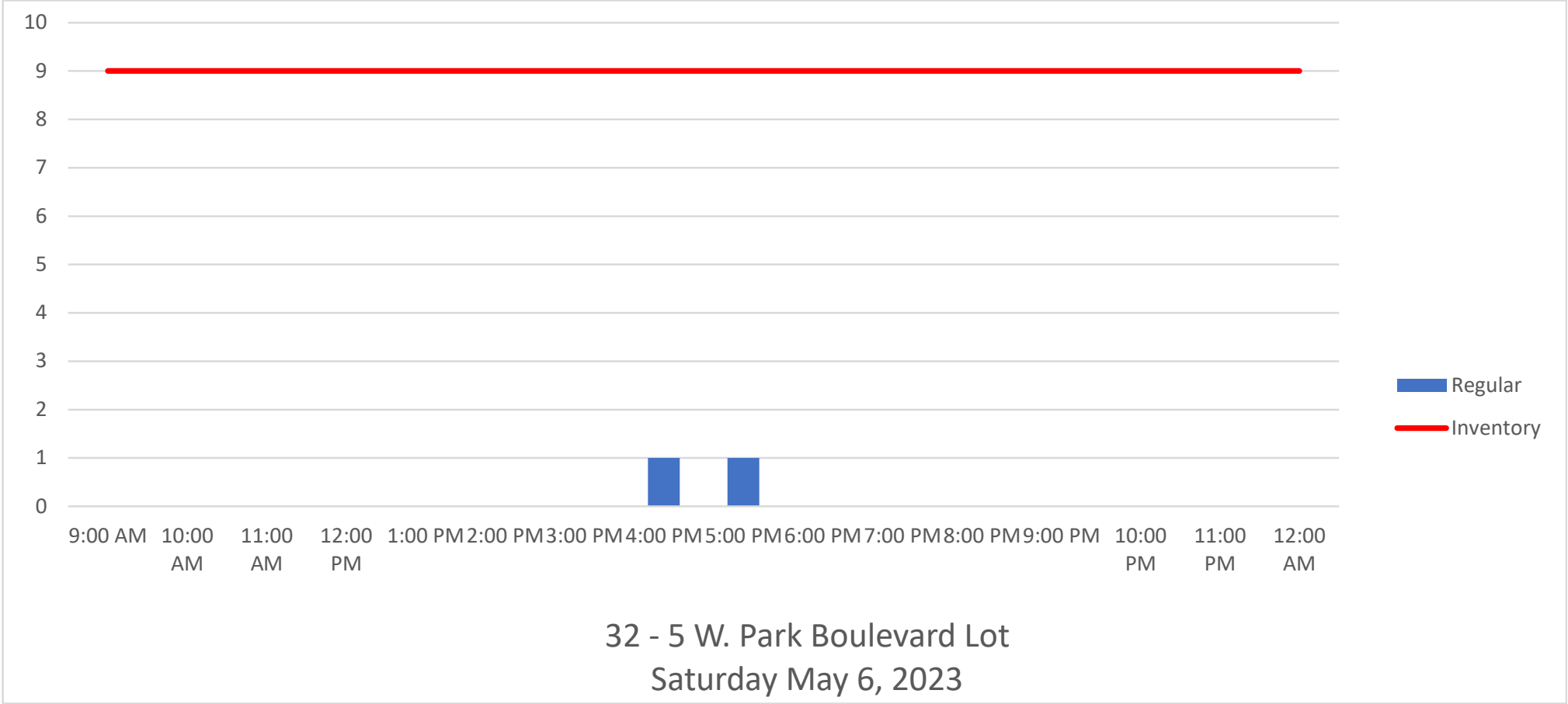














## MEMORANDUM

**TO:** Village Board of Trustees - Committee of the Whole  
**FROM:**  
**DATE:** July 8, 2024  
**SUBJECT:** Update on Lufkin Park

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### **RECOMMENDED ACTION:**

The Board requested information about modifying the bandshell/stage at Lufkin Park to accommodate larger performances. Very preliminary drawings and costs are presented here. One of the potential uses mentioned was for the St. Genesius Productions, Inc. theater group. They have produced a Shakespeare in the Park production for the past three summers after they were forced outside during COVID. They have plans to work indoors this summer, and possibly next summer. Statt will be available to try to answer questions.

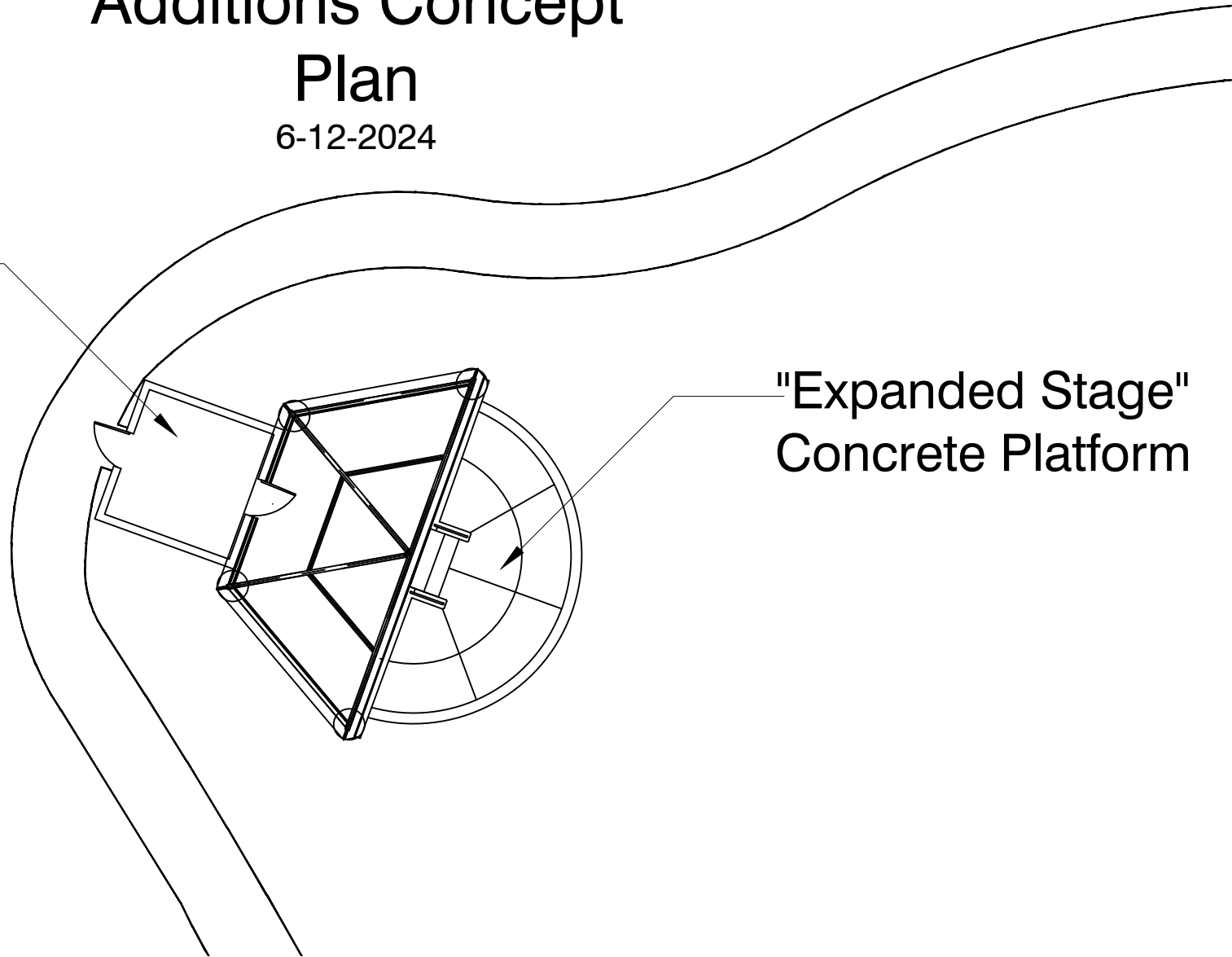
### **BACKGROUND:**

### **DISCUSSION:**

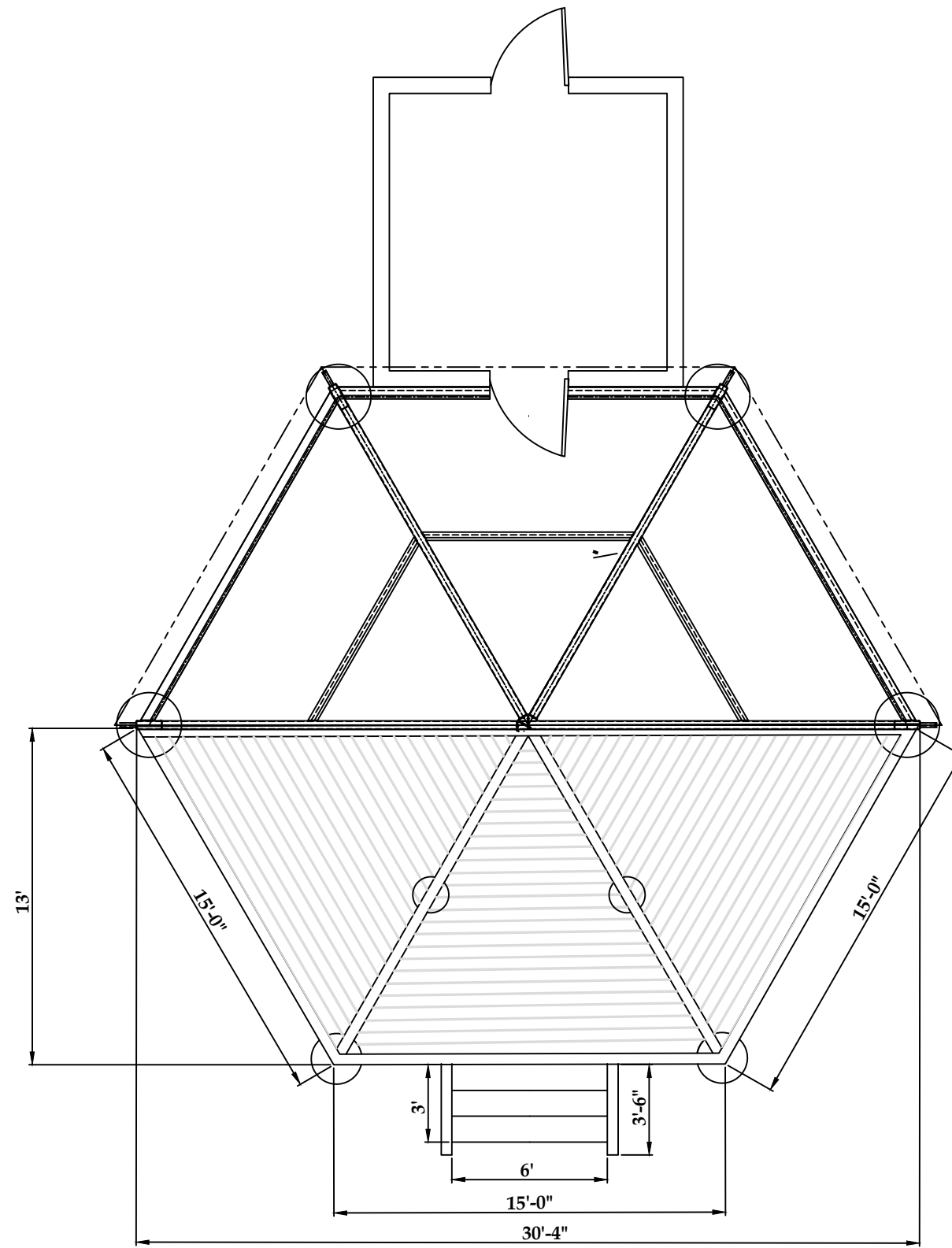
# Performance Shelter Additions Concept Plan

6-12-2024

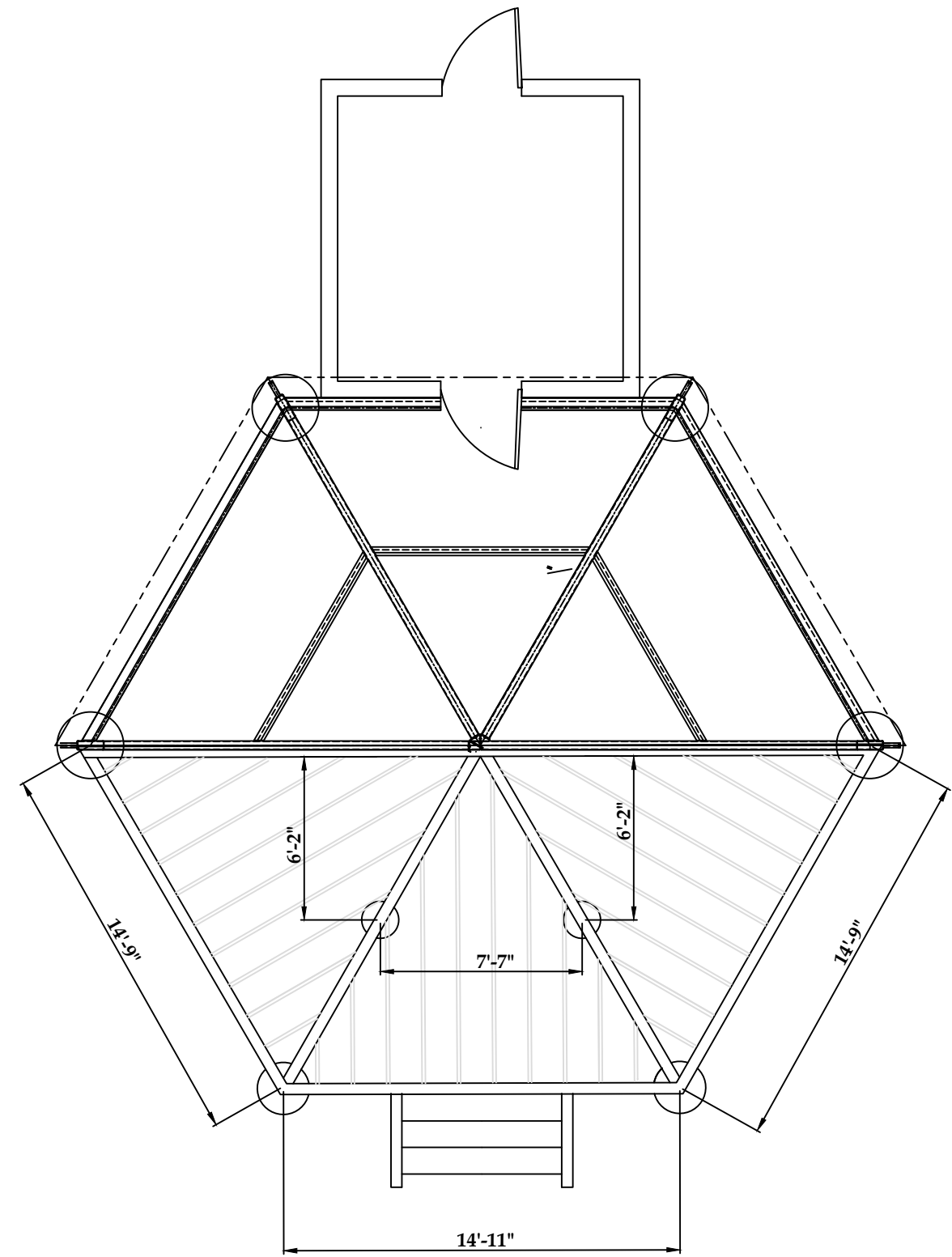
12' x 12'  
"Green Room"



"Expanded Stage"  
Concrete Platform



LUFKIN PARK  
PERFORMANCE  
SHELTER  
DECKING PLAN



LUFKIN PARK  
PERFORMANCE  
SHELTER  
FRAMING PLAN

## **PERFORMANCE SHELTER ADDITION ESTIMATES**

### **CONCRETE SLAB**

Labor/materials: 300 sq.ft x \$25/sq ft x 20% contingency \$9000

### **COMPOSITE DECKING**

Labor/Materials: 300 sq. ft x \$75.00/sq.ft x 20% contingency \$27,000.00.

### **DESIGN**

\$ 1,980.00 - \$ 2,475.00.

### **CHANGING/GREEN ROOM**

150 sq.ft x \$150 - \$200sq.ft \$22,500.00 - \$30,000.00