

Public participation is invited. When called upon, please approach the microphone and state your name. Kindly limit your remarks to 3 minutes.

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

Plan Commission

March 18, 2026

7:00 PM

Chair Person: Marianne Gonzalez
Commissioners: John "Jack" Cuthbertson, Matt D'Alessandro, Mahmood Khan, Alan Hasler
Board Liaison: President Kevin Patrick
Staff Liaison: Stg Eric Haimann

- 1. Call to Order - Roll Call**
- 2. Public Comments on Agenda Items**
- 3. Public Comments on Non-Agenda Items**
- 4. Amendments to the Agenda**
- 5. Approval of Minutes**
 - a. Approval of the January 21, 2026, Plan Commission Meeting Minutes
 - b. Approval of the February 18, 2026, Plan Commission Meeting Minutes
- 6. Unfinished Business**
 - a. Discussion on possible alternative parking options for the Terrace Alley Improvement Project

The Village is planning on improving the Terrace Alley from Ardmore to Princeton to allow for greater access to the properties. This project will impact the properties at 8, 12, 16 and 20 W. Terrace as the available parking will be decreased to allow for the construction of the alley. This discussion is to discuss possible options to offset the loss of parking at these properties.
- 7. New Business**
 - a. Parking Restrictions on Villa Avenue for Old Town Business District

To review the current parking restriction on Villa Ave and to provide any possible recommendations on modifications to the area. This request is to examine the current parking restrictions along Villa Avenue to see if they should be updated to meet the current Village and the surrounding businesses' needs, as there have been several changes to the area.
- 8. Chairperson Comments**

- 9. Commissioner Comments**
- 10. Village Board Liaison Comments**
- 11. Staff Liaison Comments**
- 12. Adjournment**

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VILLAGE OF VILLA PARK

Village Hall, Board Chambers
20 South Ardmore Avenue
Villa Park, Illinois 60181

Plan Commission

January 21, 2025,

7:00 PM

Chairperson Marianne Gonzales

Commissioners Jack Cuthbertson, Matt D'Alessandro, Mahmood Khan, Alan Hasler

MINUTES OF THE MEETING HELD AT THE VILLA PARK VILLAGE HALL BY PLAN COMMISSION OF THE VILLAGE OF VILLA PARK ON JANUARY 21, 2026

1. Call to Order – Roll Call

The meeting was called to order at 7:00pm by Chairperson Gonzales. Commissioner Hasler called the roll.

PRESENT: Cuthbertson, D'Alessandro, Hasler, Khan, Gonzales

ABSENT: None

Staff Present: Director of Public Works, Michael Guerra and Sergeant Eric Haimann

Board Present: President Patrick

2. Public Comments on Agenda Items

None

3. Public Comments on Non-Agenda Items

None

4. Amendments to the Agenda

None

5. Approval of Minutes

a. Approval of the minutes from the November 19th Meeting

b. Approval of the minutes from the September 17th Meeting

Commissioner D' Alessandro moved to approve the minutes from both the November 19th and September 17th meetings.

The motion was seconded by Commissioner Hasler

Voice Vote:

AYES: Cuthbertson, D'Alessandro, Hasler, Khan, Gonzales (5)

NAYS: None (0)

The motion carried

6. Unfinished Business

a. To review the Traffic Pattern on N. Yale Ave from North Ave (IL 64) to Armitage Ave

This item was tabled at the December 17th meeting for staff to gather additional information.

Director Guera presented. There was an issue printing staff reports in the attachments. Additional reports are provided with the Commissioners' packets that were not initially provided. The traffic studies that could not be performed prior to the December meeting have been completed and a report with traffic counts broken down by hour and direction has been provided. Traffic increased as the day progressed with the peak between 4:00pm and 6:00pm. All traffic was light duty, with percentage of vehicle types included for a total of between 800 and 850 vehicles in each direction.

Sergeant Haimann provided a memo previously that summarized services calls at this location. 19 calls were received between 2021 and 2025 including 7 traffic violations and no parking citations. 5 extra patrols were conducted by offices.

Minutes from previous Traffic and Safety Commission meetings back to 2020 where this item was discussed are included in the packet. Based on previous meetings, staff reached out to the Village of Addison and they were not in favor of removing barriers on Harvard Ave and Chatham Ave.

Commissioner Khan asked for clarification of the meaning of "lights" in the report. Director Guerra answered that it means the classification of vehicle. Light duty vehicles are passenger vehicles, making up about 99% of vehicles. The primary classifications are motorcycles, light vehicles, single unit trucks and articulated trucks. The dates of the study were clarified, starting in Wednesday, December 17 to Thursday, December 18. Studies are typically done between Tuesdays and Thursdays to give a general representation of everyday traffic.

Chairperson Gonzales asked if this location was near a motorcycle shop because the report noted no motorcycles. Director Guerra explained that the motorcycle shop is on Armitage and there may have been zero motorcycles due to the time of year.

Commissioner Hasler asked Sgt. Haimann if the traffic violations noted at this location are typical and noted that speed information would have also been helpful. Sgt. Haimann responded that it is typical across the Village. Director Guerra replied that the study was supposed to provide speeds but it was not picked up possibly due to limited daylight hours. Additional study can be done. Sgt. Haimann noted no additional calls for speed.

Commissioner Hasler noted that there does not seem to be anything out of the ordinary at this location but that the public still thought it was an issue and asked if there is any additional study that can be done or if Addison has changed their position. Director Guerra said that staff can ask Addison again. Additionally traffic calming has been considered by staff. Stop signs are already in place and the road is already narrow. Speed tables are not typically promoted by staff and have to be removed for winter.

Commissioner Khan asked how the counts compare to other roads. Director Guerra noted that he believes its within the normal range.

It was requested that staff perform a speed study at this location and to ask Addison if they would reconsider segregation of the roads.

Motion

Commissioner Hasler made a motion to table the item until additional data could be collected.

The motion was seconded by Commissioner D’Alessandro

Voice Vote:

AYES: Cuthbertson, D’Alessandro, Hasler, Khan, Gonzales (5)

NAYS: None (0)

The motion carried

b. Review of Parking Study for the Villa Ave Business District – Possible 2 hour time limit for parking stalls on Park Ave from Villa to Oakland

This item was tabled at the December 17th meeting for staff to gather additional information.

Director Guerra noted that one of the recommendations was to increase signage. Staff installed signs indicating that there was additional parking on Park Ave. No additional parking studies were done due to the holidays. Sgt. Haimann noted there were no parking citations in the area in 2024 and 2025.

Commissioner D’Alessandro parking counts to better inform the Commissions decision.

Chairperson Gonzales asked if the restrictions are being considered due to future development or current conditions. Director Guerra responded that it is not correlated with the new development but may help during construction. It is primarily to encourage parking at this location based on the past parking study. Also there had been some confusion as to whether this area is dedicated parking for the apartment buildings or public parking.

Commissioner Khan asked how many signs were placed. Two additional signs were installed. Commissioner Khan also asked where the request came from. This request came from the Trustees following review of the parking study.

Motion

Commissioner D’Alessandro moved to table the item to get further data on parking counts.

The motion was seconded by Commissioner Khan

Voice Vote:

AYES: Cuthbertson, D’Alessandro, Hasler, Khan, Gonzales (5)

NAYS: None (0)

The motion carried

7. New Business

a. Recommendation on an ordinance to the zoning code to allow for digital commercial signage to be projected onto the Village Right of Way

A request related to the Union development regarding the use of projected light to cost signage onto the right-of-way. Current ordinance does not allow signage on the right-of-way except temporary sandwich boards during the daytime. A new ordinance would be needed to allow it. A recommendation of possible discussion topics was provided. Existing ordinances from other communities could not be found.

Several potential considerations for an ordinance were discussed, including where it would be allowed, how many per building, size, light pollution/dark sky technology, static vs dynamic displays. It is commonly used indoors at malls and sports venues. The current request is to use it on the sidewalk.

Commissioner Cuthbertson commented that it is worth consideration and wanted to investigate the pros and cons. Commissioner Khan agreed. Commissioner D'Alessandro felt it is an opportunity for Villa Park to stand out.

Discussion continued regarding current regulation of signs. Currently signs need to be permitted, and digital signs are not allowed on St. Charles Road. There are also restrictions as to how often digital sign messages can change and restrictions on flashing. Other concerns were the content of the messages, implications of AI, and whether this should be allowed anywhere other than sidewalks.

Commissioner Khan noted that the City of Chicago in specific Wards there are businesses with these type signs. Perhaps we can consider regulations similar to the City.

Additional data was requested including parameters for the Commission to pick and choose from in order to prepare a draft ordinance.

Motion

Commissioner Hasler moved to continue the item while additional information is collected.

The motion was seconded by Commissioner Khan

Voice Vote:

AYES: Cuthbertson, D'Alessandro, Hasler, Khan, Gonzales (5)

NAYS: None (0)

The motion carried.

8. Commissioner Comments

None

9. Village Board Liaison Comments

None

10. Staff Liaison Comments

Director of Public Works, Michael Guerra. One of the requirements of new Village Ordinance required written recommendations to the board. The recommendations from the December 17 meeting have been provided for signature by the Chairperson.

At the February meeting, there will be items related to parking on Wildwood and related to the Garden Station project.

11. Adjournment

Motion to adjourn was made by Chairperson Gonzales.

Second, by Commissioner Hasler

Meeting is adjourned at 7:50 pm

DRAFT

VILLAGE OF VILLA PARK

Village Hall, Board Chambers

20 South Ardmore Avenue

Villa Park, Illinois 60181

Plan Commission

February 18, 2025,

7:00 PM

Chairperson Marianne Gonzales

Commissioners Jack Cuthbertson, Matt D'Alessandro, Mahmood Khan, Alan Hasler

MINUTES OF THE MEETING HELD AT THE VILLA PARK VILLAGE HALL BY PLAN COMMISSION OF THE VILLAGE OF VILLA PARK ON JANUARY 21, 2026

1. Call to Order – Roll Call

The meeting was called to order at 7:02pm by Chairperson Gonzales. Commissioner Hasler called the roll.

PRESENT: Cuthbertson, D'Alessandro, Hasler, Gonzales

ABSENT: Khan

Staff Present: Director of Public Works, Michael Guerra and Sergeant Eric Haimann

Board Present: None

2. Public Comments on Agenda Items

None

3. Public Comments on Non-Agenda Items

None

4. Amendments to the Agenda

The minutes from the January 21st meeting are not included in Agenda Item 5 for approval.

5. Approval of Minutes

a. Approval of the minutes from the December 17th Meeting

b. ~~Approval of the minutes from the January 21st Meeting (removed by amendment)~~

Commissioner Hasler moved to approve the minutes of the December 17th meeting.

The motion was seconded by Commissioner Cuthbertson

Voice Vote:

AYES: Cuthbertson, D'Alessandro, Hasler, Gonzales (4)

NAYS: None (0)

The motion carried

6. Unfinished Business

a. To review the Traffic Pattern on N. Yale Ave from North Ave (IL 64) to Armitage Ave

This item was tabled at the December 17th and January 21st meetings for staff to gather additional information.

A speed analysis was completed to accompany the traffic counts provided at the last meeting. A table was included in the agenda packet. It was noted that roadways are typically designed for the 85th percentile speed. The speed limit on this road is 25 mph. According to the study 50% of traffic is going less than 30mph and 85% is going less than 35mph, which is typical. Additionally, staff reached out to Addison and their position has not changed. While this concern has been brought to the Commission's attention before, previous findings were also not out of the ordinary compared to other local roads.

Commissioner D'Alessandro thanked staff for their efforts in obtaining the data and coordinating with Addison.

Motion

Commissioner D'Alessandro made a motion to close the agenda item without further action.

The motion was seconded by Commissioner Cuthbertson

Voice Vote:

AYES: Cuthbertson, D'Alessandro, Hasler, Gonzales (4)

NAYS: None (0)

The motion carried

b. Review of Parking Study for the Villa Ave Business District – Possible 2 hour time limit for parking stalls on Park Ave from Villa to Oakland

This item was tabled at the December 17th and January 21st meetings for staff to gather additional information.

Director Guerra presented parking counts collected by Sgt. Haimann and the Police Department. A total of 18 parking spaces are in the studied area, with 1 handicap space. The spaces are most full at night with up to 14 utilized and typically less than half full during the day. Additional signs directing people to these spaces were placed previously and patrols increased.

Commissioners Hasler and D'Alessandro agreed that the data appears to show that the spaces are available during the day for people going to local businesses, and this issue is not a concern. Commissioner Cuthbertson noted that the data showed nothing out of the ordinary but with the upcoming construction things may change.

Commissioner D'Alessandro thanked staff for installing the signs. This plus future branding are a good idea with more businesses coming.

Chairperson Gonzales noted that the 18 spaces do not appear to be utilized as it is and that it should be left as-is for now. However, it could be reconsidered in the future.

Motion

Commissioner D'Alessandro moved to leave the parking as-is with no further limit and close the agenda item.

The motion was seconded by Commissioner Hasler

Voice Vote:

AYES: Cuthbertson, D'Alessandro, Hasler, Gonzales (4)

NAYS: None (0)

The motion carried

7. New Business

a. Discussion on possible alternative parking options for the Terrace Alley Improvement Project

Director Guerra presented that there had been issues with rodents in this area due to problems with garbage truck access to the back of the apartment buildings. The has right-of-way and is looking to improve the alley for better access. However, the alley construction would eliminate parking spaces on the back of the building. The owners are in favor of the improvement, but are concerned about the loss of parking. Parking would roughly be cut in half. The design of the alley is intended to provide enough through access for commercial waste haulers without having to back up. Other accommodations have been tried but didn't work well.

Staff review options to allow permit parking on Terrace which is wide enough for parking or at the nearby Metra lot which would require residents to walk. There is adequate space in the Metra lot that the Village owns. Pros and cons for each option were provided. Chairperson Gonzales expressed concerns that these options require fees to burden the residents.

Commissioner Cuthbertson noted that permits could be issued or have the spots sectioned off instead of just allowing open parking on the street to denote they are assigned spots and not set a precedence for other areas.

Commissioner D'Alessandro expressed concern about residents crossing Ardmore Ave to access spots at the Metra lot with no crosswalk. The realistic option is on the street.

Commissioner Hasler agreed the street parking is the better option but was concerned that without restrictions, residents from nearby streets could take the overnight street parking spots meant for these residents.

Director Guerra noted that there are other locations where overnight parking on the right-of-way is allowed, but it is specific to certain locations, such as Home Avenue in the Village Code. Otherwise there is a Village-wide restriction on overnight parking from 2:00am to 6:00am.

Sgt. Haimann noted different options for permitting. If permits are issued is the owner or the Village responsible for enforcement? There is potential legal recourse if the car is towed improperly. First come first served is recommended.

Commissioner Cuthbertson asked if the dumpsters are included with the Village waste pickup or is it the responsibility of the owner. Director Guerra noted that for buildings with more than 4 units, the building owner is responsible. Options for individual garbage cans for each unit were discussed.

Commissioner Hasler asked when the project is happening. The alley project is finishing final design currently and is budgeted this year. Construction is anticipated in May or June. The issue needs to be addressed soon, but enough design needed to be done to talk to the building owners before moving forward.

Commissioner Cuthbertson asked about the plan for parking during construction. Typically the police are notified to suspend enforcement of overnight parking restrictions in the area.

Commissioner D'Alessandro noted less concern about people taking these spots from other areas because of the longer walk to their residence. Sgt. Haimann noted that typically during day the all of the spaces along Terrace are taken. The difference here would be parking at night. The Fire Department should be asked if they have any feedback before making a recommendation. Staff will consult with the Fire Department.

Director Guerra noted that this was presented for discussion to determine if the Village would entertain it. A deeper review will be done and additional departments consulted before action is taken.

Chairperson Gonzales asked if all the existing parking is used. Yes, all spaces are utilized and there is essentially one spot per unit.

Commissioner Hasler stated that parking on the street seems to be simplest option at the moment and is open to continuing the conversation in more detail and asked what the next step would be procedurally. The proper procedure would be a recommendation to vet it with all departments and then draft an ordinance.

Commissioner D'Alessandro asked why there is a restriction from 2:00am to 6:00am. Sgt. Haimann thought it was to keep the roads clear for traffic at night and to reduce criminal activity. Director Guerra added that it prevents waste buildup on the street and to keep from having vehicles that never move.

Commissioner Cuthbertson mentioned having one central waste station instead of dumpsters at each unit. Staff noted this could be considered by the owners. Currently residents use whichever dumpsters seems less full. Commissioner Cuthbertson recommended that all Commissioners drive through the area. He noted that the improvement is needed.

Motion

Commissioner D'Alessandro moved to table the item to get more details about how overnight street parking on Terrace would work.

The motion was seconded by Commissioner Hasler

Voice Vote:

AYES: Cuthbertson, D'Alessandro, Hasler, Gonzales (4)

NAYS: None (0)

The motion carried.

8. Chairperson Comments

None

9. Commissioner Comments

None

10. Village Board Liaison Comments

None

11. Staff Liaison Comments

Director Guerra: The parking restrictions on Wildwood and Myrtle discussed at the December meeting is going to the board for a second reading this upcoming Monday. The other recommendations are working their way through the Zoning Board of Appeals and have not gone before the board yet. There will be more parking related items at the March meeting.

12. Adjournment

Motion to adjourn was made by Commissioner Hasler

Second, by Commissioner D'Alessandro

Meeting is adjourned at 7:50 pm



MEMORANDUM

TO: Plan Commission
FROM: Mike Guerra, Assistant Village Manager
DATE: March 18, 2026
SUBJECT: Discussion on possible alternative parking options for the Terrace Alley Improvement Project

RECOMMENDED ACTION:

The Village is planning on improving the Terrace Alley from Ardmore to Princeton to allow for greater access to the properties. This project will impact the properties at 8, 12, 16 and 20 W. Terrace as the available parking will be decreased to allow for the construction of the alley. This discussion is to discuss possible options to offset the loss of parking at these properties.

BACKGROUND: The Terrace alley from Ardmore to Princeton has been problematic for the Village over the past year. The Village has Right of Way (ROW) along the back of the properties located at 8, 12, 16, and 20 W Terrace along with the corner property at 333 N. Princeton Ave. The current configuration is separate parking lot pavements associated with the adjacent property which allows for parking for the tenants. Access to the properties is only from the east as they do not connect internally to Princeton. Due to the current configuration and parking in this corridor, access has been problematic for solid waste collection, snow removal and access to the properties, as there is not enough clear space through the parking.

To address the issue, the Village began the design to improve the area by providing a designated alley in its ROW with a connection to Princeton. This would allow a clear path and access to all the properties equally and allow for solid waste and snow removal to occur. The proposed design is attached.

In order to construct the proposed alley, the properties' parking lots will be impacted by the loss of designated parking stalls. The properties are affected as follows:

- 8 W. Terrace will lose 2 parking stalls
- 12 W. Terrace will lose 2 parking stalls
- 16 W. Terrace will lose 4 parking stalls
- 20 W. Terrace will lose 4 parking stalls
- 333 N. Princeton will not lose any stalls but will be slightly impacted.

The Village met three out of the 4 owners, as one didn't respond to a request, and they were all in favor of the improvements. The only concern is that almost all these units do not have any excess parking stalls as these buildings were built prior to current zoning requirements. 16 and 20 W. Terrace only has 8 stalls for 5 units, so removal of 4 stalls would reduce them to below one stall per unit. This, coupled with several tenants wishing to have 2 stalls, makes parking an issue with the improvements to the alley.

DISCUSSION: Since the last meeting, staff meet with the owner of the commercial building at 348-356 N. Ardmore Ave to discuss the alley. The owner was in favor of improving the alley and didn't have any concerns regarding parking for his building other the temporary closure to construct the alley. Staff did inquire about a possible partnership with apartment buildings for overnight parking, but the owner declined to participate. The other request was to review the possibility of having single garbage totes for the residents but that would not allowed per code as each unit is greater than 4 units. This would require at least 28 carts for solid waste, plus an additional 28 carts for recycling which would overload the ROW. Therefore the original two options remain for for permitted overnight parking for the apartments on Terrace Street.

Staff's preference would be to provide to allow for permitted overnight parking in the Metra Lot with enhanced pedestrian crossing at Ardmore and Terrace. Overall this option would include the following considerations.

Pro's

1. Available Parking stalls available with reduced use of the lot
2. Possible increase in revenue with parking permitted sales
3. Will not impact the Village operations on Terrace Street

Con's

1. Possible vehicles being parked in the lot for an extended amount of time without being moved
2. Possible other commercial housing in the area may request permitted parking in lot and thus reduce the amount of available parking for commuters.
3. Distance from the parking lot to the affected units is 1–2 blocks.

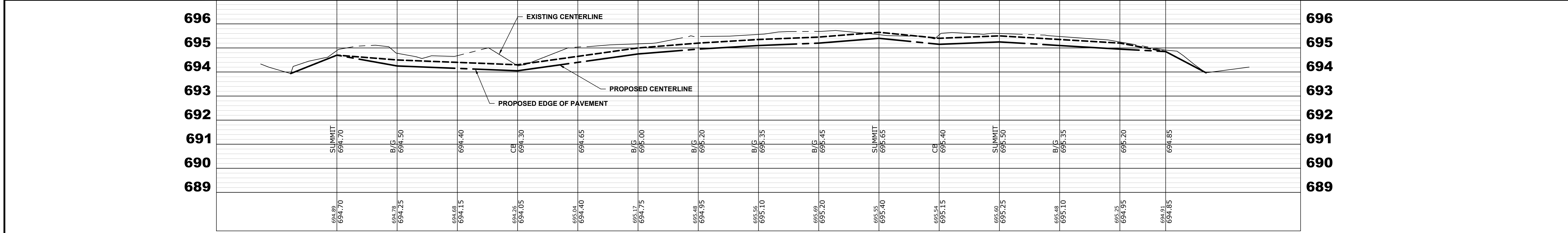
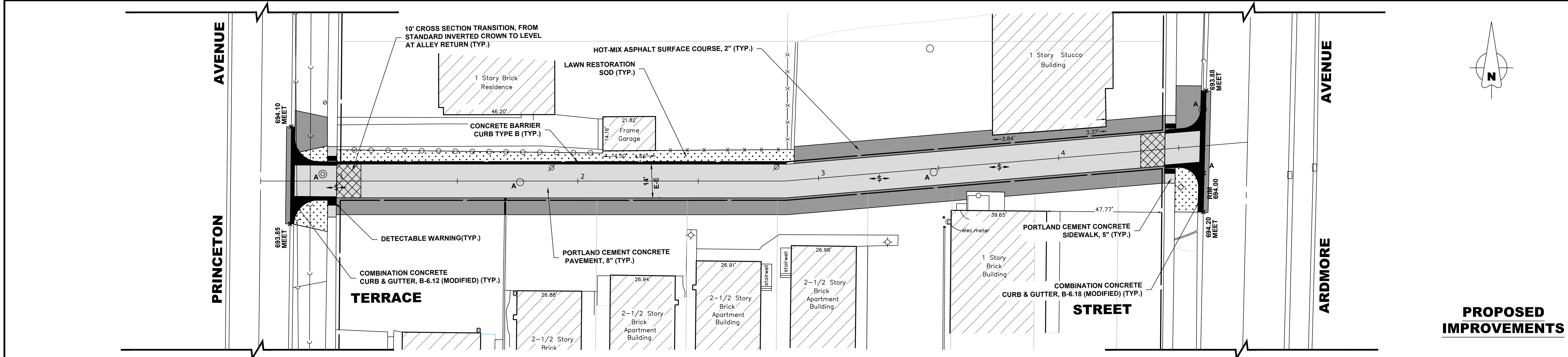
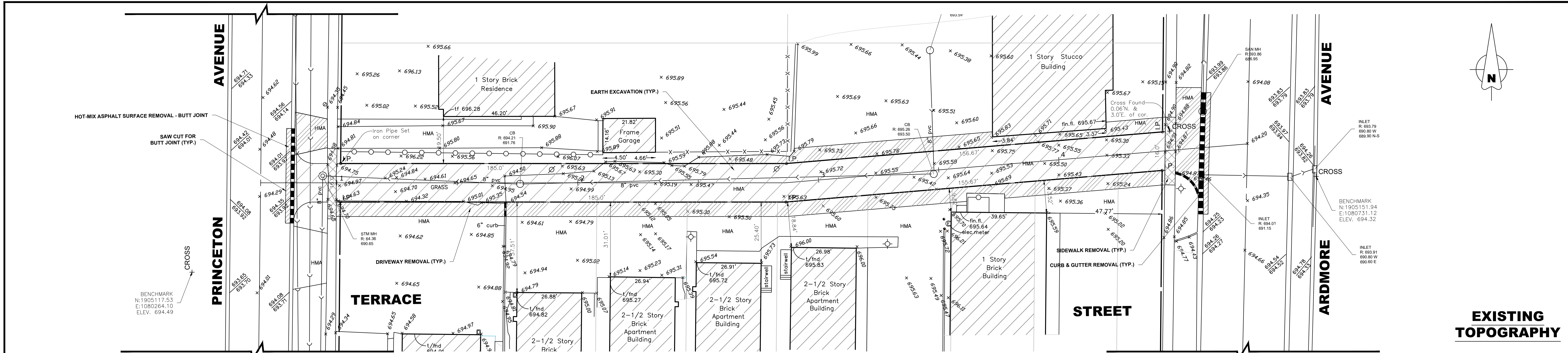
The other option would be to allow for overnight on Terrace Ave on a first come, first served basis. This option would include the following considerations.

Pro's

1. Will be limited to only this block
2. Direct correlation to the buildings the parking will serve
3. Street width is 32 ft which would allow for 2-way traffic and parking on one side

Con's

1. Can lead to overcrowding on the street, limiting traffic flow and snow removal and other Village services
2. Possible vehicles being parked in the ROW for an extended amount of time
3. Increased location in town may lead to additional requests that have previously been denied



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**ALLEY IMPROVEMENTS
 VILLAGE OF VILLA PARK, ILLINOIS**

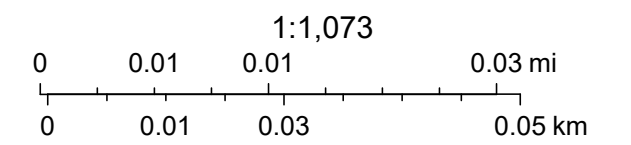
**ALLEY 1
 PLAN AND PROFILE**

REVISION:	PRELIMINARY PLAN - NOT FOR BIDDING PURPOSES	SCALE: -	SHEET 7
		DRAWN BY: ECW	8
		BOOK NO.: XX	
		DATE: 6/15/25	
	E.H.E. NO.: 820-25		

Terrace Street Location



2/13/2026



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community



MEMORANDUM

TO: Plan Commission
FROM: Mike Guerra, Assistant Village Manager
DATE: March 18, 2026
SUBJECT: Parking Restrictions on Villa Avenue for Old Town Business District

RECOMMENDED ACTION:

To review the current parking restriction on Villa Ave and to provide any possible recommendations on modifications to the area. This request is to examine the current parking restrictions along Villa Avenue to see if they should be updated to meet the current Village and the surrounding businesses' needs, as there have been several changes to the area.

BACKGROUND:

The Village Board, along with several local business owners, has requested a review of the current parking restrictions on Villa Avenue. This request aims to evaluate whether these restrictions should be updated to better meet the needs of the Village and surrounding businesses, especially given the significant changes to the area. Many businesses have transitioned or newly opened since the last parking updates were enacted in 2020.

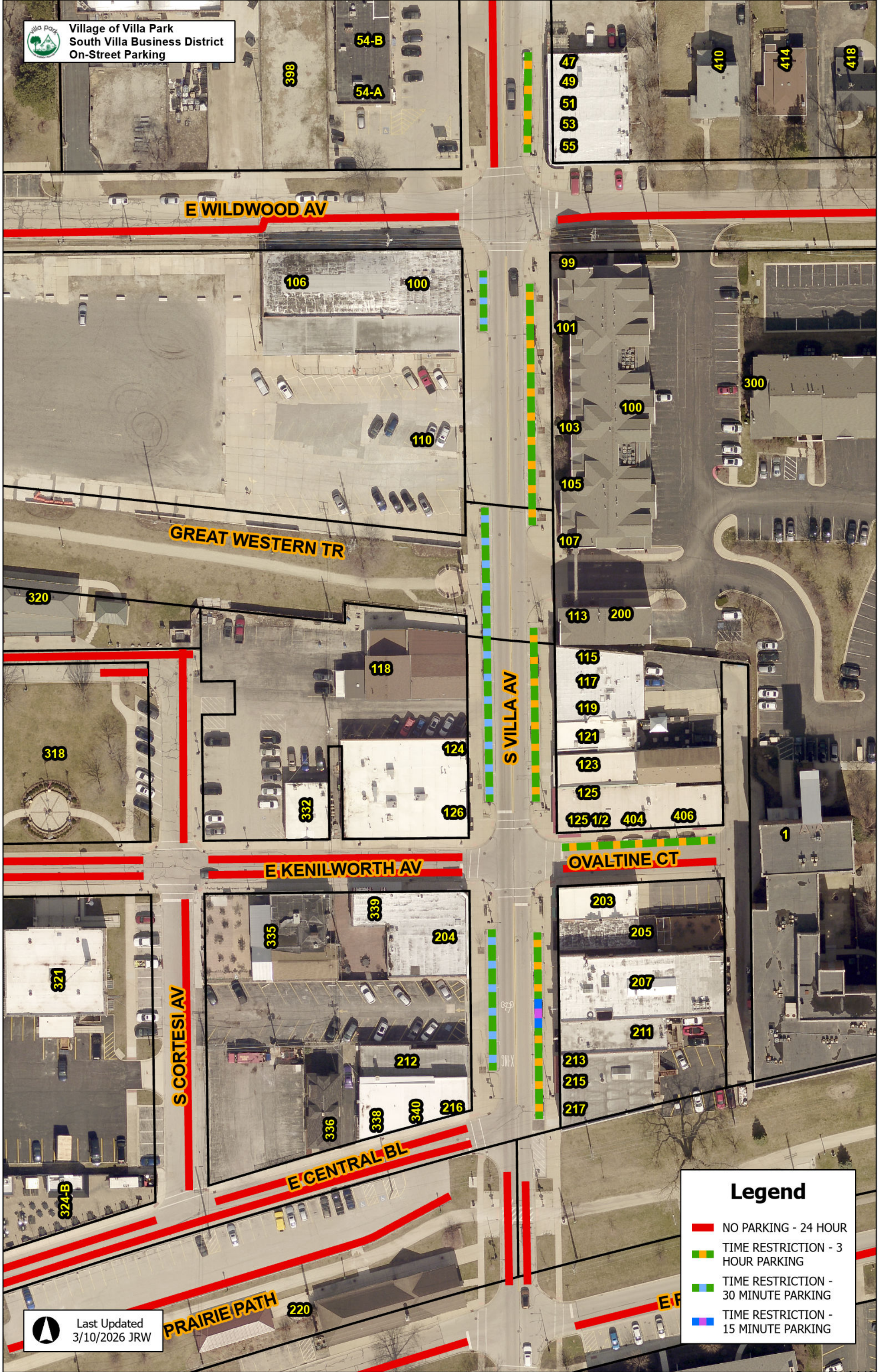
In 2024, the Village commissioned a parking study of the Old Town District (report attached). More recently, the Village constructed the Villa Park Recreation Center (VPRC) which removed on-street parking on Wildwood and Myrtle Avenues in favor of off-street parking. It has been noted that during peak usage of the [VPRC](#), available parking is limited. Consequently, the Village is in the process of expanding the VPRC parking lot and is currently awaiting grant funding to help offset construction costs.

Additionally, the Village sold the large municipal lot off Villa Avenue for the construction of the Union apartment complex. Construction began in late January 2026, which has temporarily removed the off-street lot and several spaces on Villa Avenue. Upon completion, the project will provide over 90 public parking stalls within a parking garage and add 2–3 additional on-street parking stalls on Villa Avenue. Finally, the Village is reviewing the design and layout of the Museum parking lot to make it more prominent and accessible. Staff has performed an initial review and is meeting with DuPage County to discuss whether the proposed modifications are allowable before bringing the matter to the Planning & Zoning Commission.

DISCUSSION: It was staff's understanding that the current parking configuration on Villa Avenue—which includes multiple, varying timed restrictions—was established in 2020 to suit the business landscape and area usage at that time. Since then, the local business dynamic has shifted significantly. Long-standing establishments such as Pioneer Garden & Feed, Eclipse Dog Grooming, and Cherokee Rose have closed. Meanwhile, new businesses have opened, including Villa Perk

Coffee Co. and the Captain's Room, further changing the needs of the area.

The current patchwork of three different time restrictions has created enforcement challenges in the past. To address this, staff recommends implementing a uniform time restriction throughout the area. A consistent 3-hour limit on both sides of the street would allow the Police Department to enforce parking more effectively by monitoring the area at regular intervals.



Legend

- █ NO PARKING - 24 HOUR
- █ TIME RESTRICTION - 3 HOUR PARKING
- █ █ TIME RESTRICTION - 30 MINUTE PARKING
- █ █ █ TIME RESTRICTION - 15 MINUTE PARKING

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

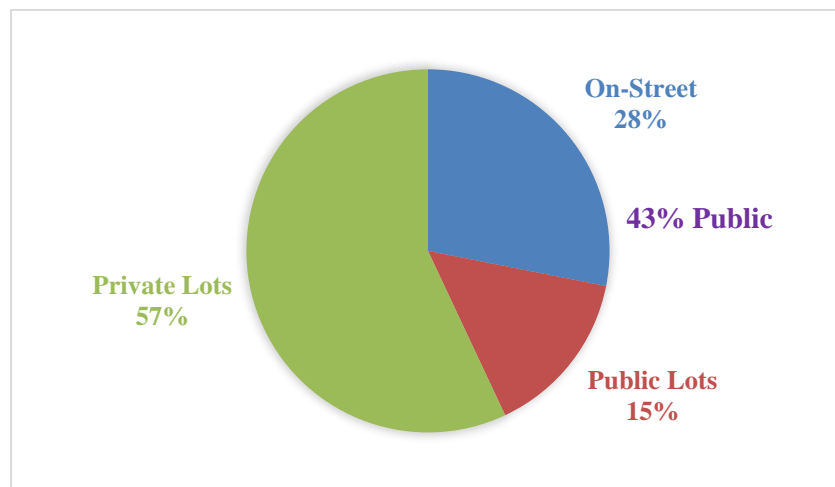
This chapter summarizes the inventory of on-street parking, public parking and private parking within the Villa Avenue downtown area in Villa Park, the utilization of the parking supply on weekdays and weekends and the key findings from the evaluation. The data presented in this chapter was determined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

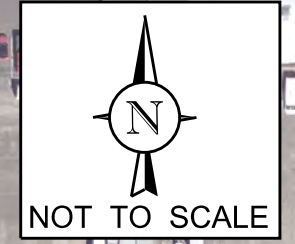
Parking Inventory

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.

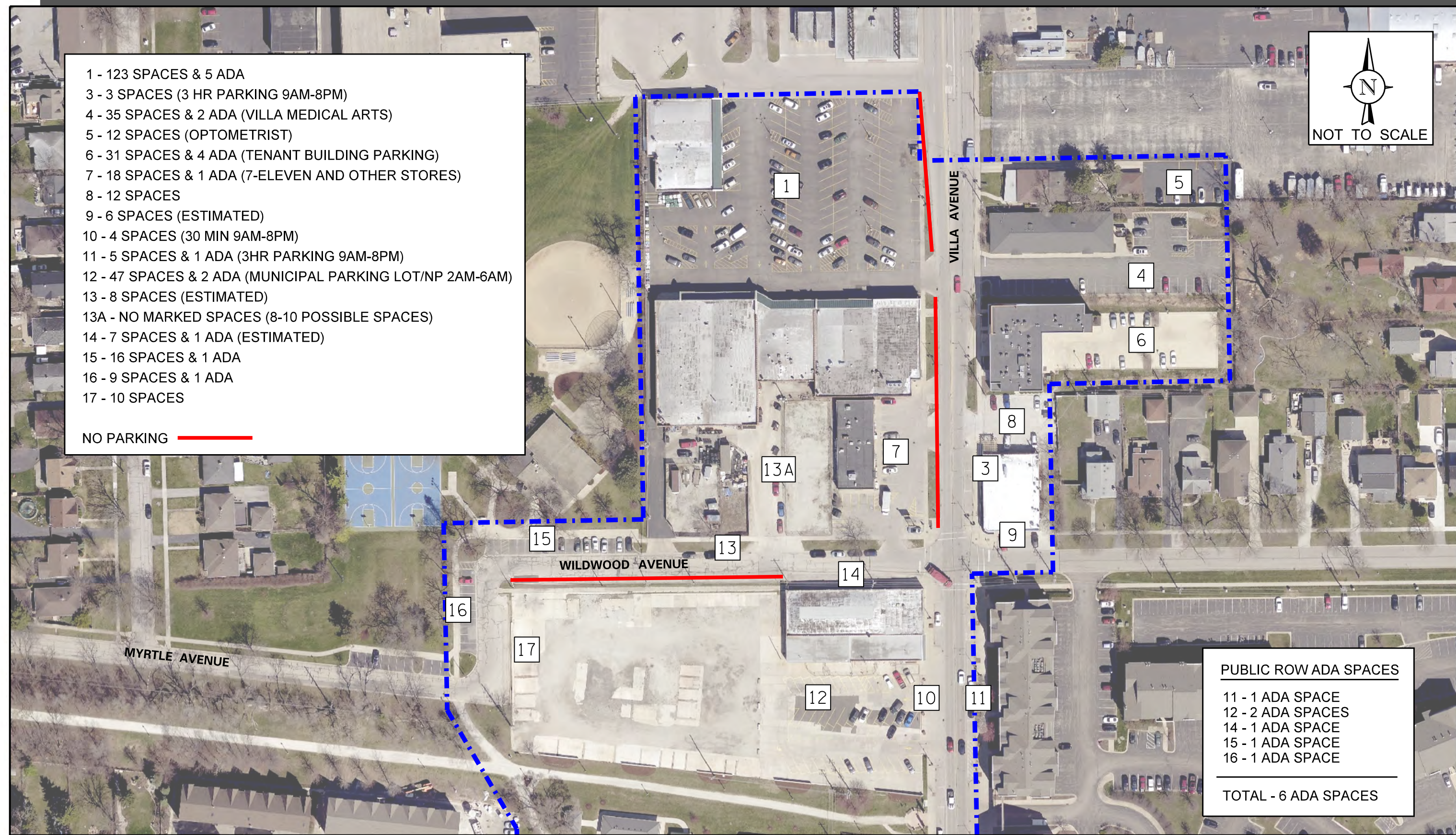
Table 1
DOWNTOWN PARKING INVENTORY

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





- 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**

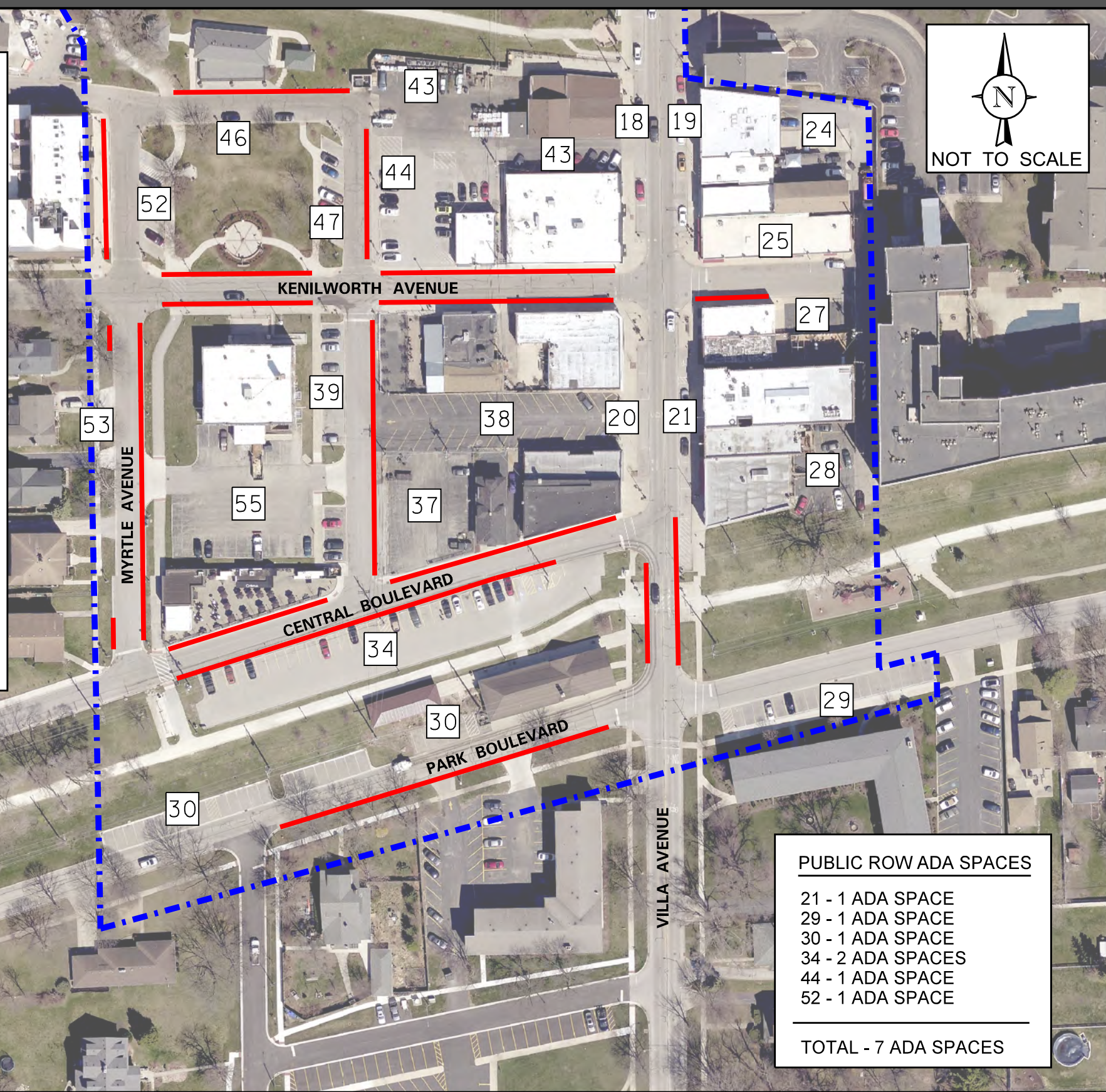
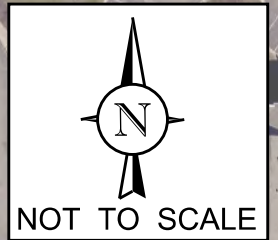
VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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 ———



PUBLIC ROW ADA SPACES	
21	1 ADA SPACE
29	1 ADA SPACE
30	1 ADA SPACE
34	2 ADA SPACES
44	1 ADA SPACE
52	1 ADA SPACE
TOTAL - 7 ADA SPACES	

VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

VILLA AVENUE PARKING STUDY
SOUTH SECTION



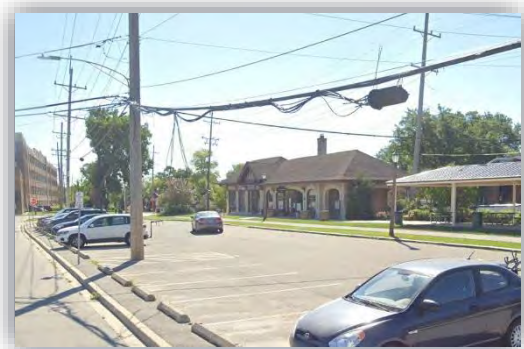
On-Street Public Parking

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 & OCCUPANCY - THURSDAY, 5/4/2023

	Inventory (Spaces)	Parking Occupancy									
		9:00 AM	10:00 AM	11:00 AM	Noon	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 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 & OCCUPANCY - THURSDAY, 5/4/2023 (Continued)

	Inventory (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 & OCCUPANCY - SATURDAY, 5/6/2023

	Inventory (Spaces)	Parking Occupancy									
		9:00 AM	10:00 AM	11:00 AM	Noon	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 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 & OCCUPANCY - SATURDAY, 5/6/2023 (Continued)

	Inventory (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)

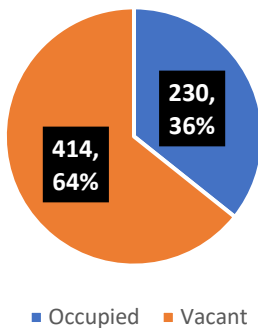


Chart 2
Thursday May 4 (Evening)

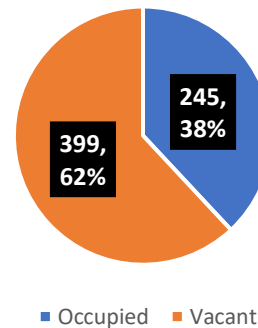


Chart 3
Saturday May 6 (Daytime)

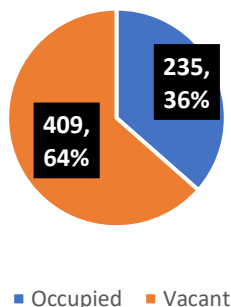
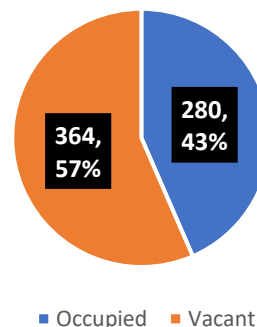


Chart 4
Saturday May 6 (Evening)



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

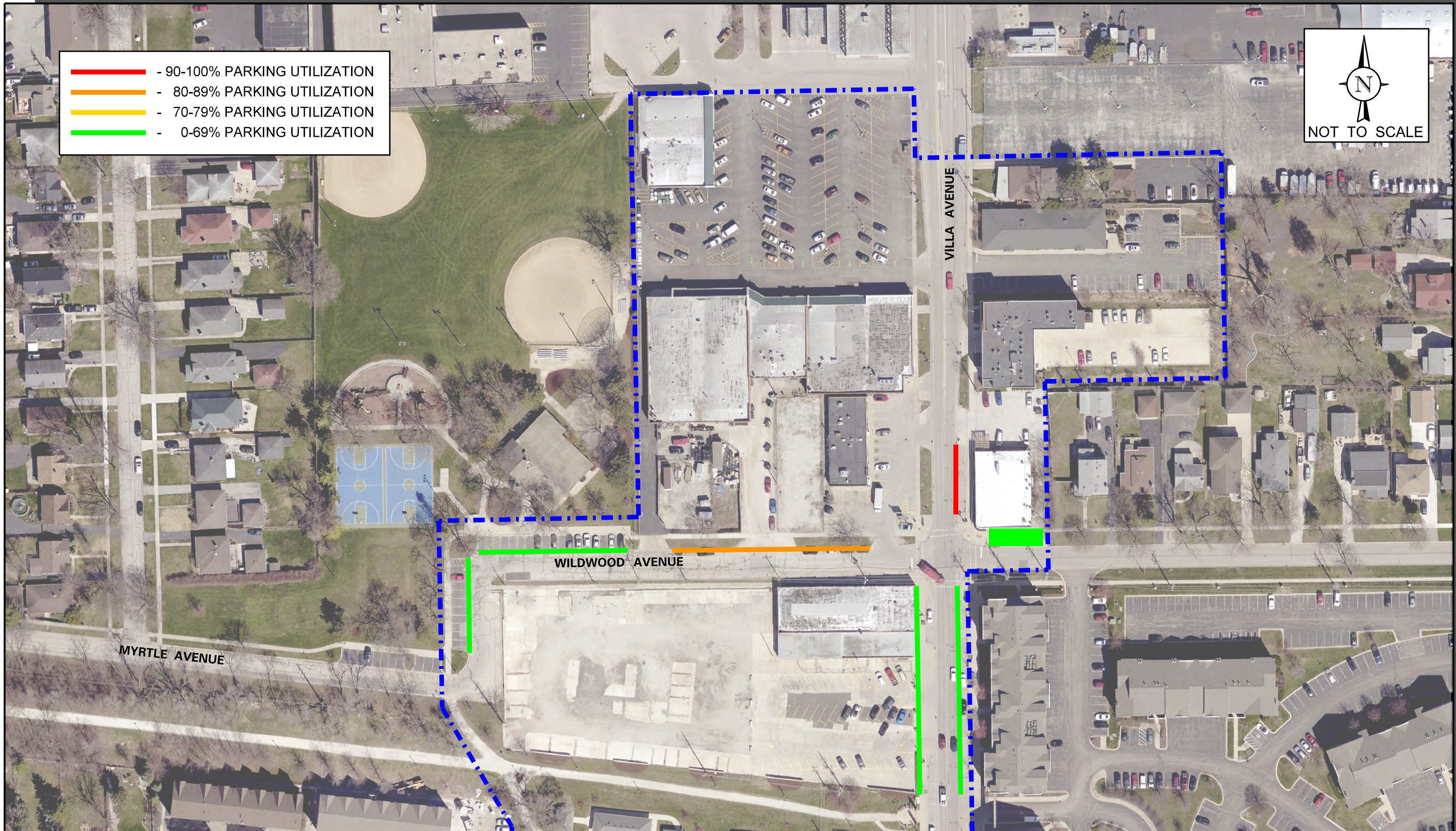
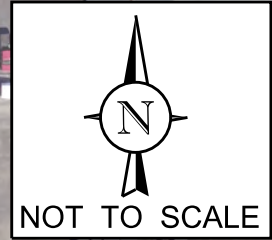
- East Side of Villa Avenue between St Charles Road and Wildwood Avenue
- North side of Wildwood Avenue east of Villa Avenue
- North side of Wildwood Avenue west of Villa Avenue
- East and West sides of Villa Avenue between Kenilworth Avenue and the Great Western Trail
- West side of Villa Avenue between 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.

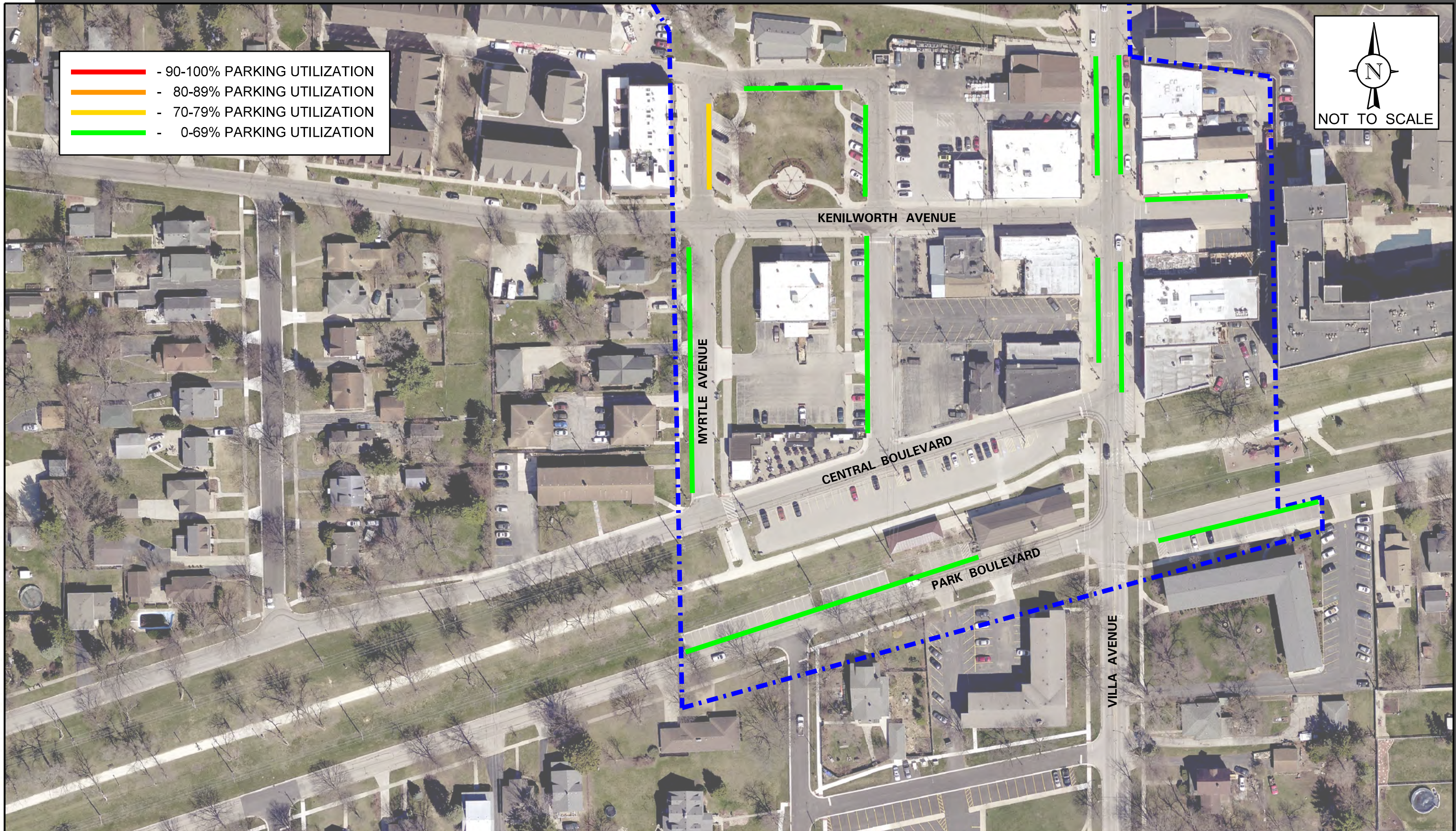
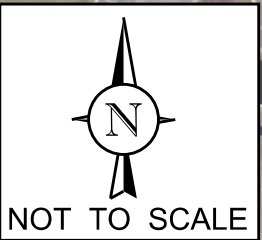
- - 90-100% PARKING UTILIZATION
- - 80-89% PARKING UTILIZATION
- - 70-79% PARKING UTILIZATION
- - 0-69% PARKING UTILIZATION



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

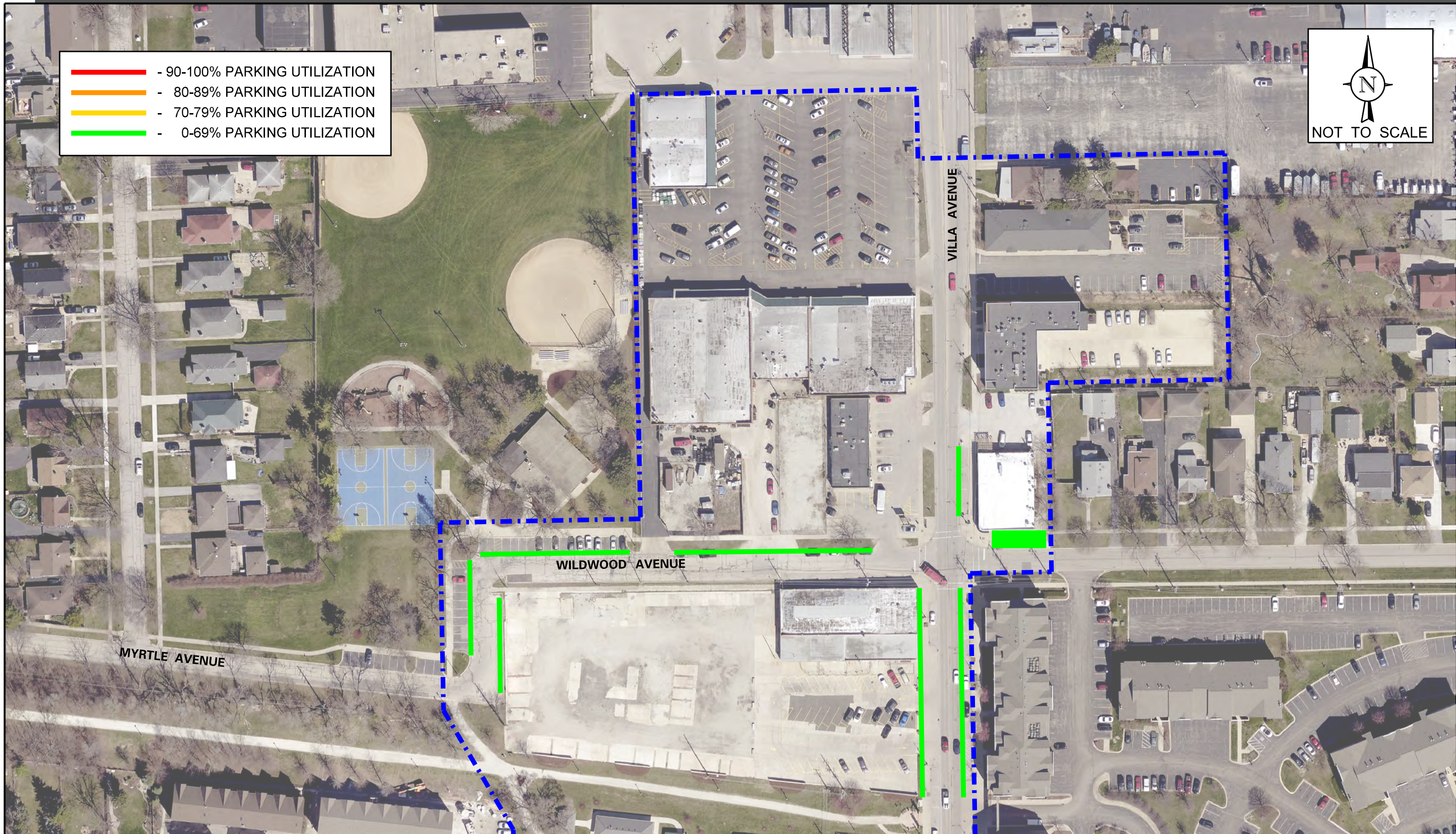
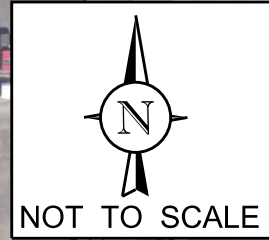


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 4

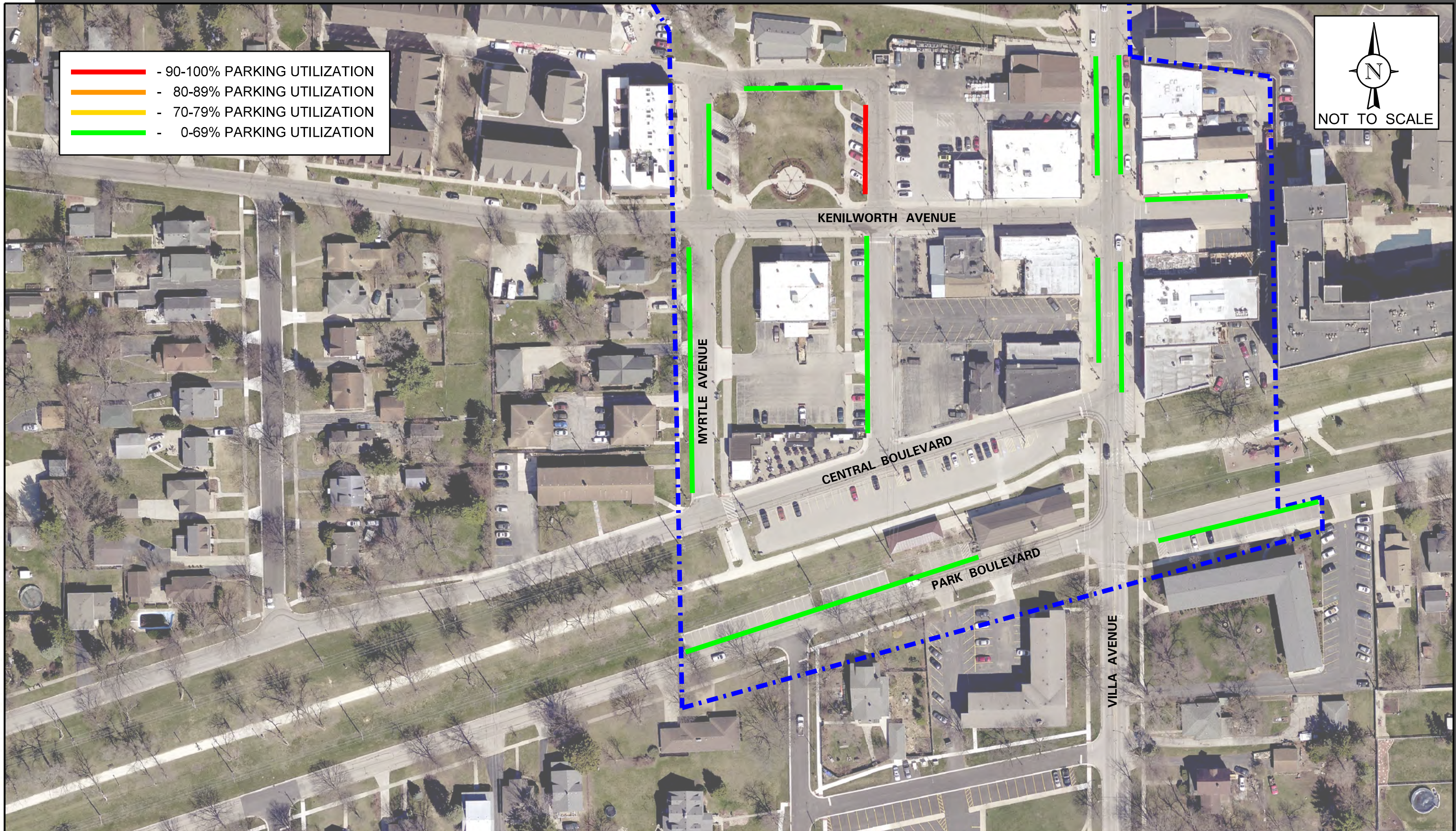
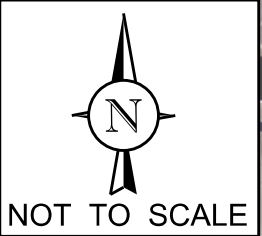
- - 90-100% PARKING UTILIZATION
- - 80-89% PARKING UTILIZATION
- - 70-79% PARKING UTILIZATION
- - 0-69% PARKING UTILIZATION



VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

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

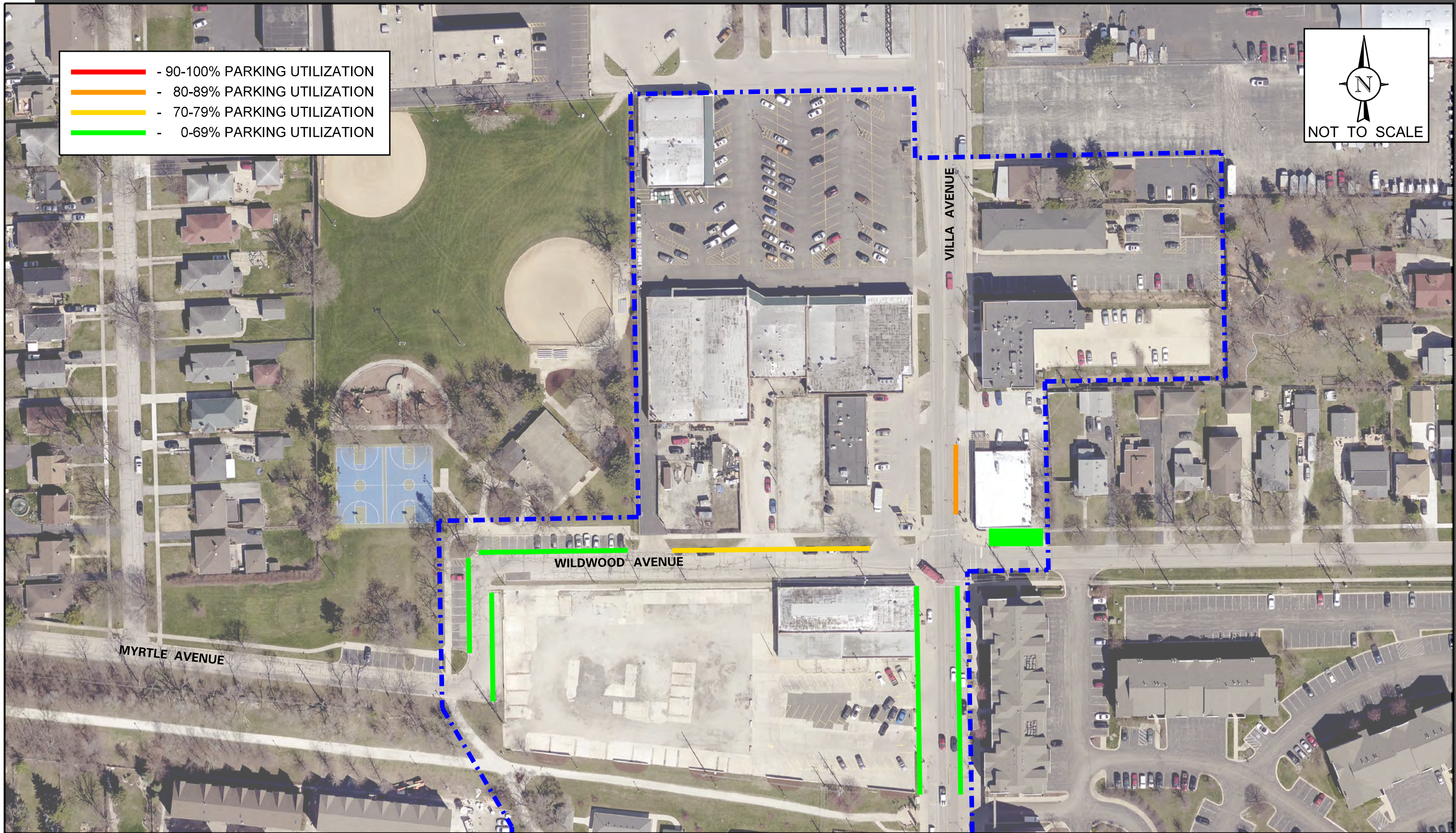
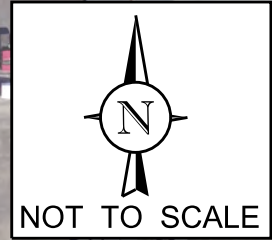


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 6

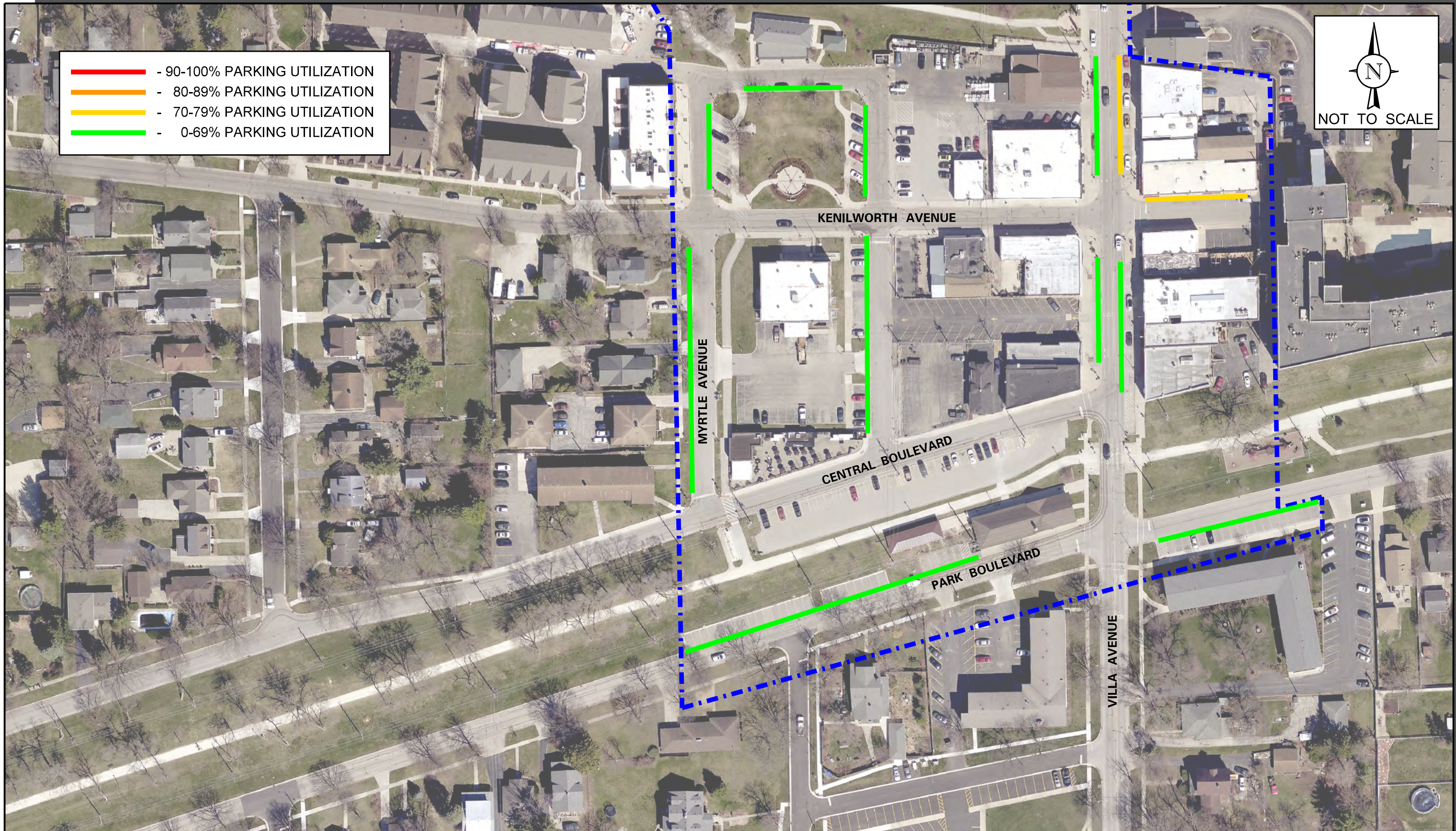
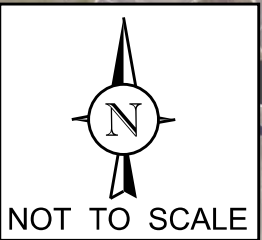
- - 90-100% PARKING UTILIZATION
- - 80-89% PARKING UTILIZATION
- - 70-79% PARKING UTILIZATION
- - 0-69% PARKING UTILIZATION



VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

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

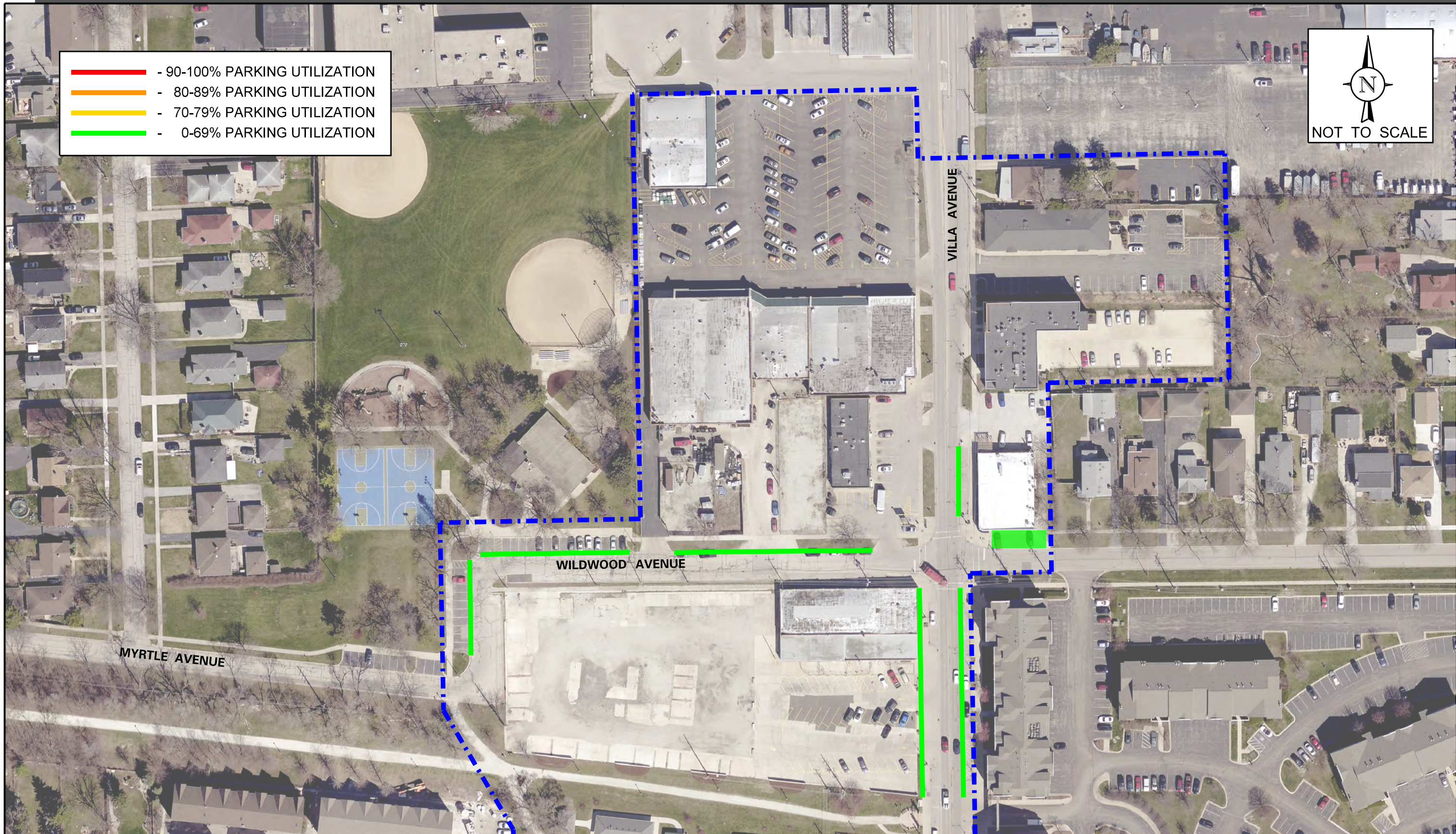
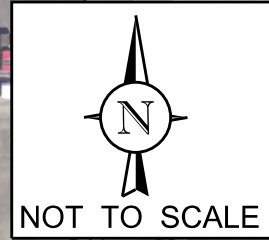


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
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Job No: 23-117 Figure: 8

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

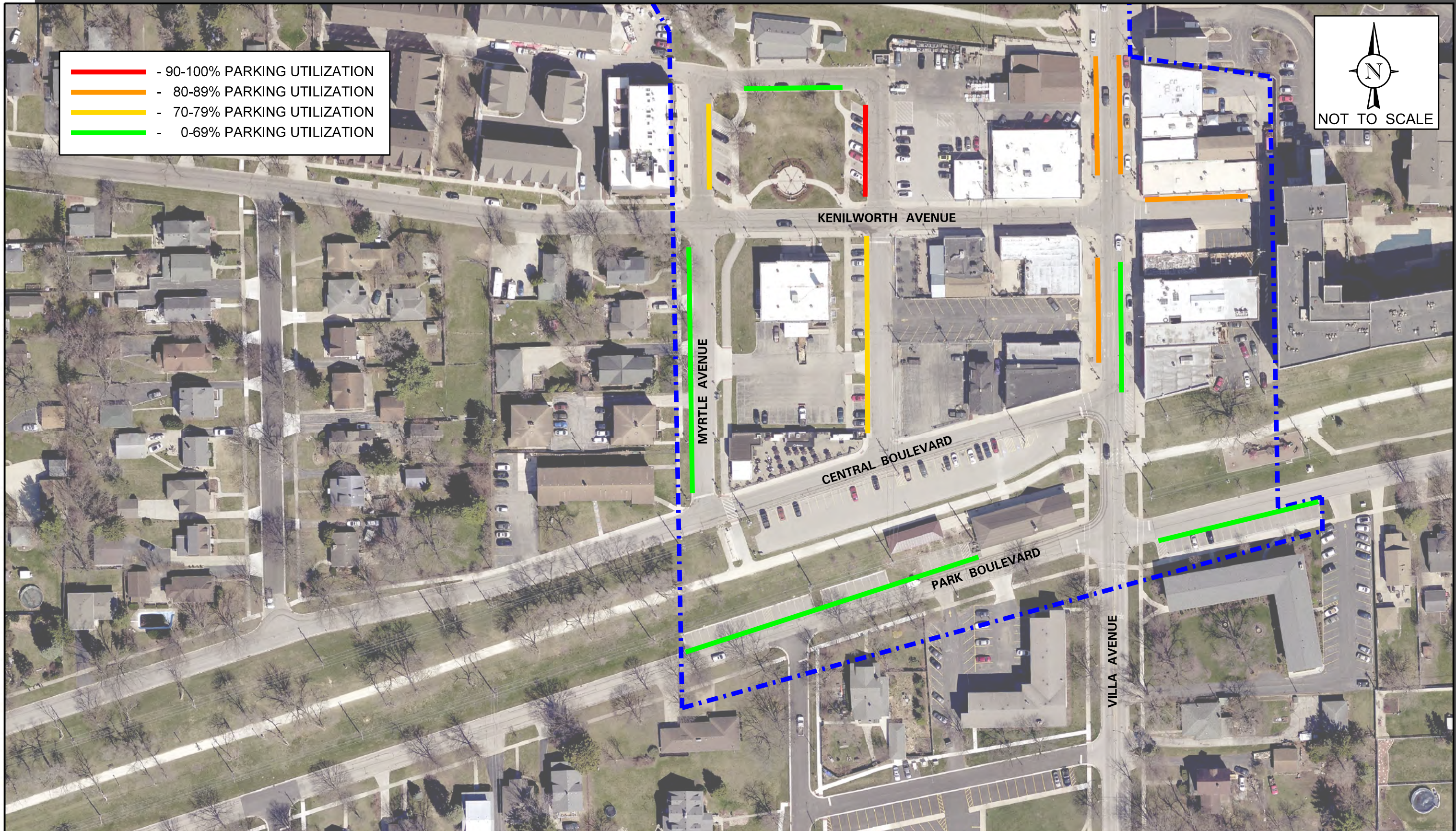
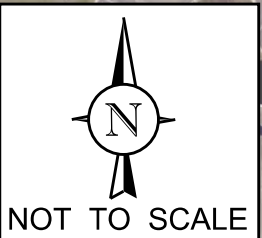


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 9

- - 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 (EVENING)
SATURDAY MAY 6, 2023
SOUTH SECTION

KLOA
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Job No: 23-117 Figure: 10

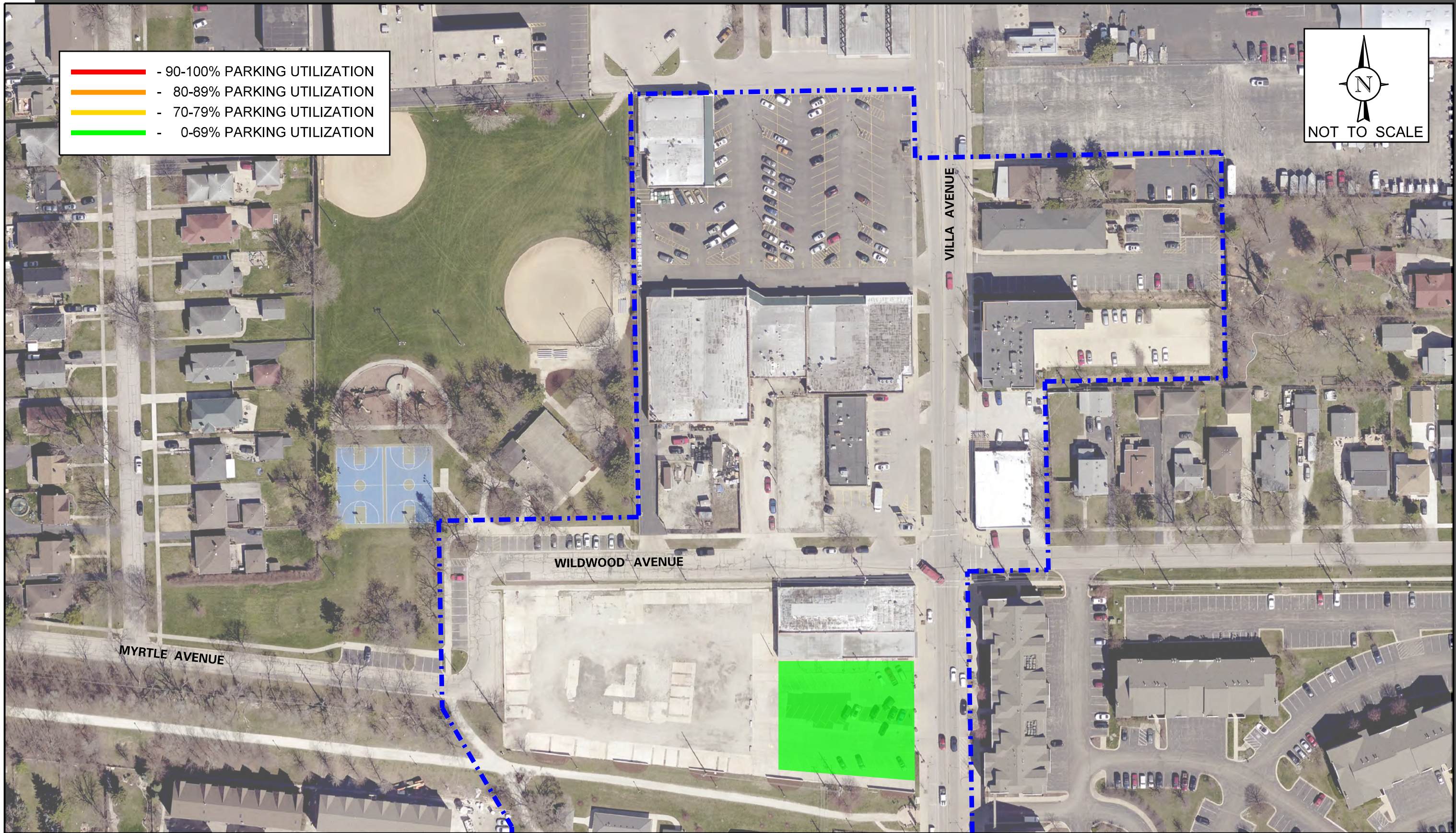
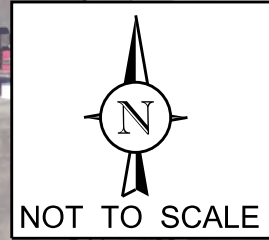
Off-Street Public and Private Parking Lot Utilization

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 DeMito'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.

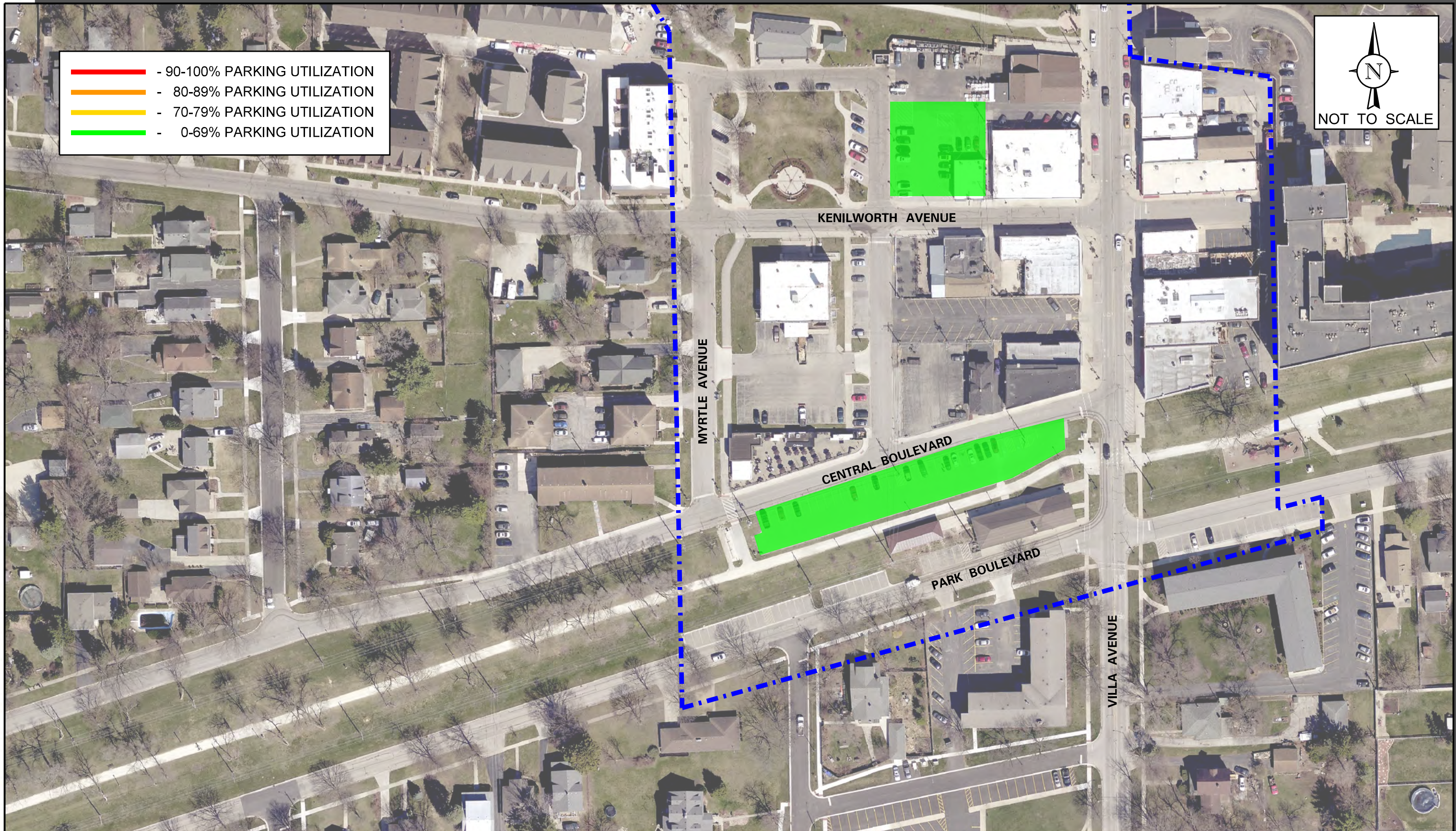
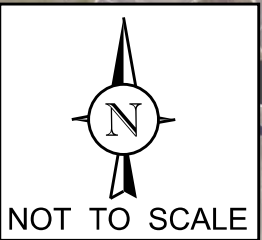
- 90-100% PARKING UTILIZATION
- 80-89% PARKING UTILIZATION
- 70-79% PARKING UTILIZATION
- 0-69% PARKING UTILIZATION



VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

PUBLIC LOT 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

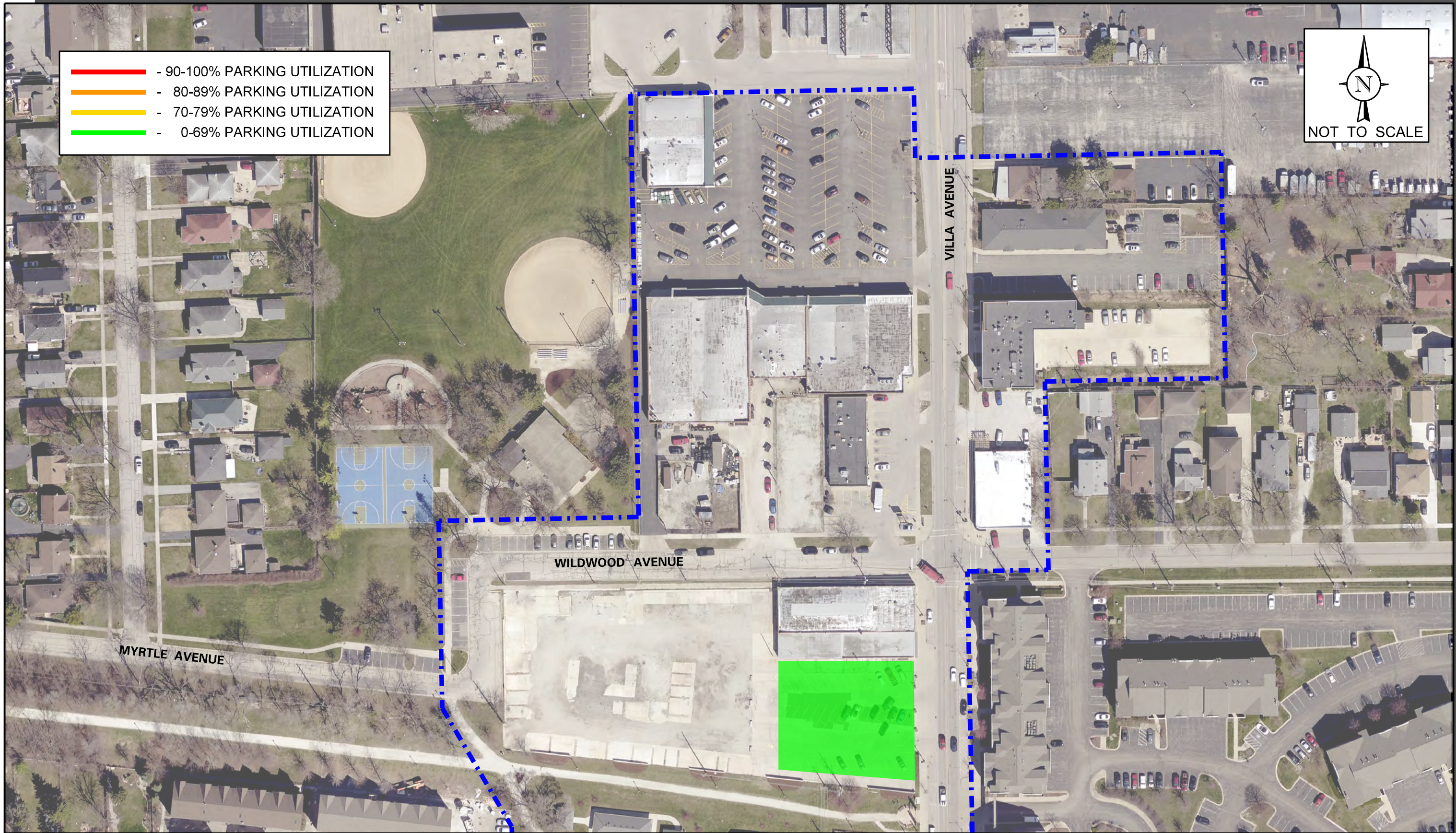
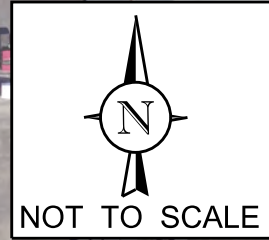


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 12

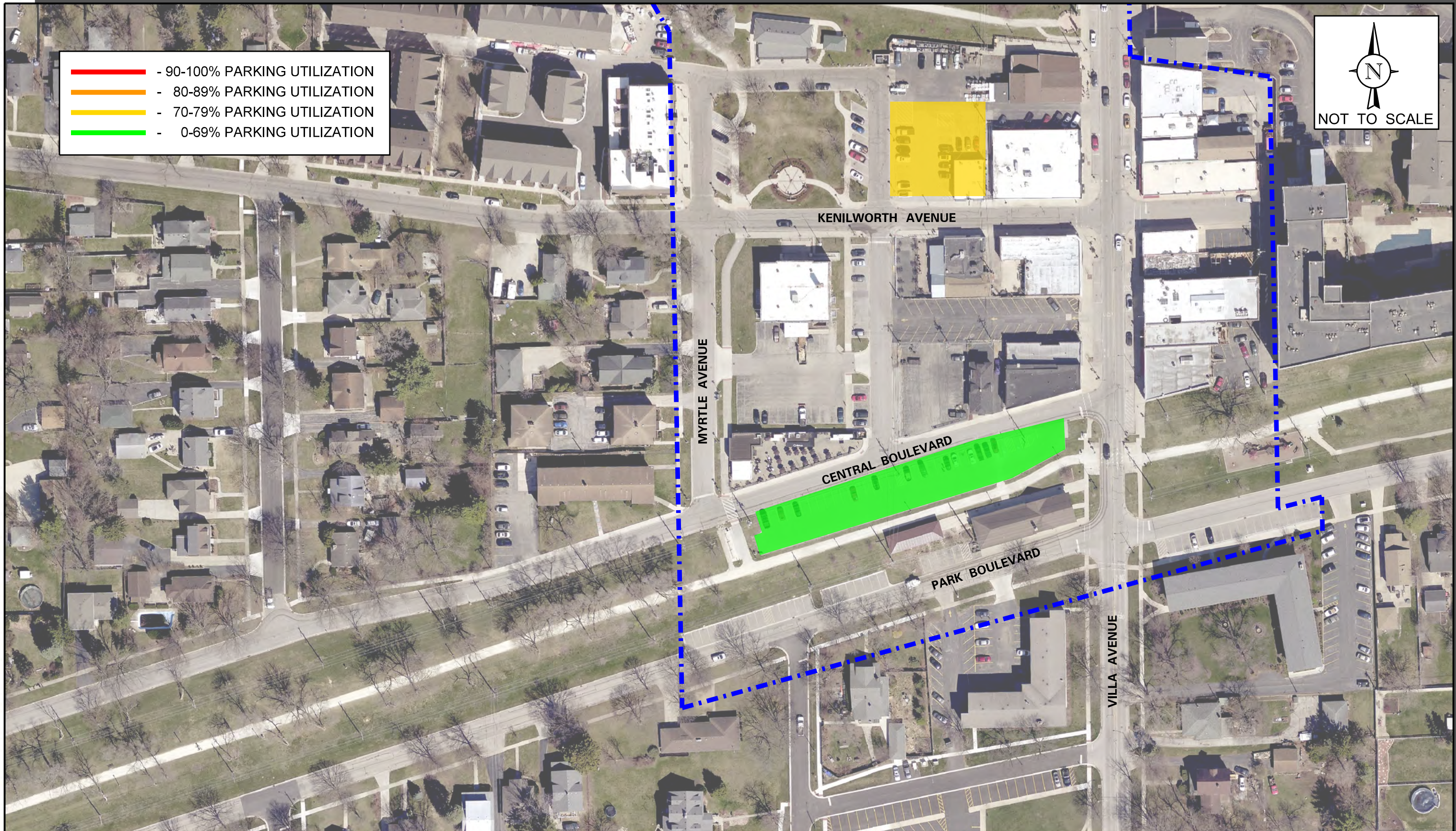
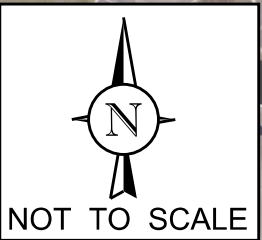
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VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

- 90-100% PARKING UTILIZATION
- 80-89% PARKING UTILIZATION
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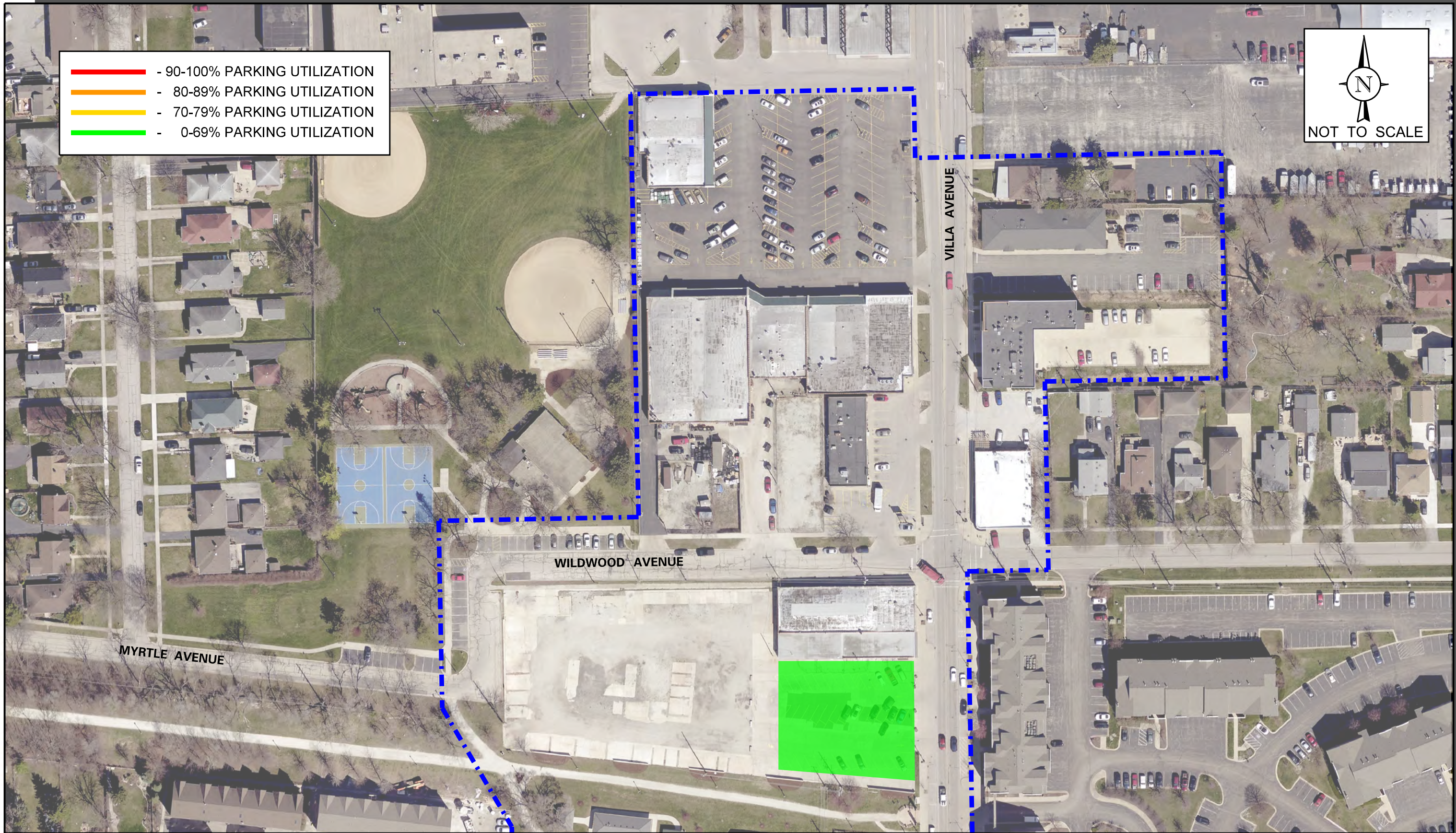
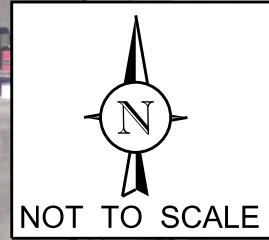


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 14

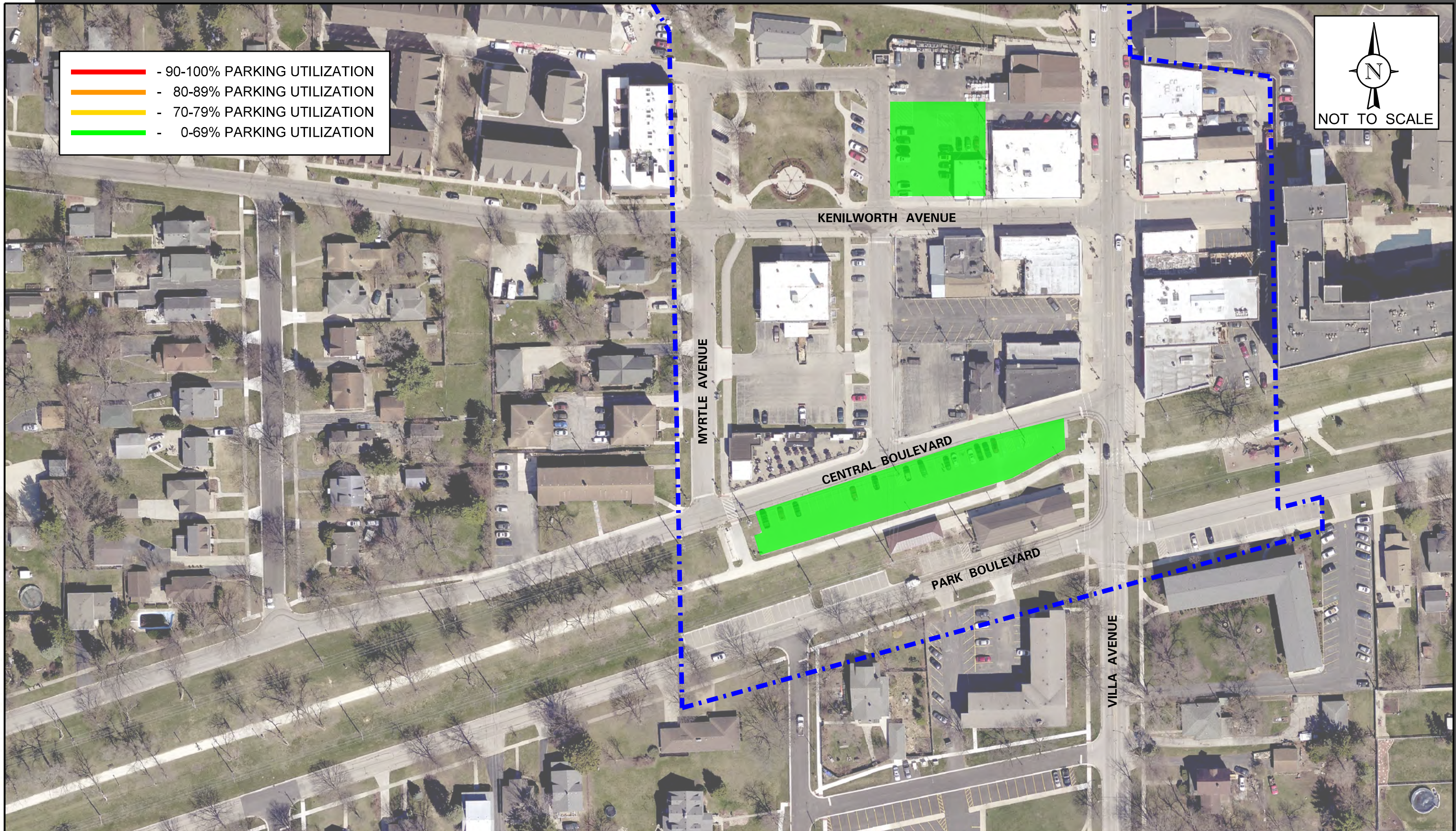
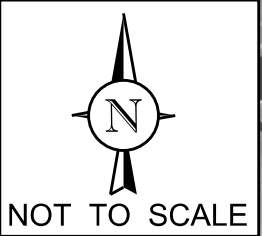
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VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

PUBLIC 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

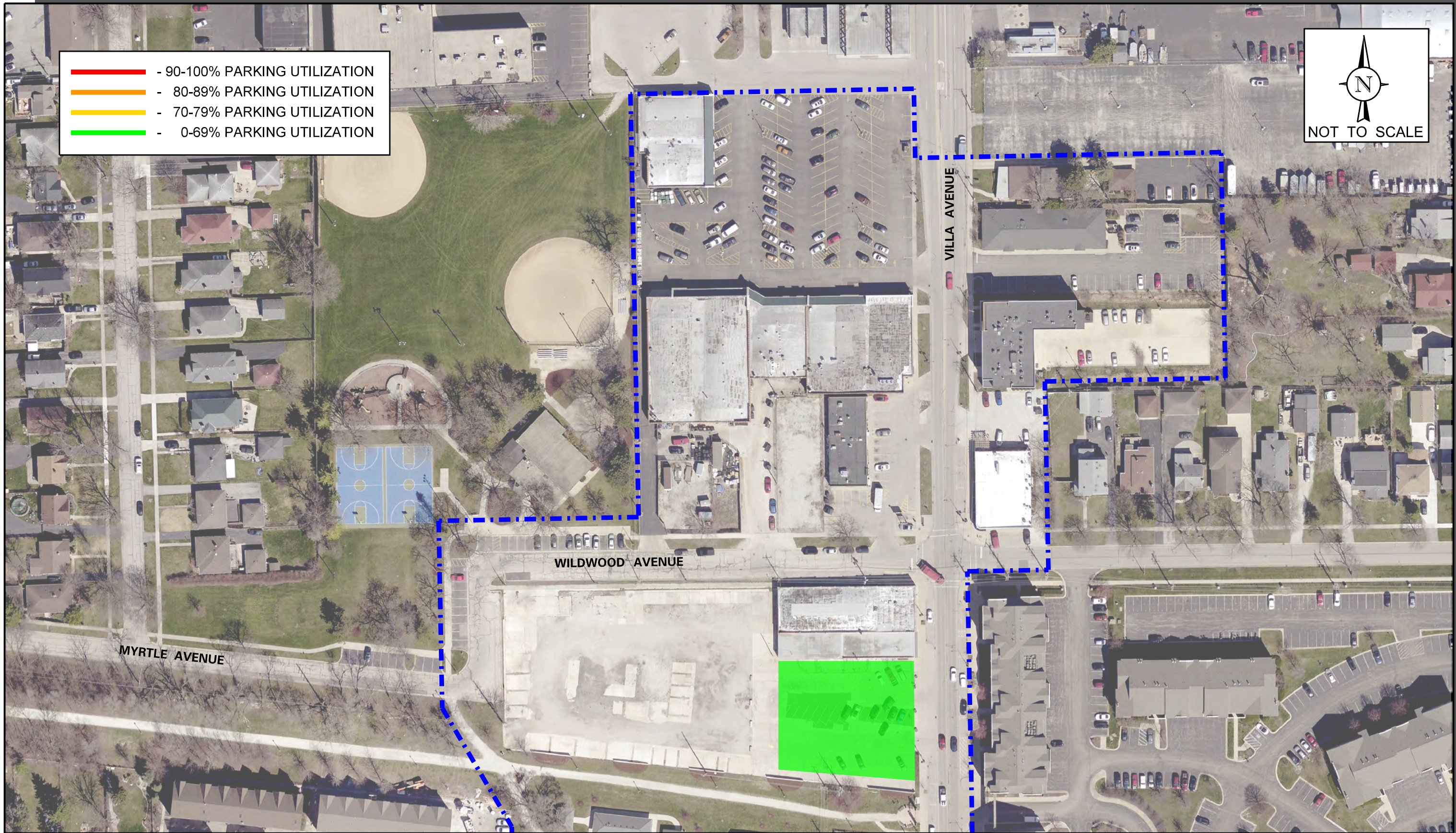
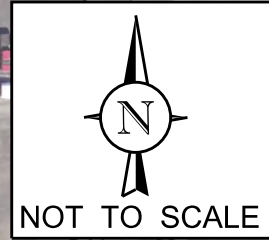


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 16

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- 80-89% PARKING UTILIZATION
- 70-79% PARKING UTILIZATION
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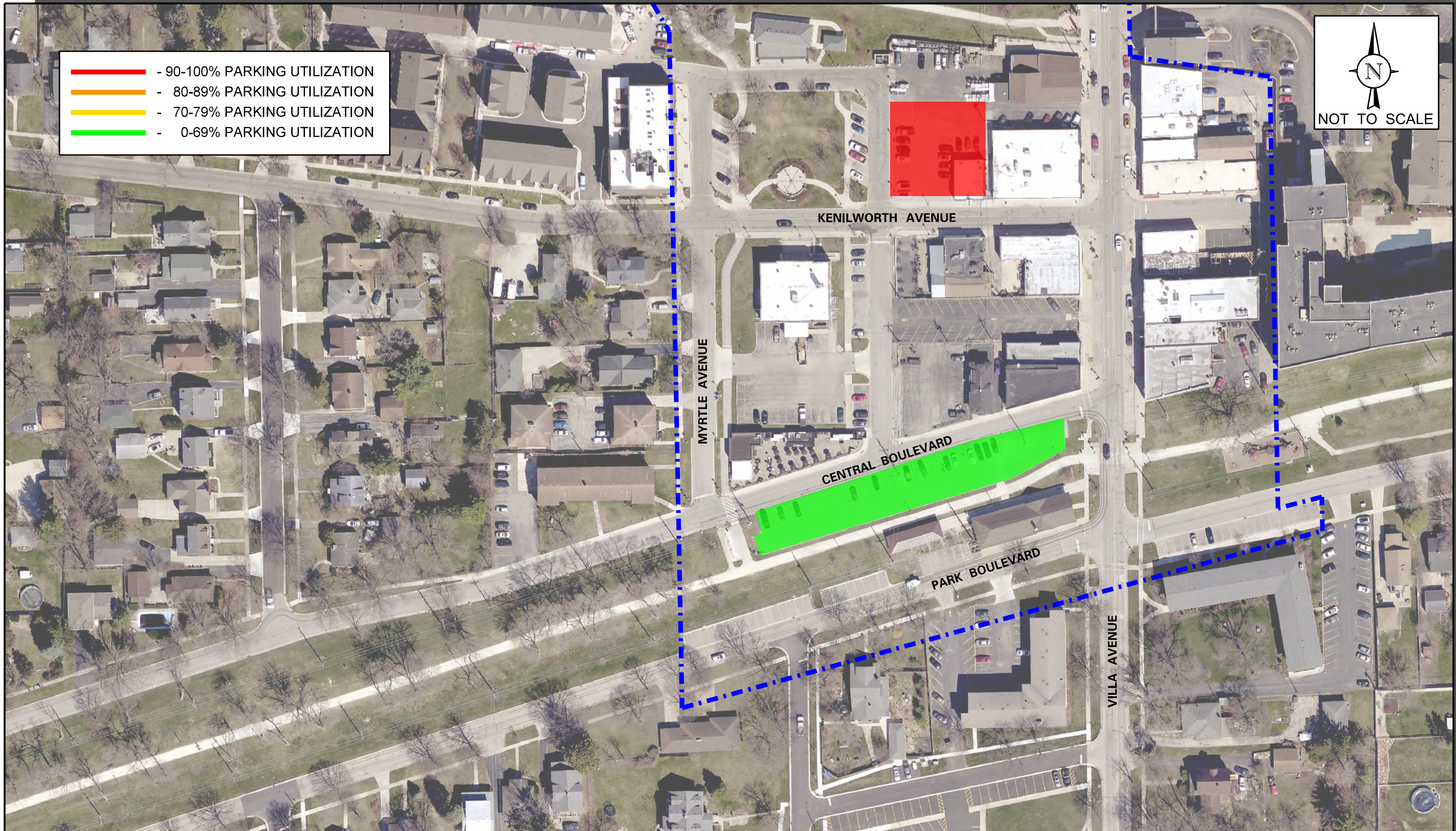
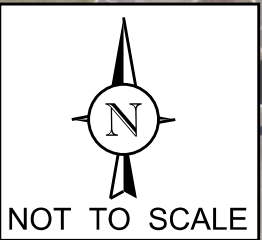


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 17

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- 70-79% PARKING UTILIZATION
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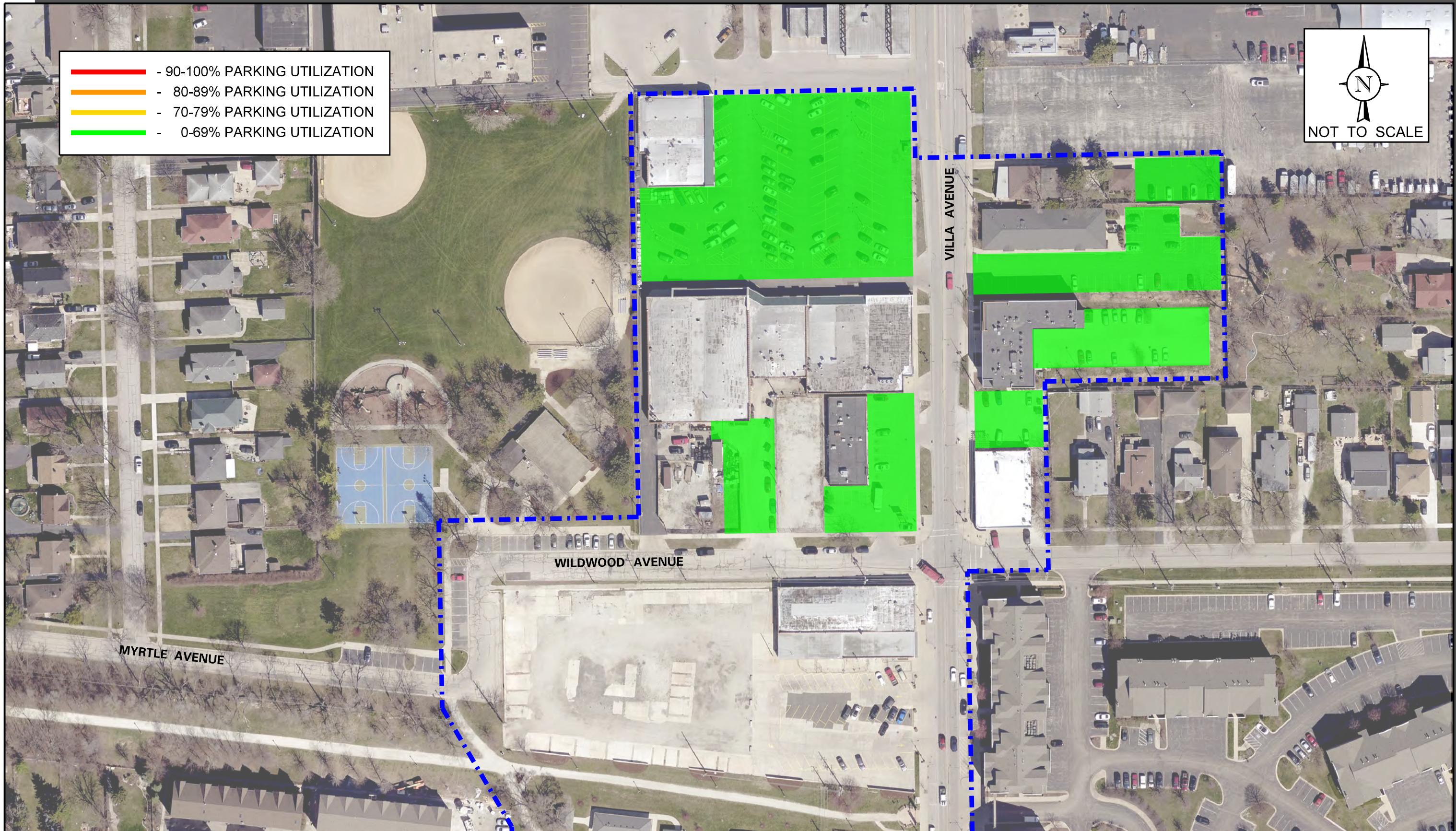
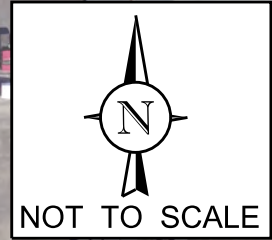


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 18

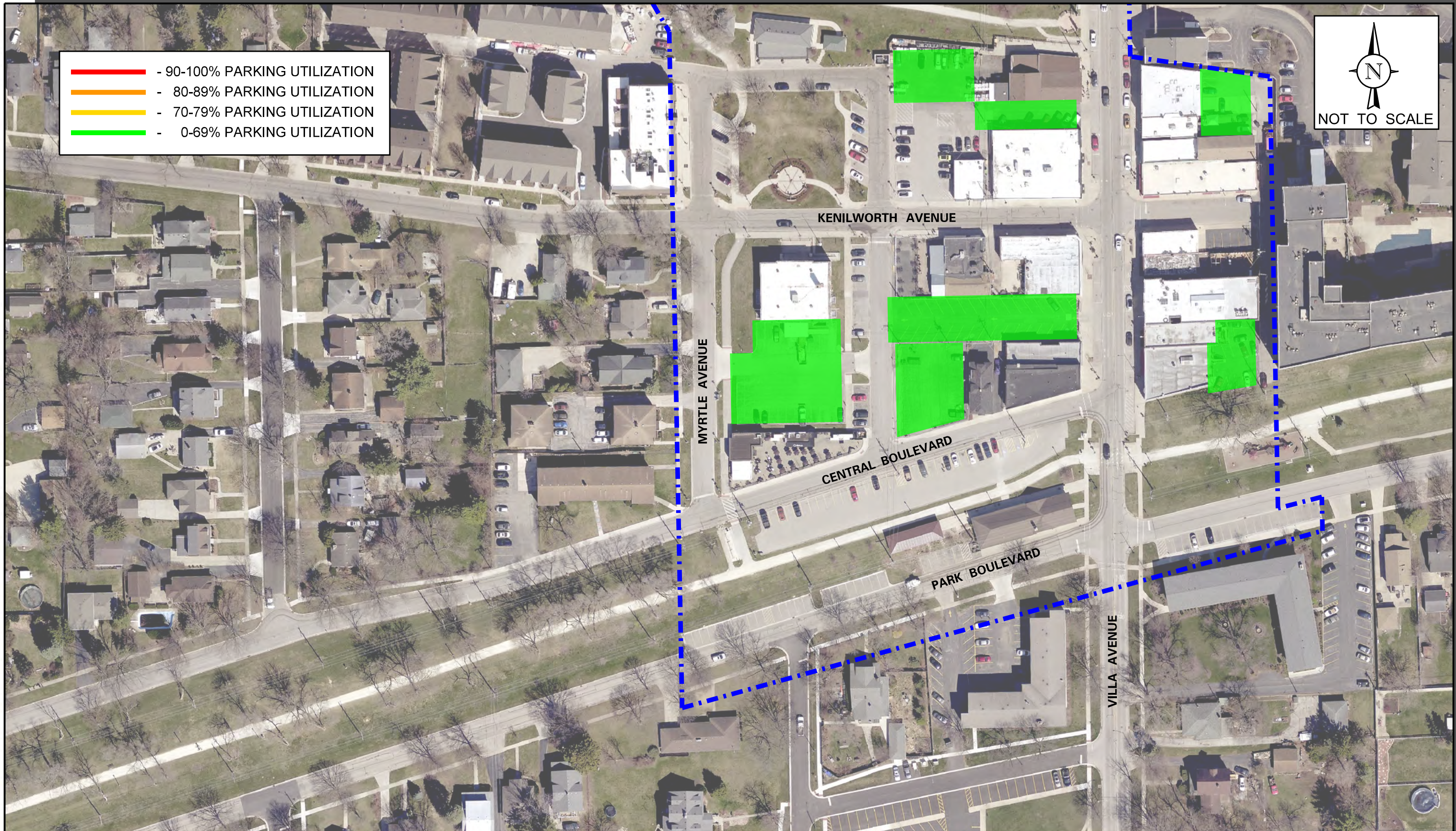
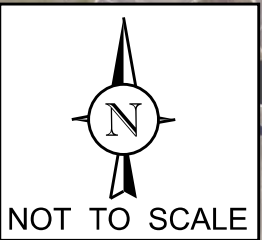
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VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

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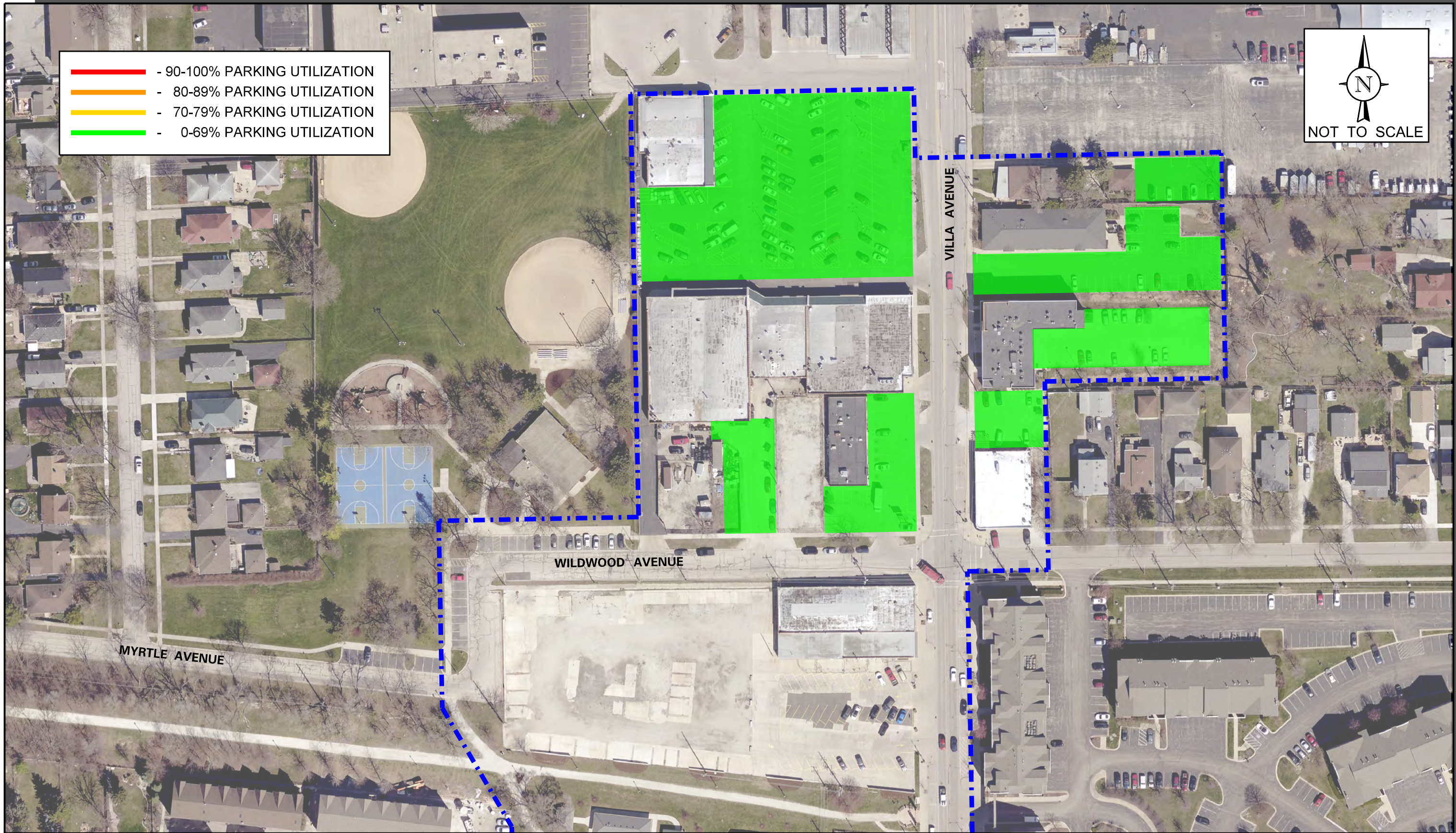
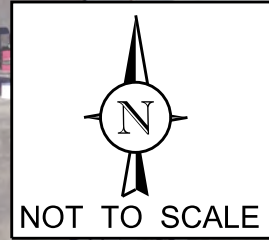


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 20

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

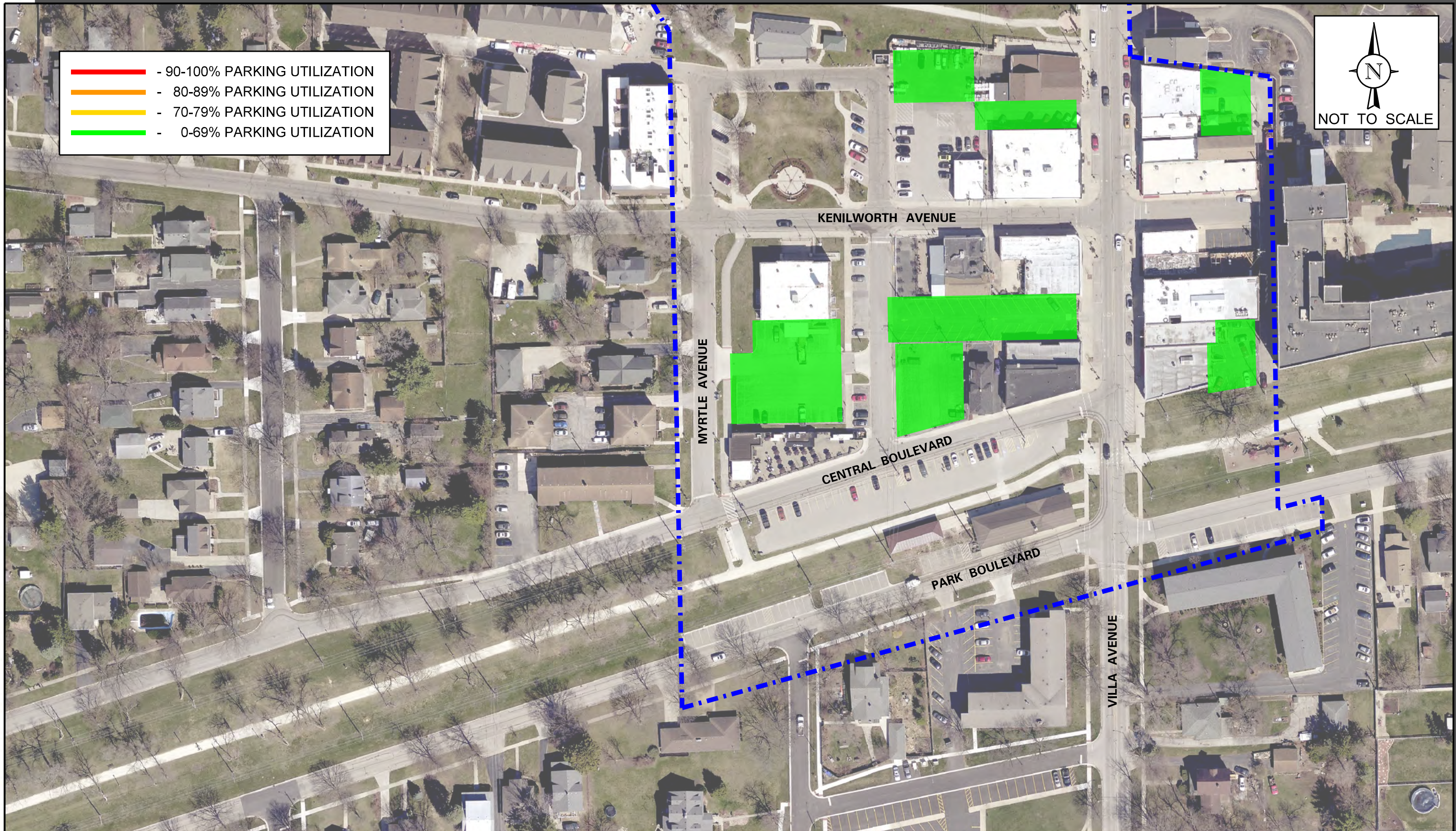
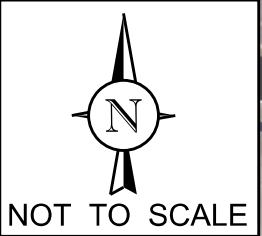


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 21

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- - 80-89% PARKING UTILIZATION
- - 70-79% PARKING UTILIZATION
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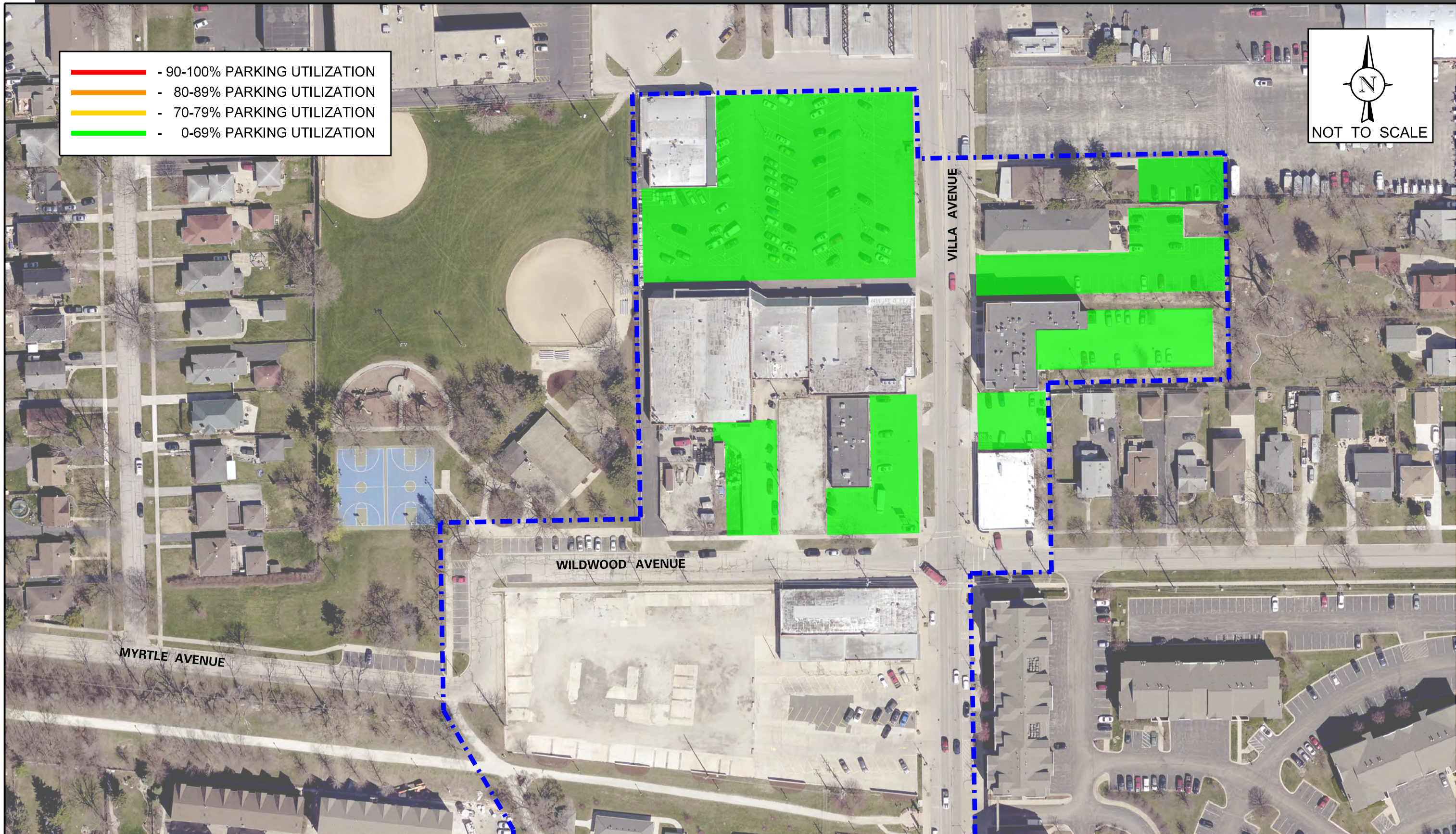
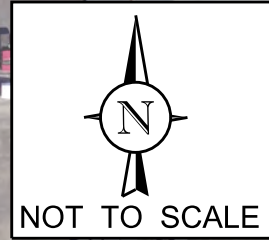


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 22

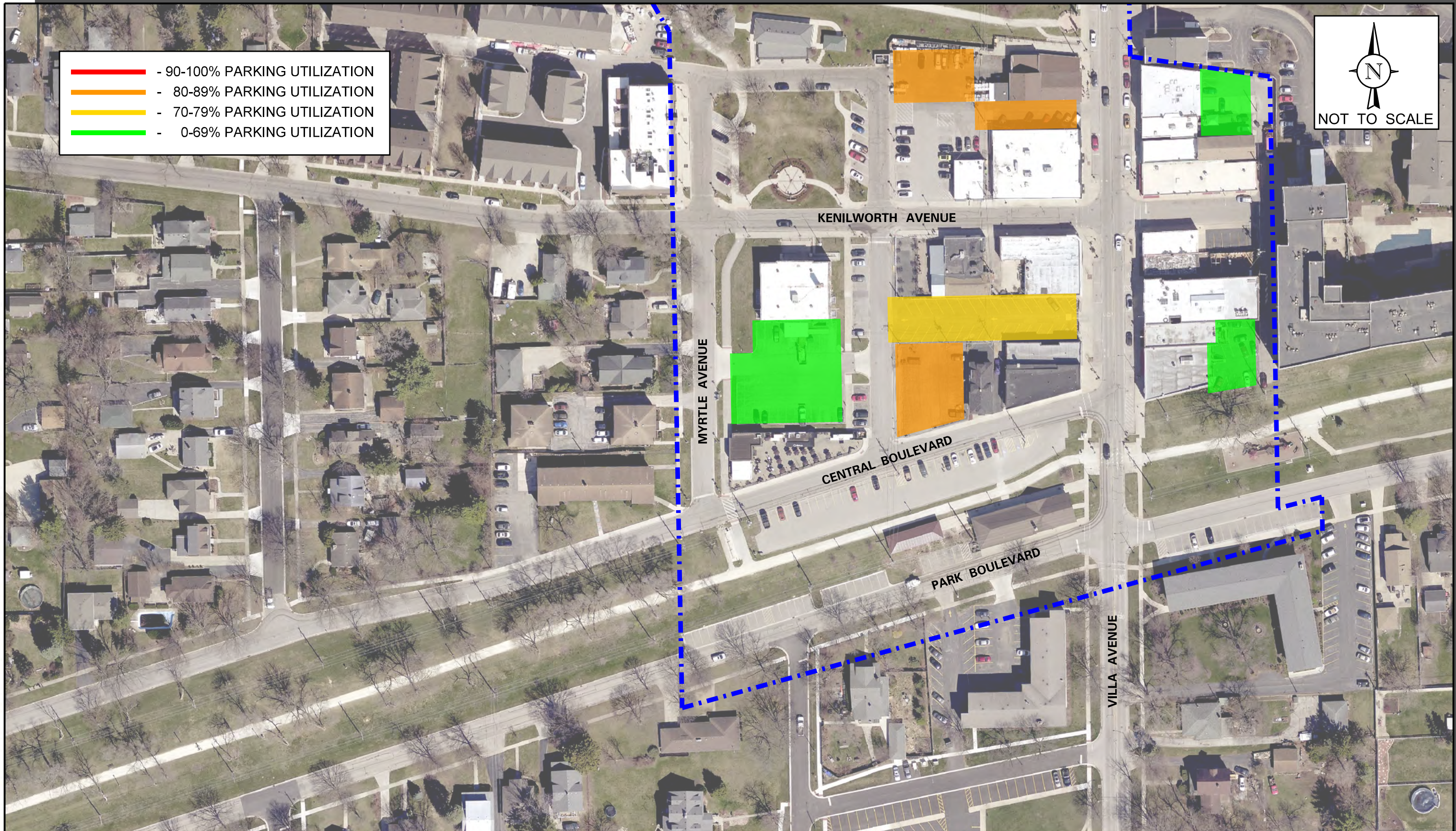
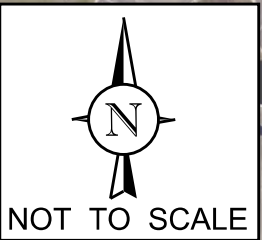
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VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

- - 90-100% PARKING UTILIZATION
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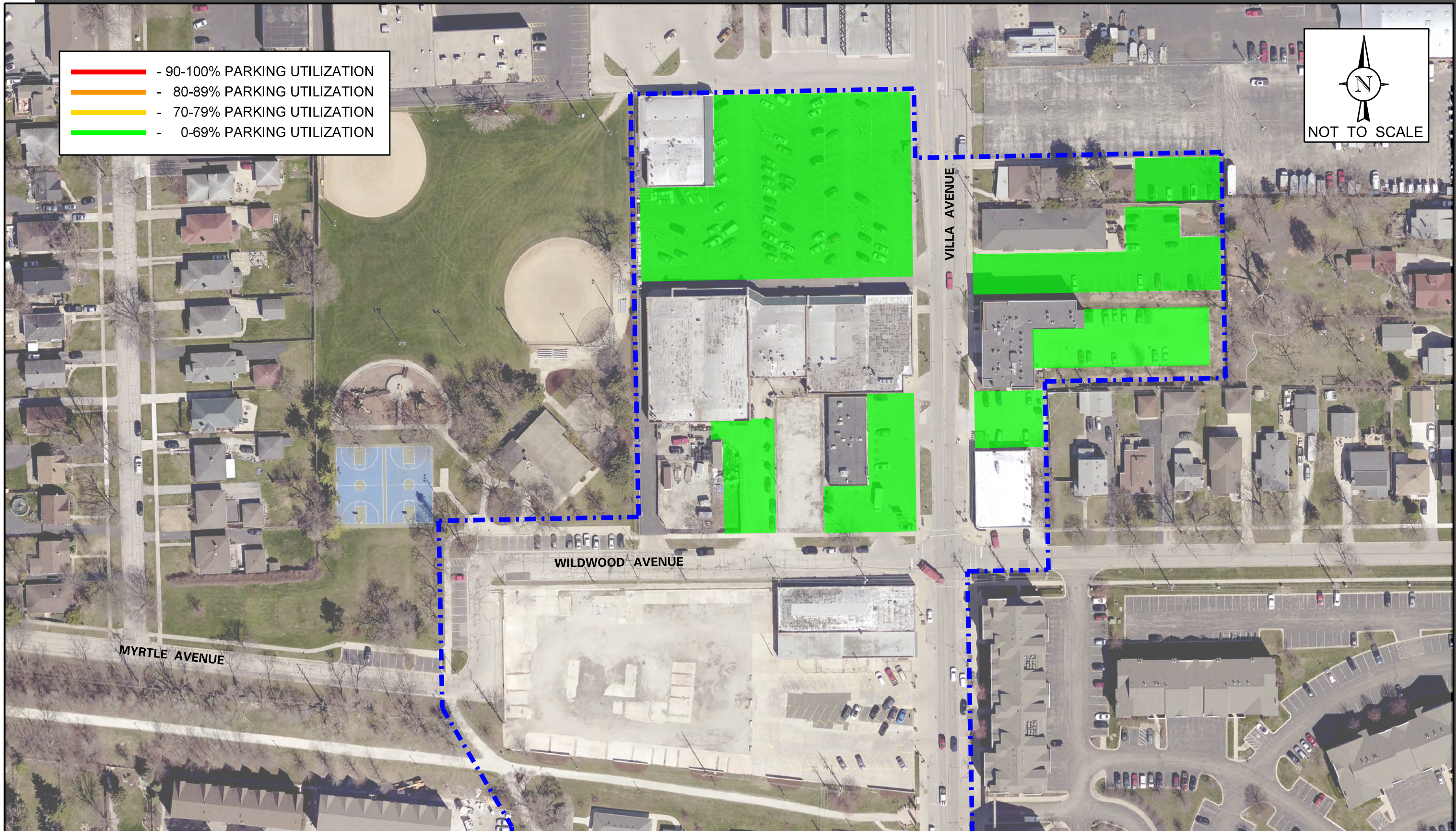
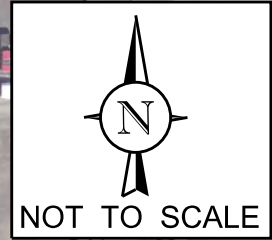


VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 24

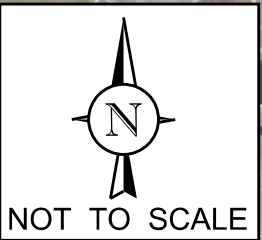
- █ - 90-100% PARKING UTILIZATION
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VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

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VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

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

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Job No: 23-117 Figure: 26

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:

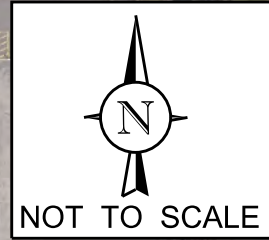
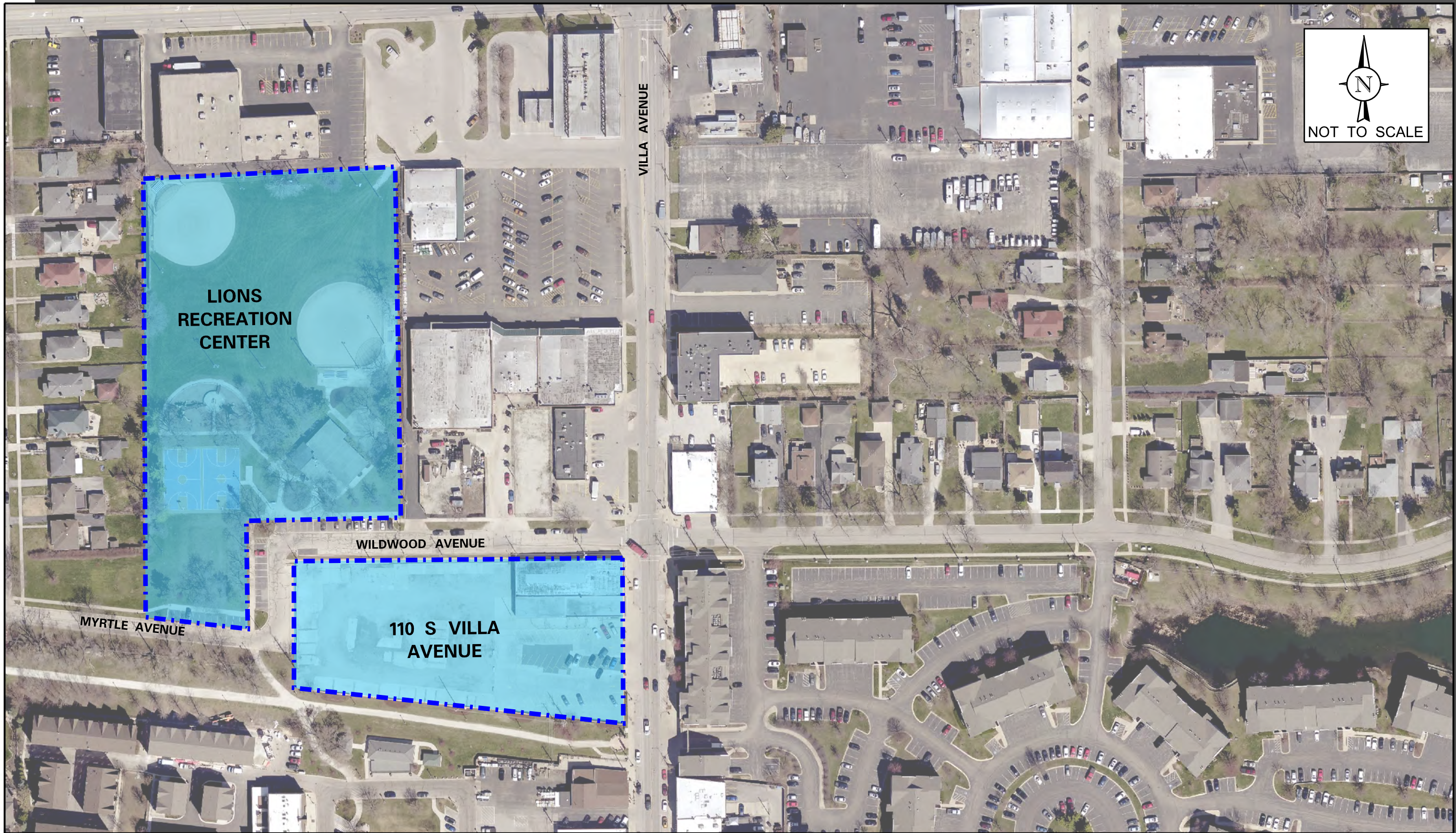
- *Type of Parking.* The change in the type of parking (i.e., public vs. private) and/or the parking regulations (i.e., reserved parking, time restrictions, etc.), if any.
- *Parking Inventory.* The net gain or loss in the number of parking spaces resulting from the development project.
- *Parking Demand.* 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 (Phase I – 73 off-street parking spaces) (Phase II – 53 additional off-street parking spaces)	Under Construction
110 S. Villa Avenue	220 Apartment Units/8,000 s.f. Retail (100 public parking spaces, 315 residential only parking spaces and 8 on-street parking spaces)	Spring 2024 Construction



**LIONS
RECREATION
CENTER**

WILDWOOD AVENUE

VILLA AVENUE

MYRTLE AVENUE

**110 S VILLA
AVENUE**

VILLA AVENUE
PARKING STUDY
VILLA PARK, ILLINOIS

FUTURE DOWNTOWN DEVELOPMENT

KLOA
Kenig, Lindgren, O'Hara, Aboona, Inc.
Job No: 23-117 Figure: 27

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*, 5th 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.



La Grange, IL



Libertyville, IL



Mount Prospect, IL

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

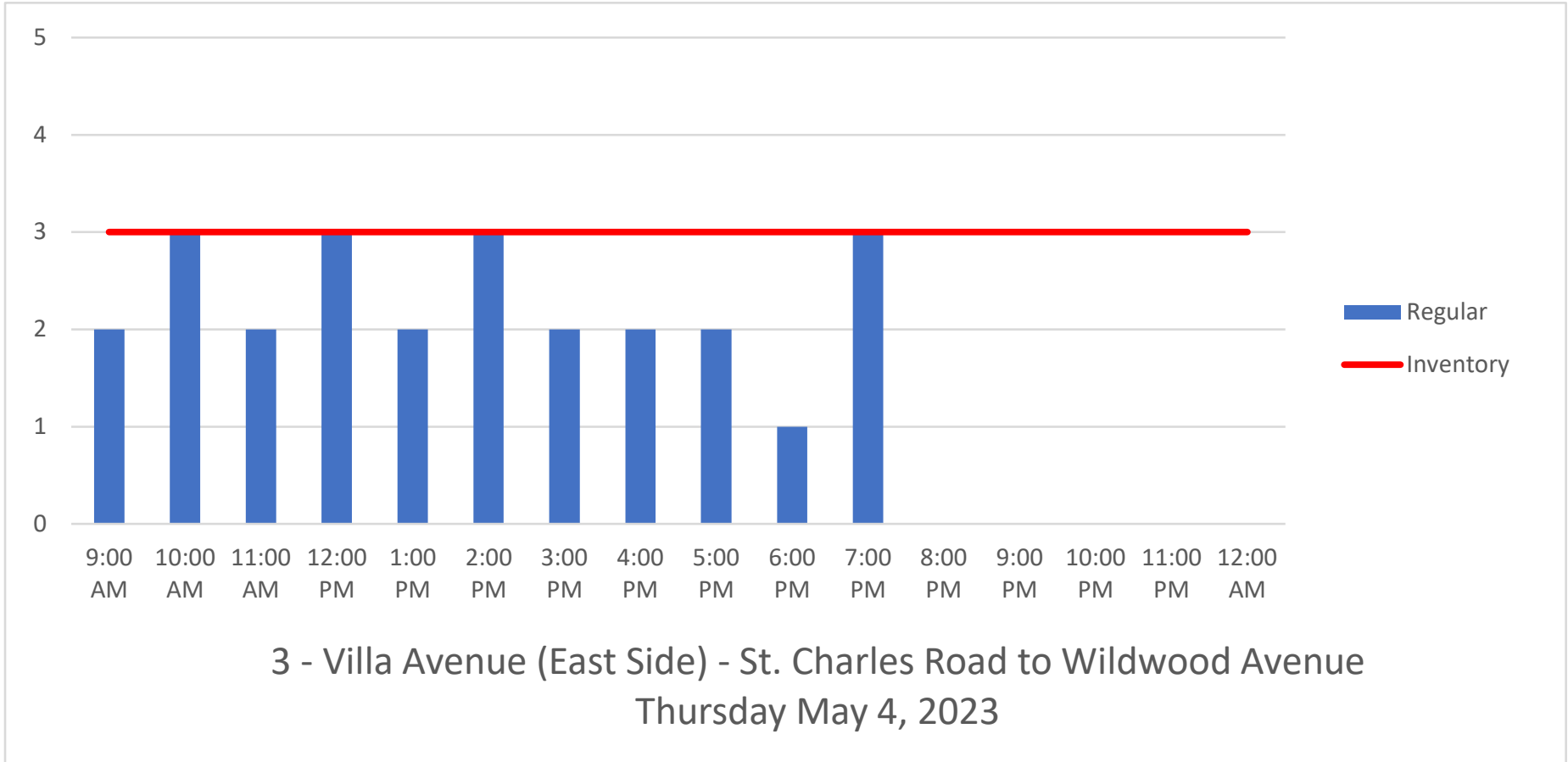
As part of the study, recommendations were developed to increase utilization of the public parking supply, mitigate areas where the availability of public parking is constrained, enhance valet parking operations, and utilize newer parking technologies for enforcement and payment.

- *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.

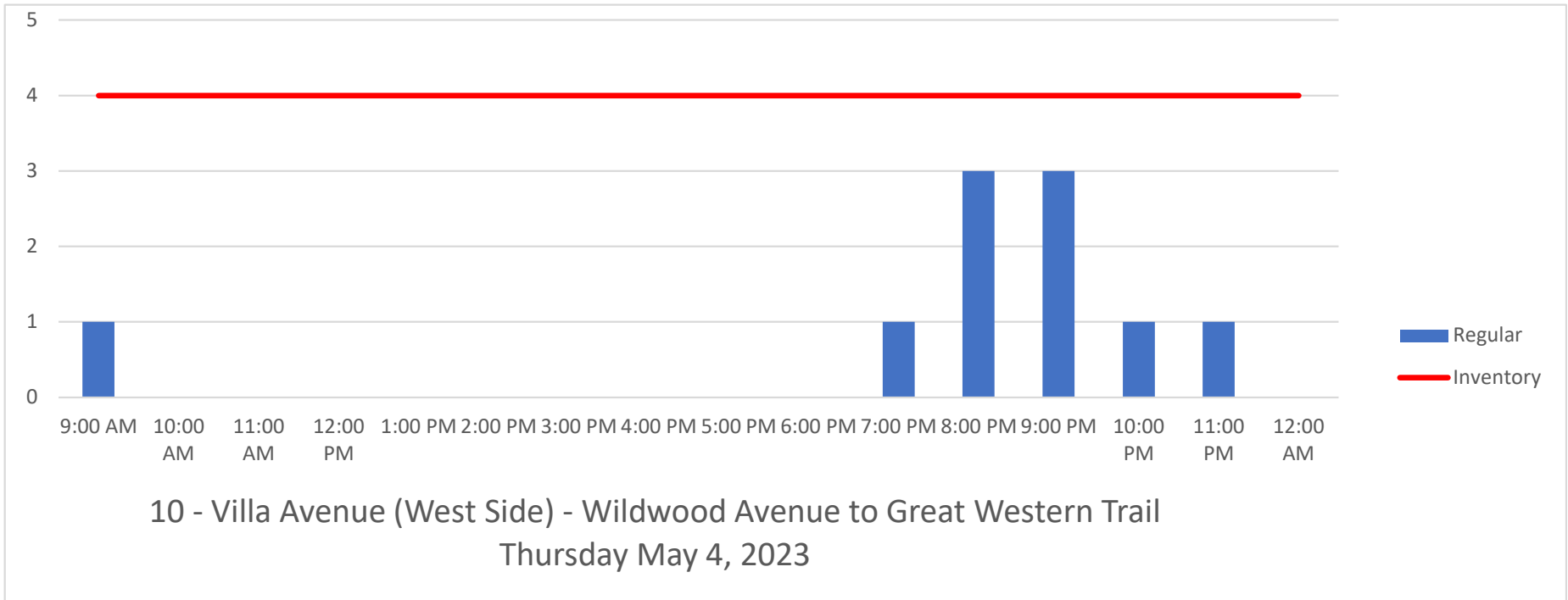
- *Better Utilization of Park Boulevard Parking and Public Lot.* Recommendations include (1) providing a pedestrian connection from the spaces on the north side of Park Boulevard just west of Villa Avenue to the Illinois Prairie Path , (2) installing gateway features at entryways to the public parking 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.

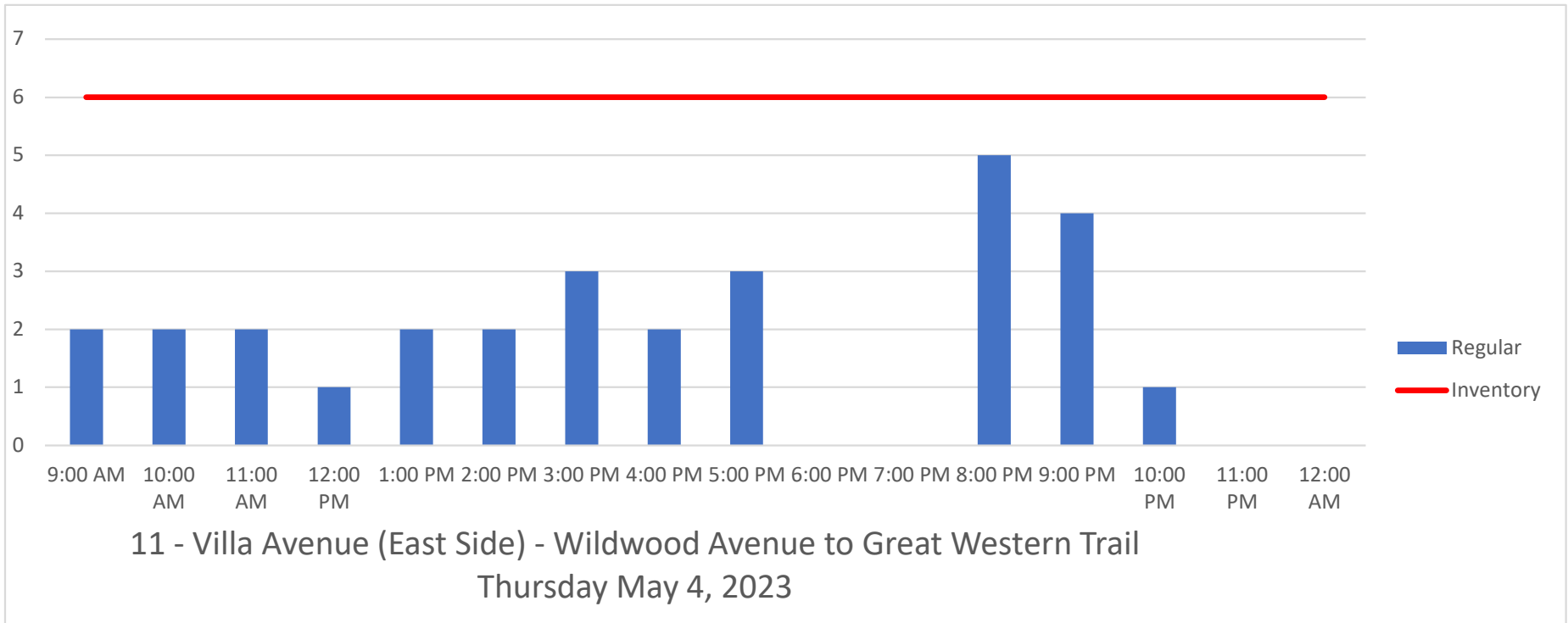
Appendix

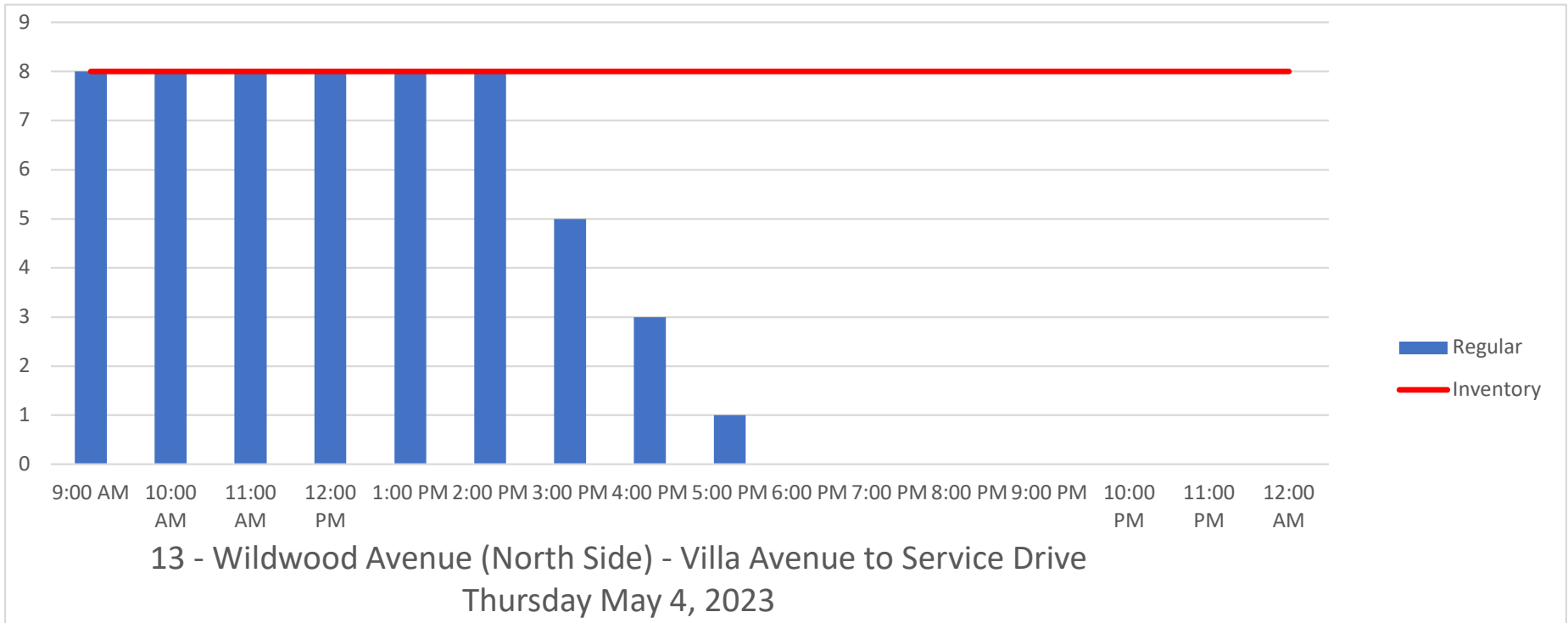
Thursday May 4, 2023
On-Street Parking Survey

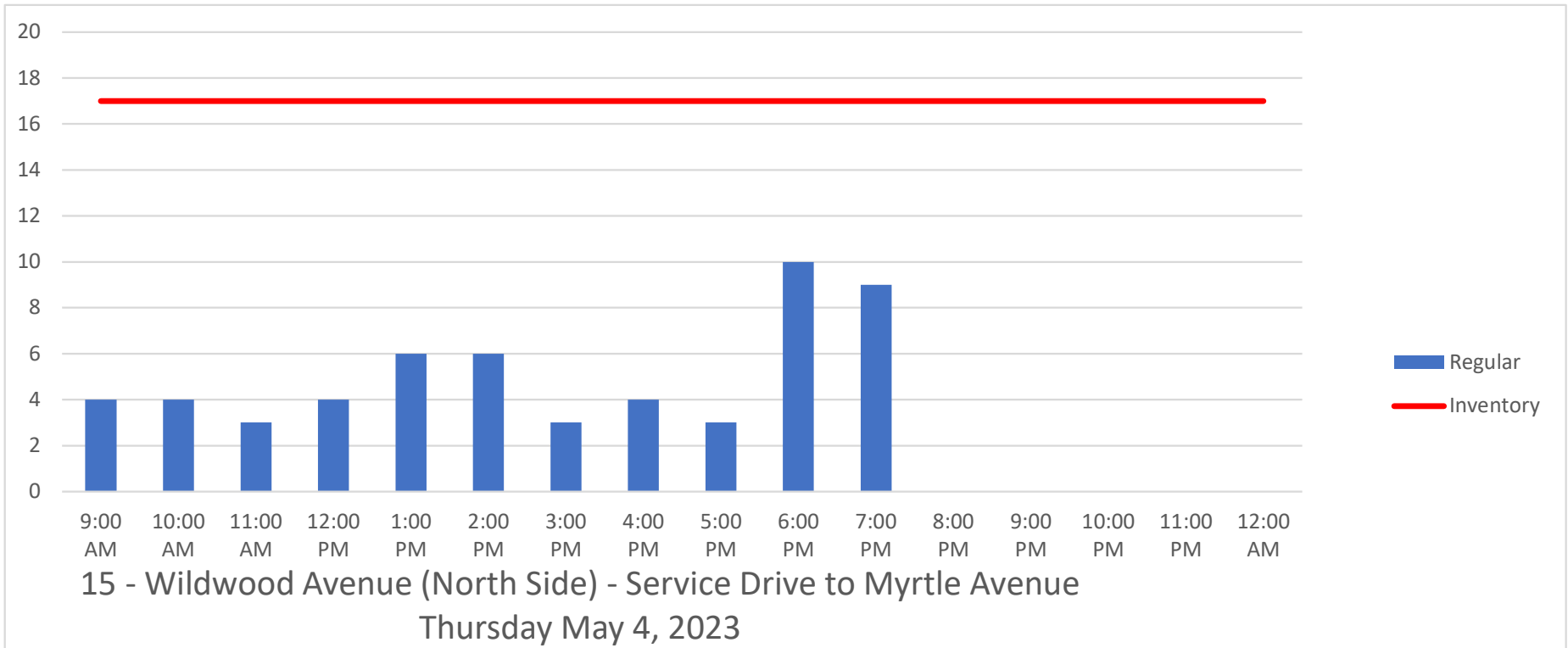


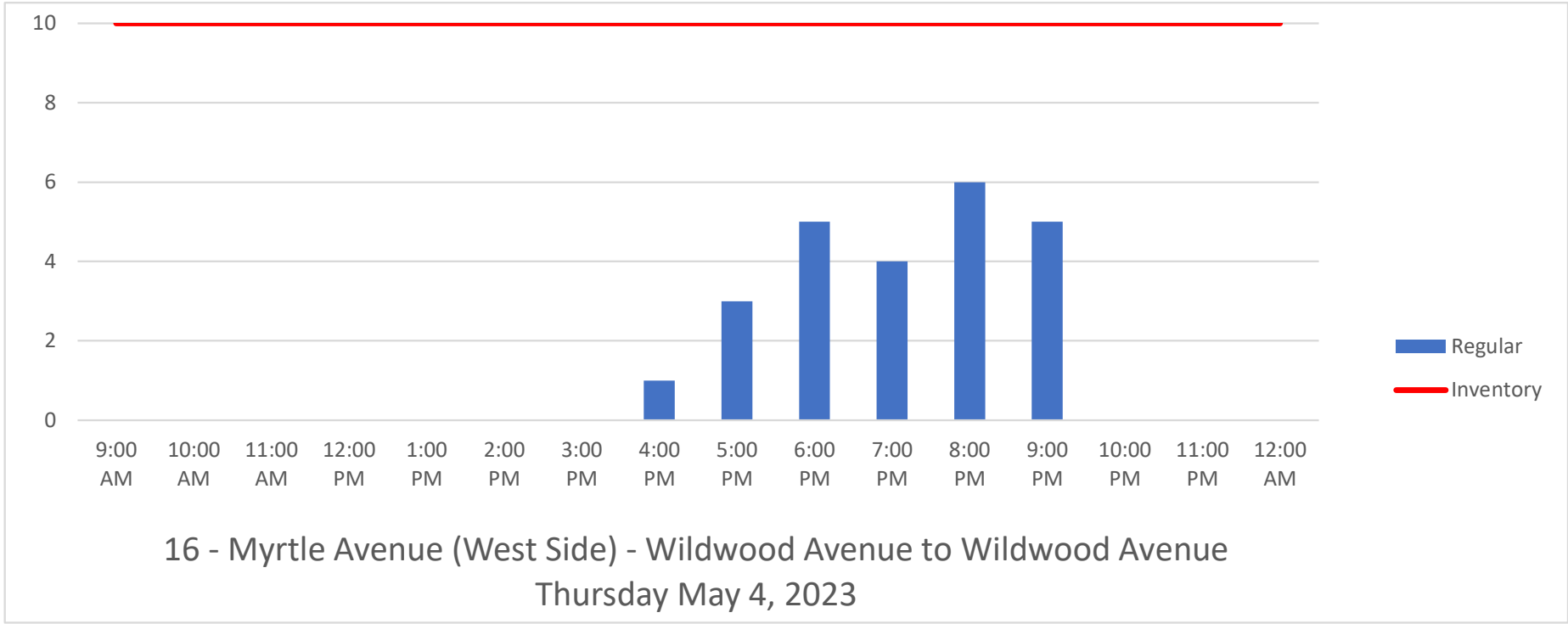


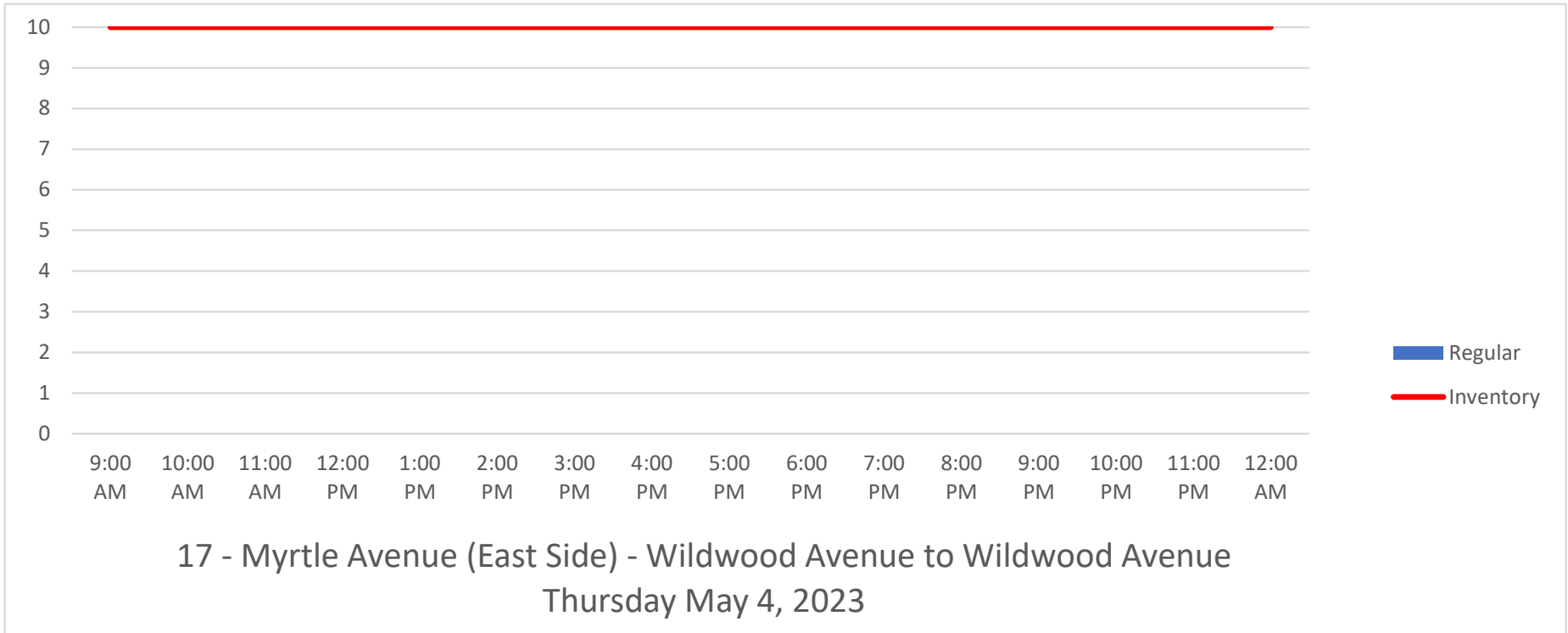


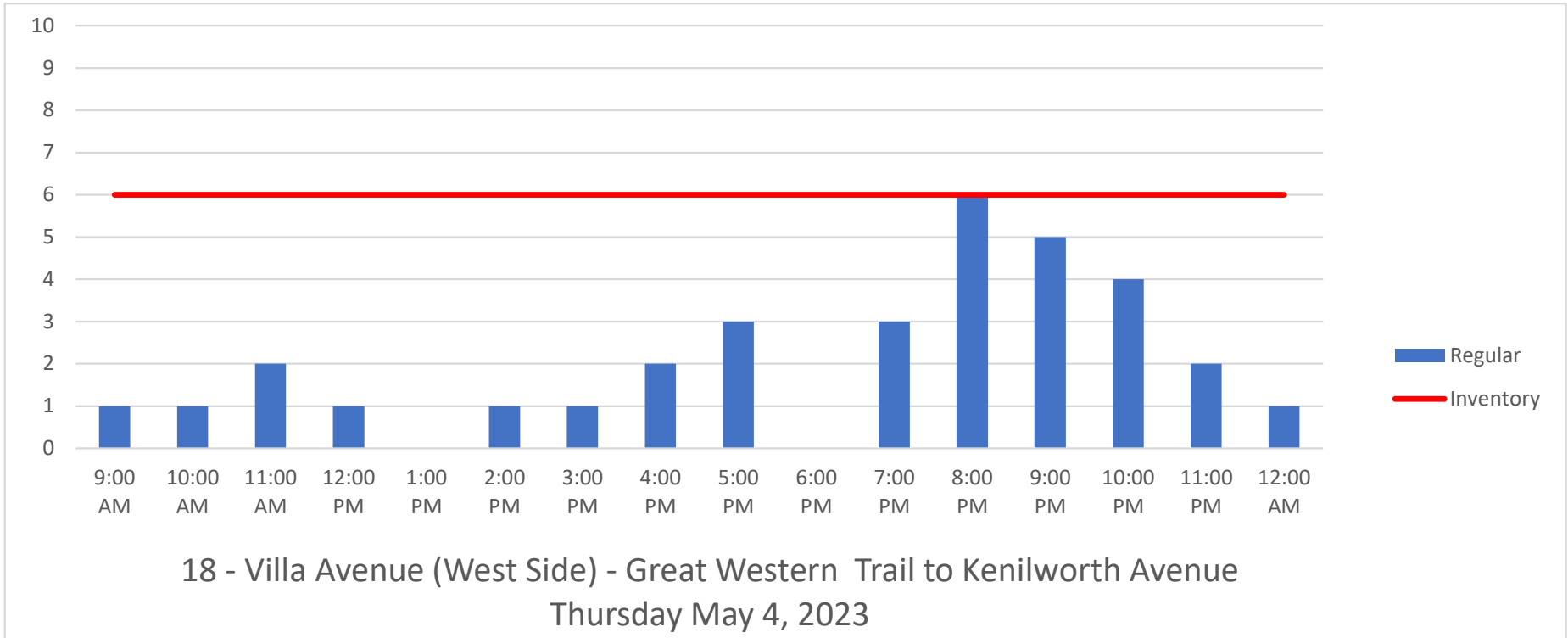


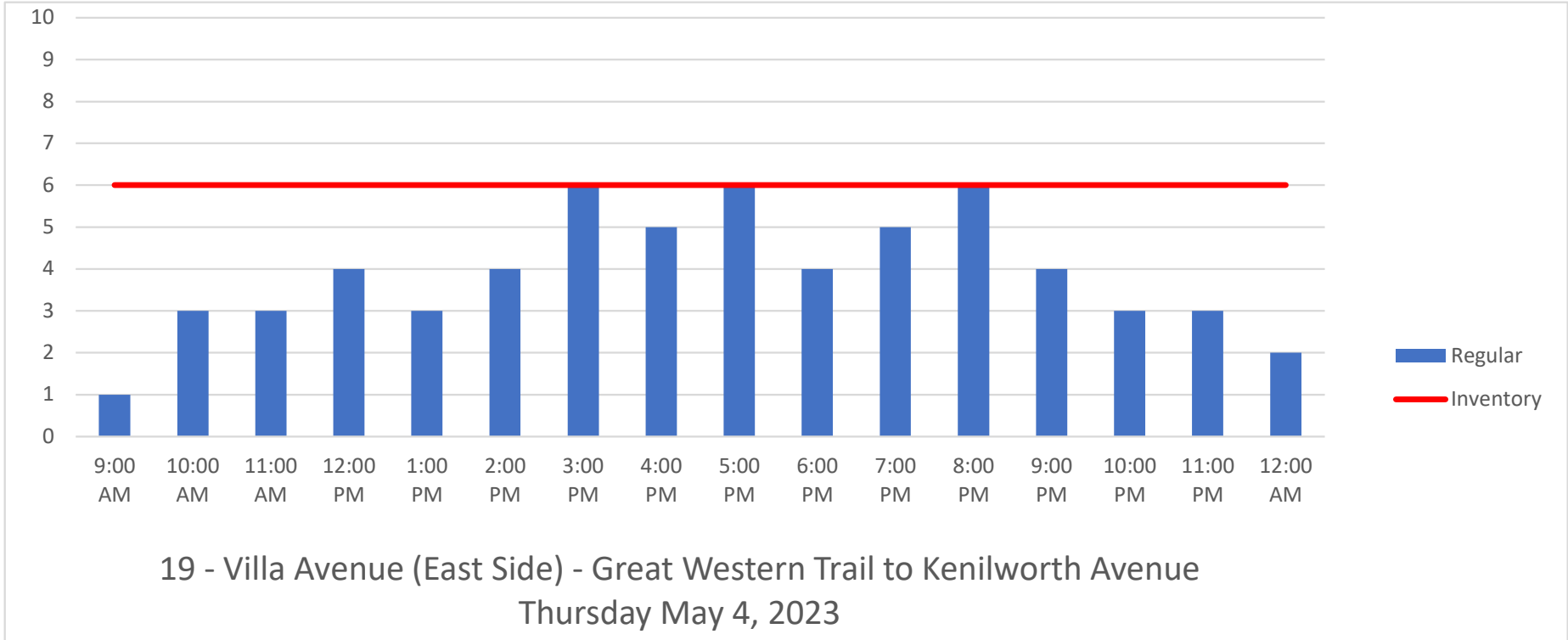


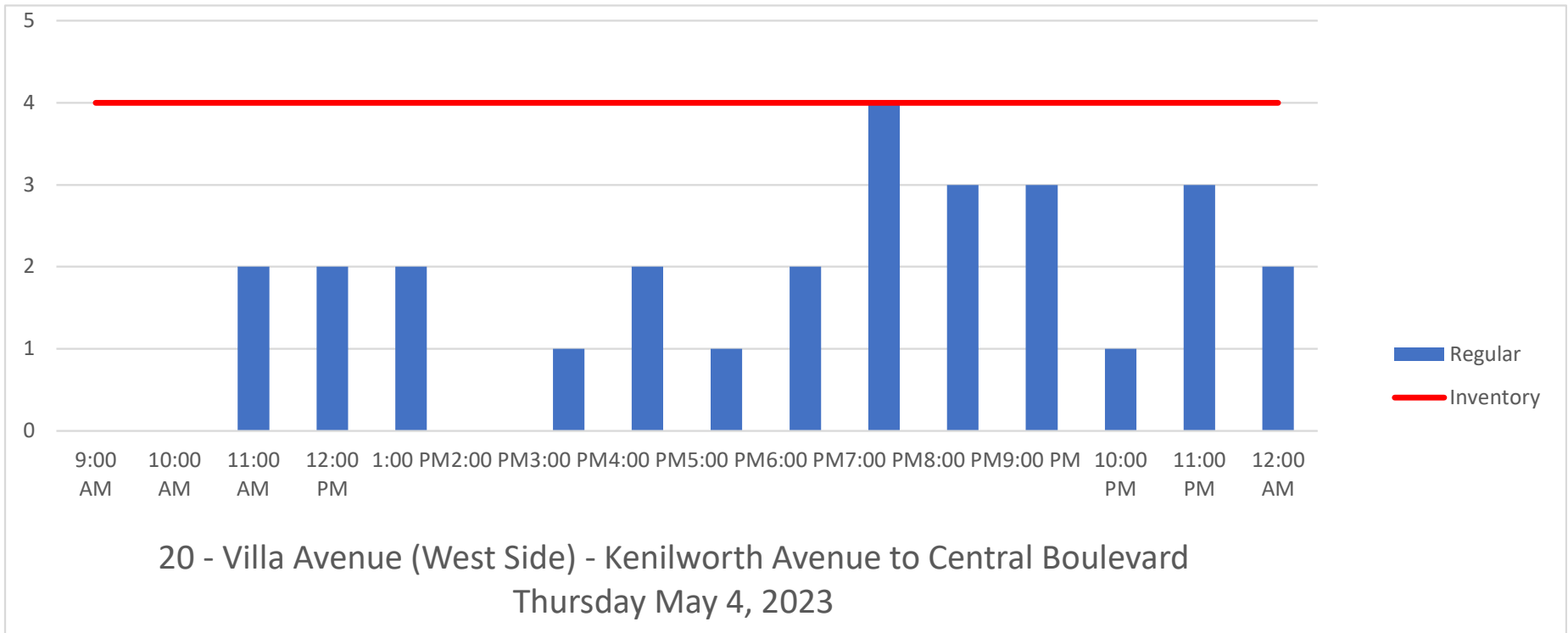


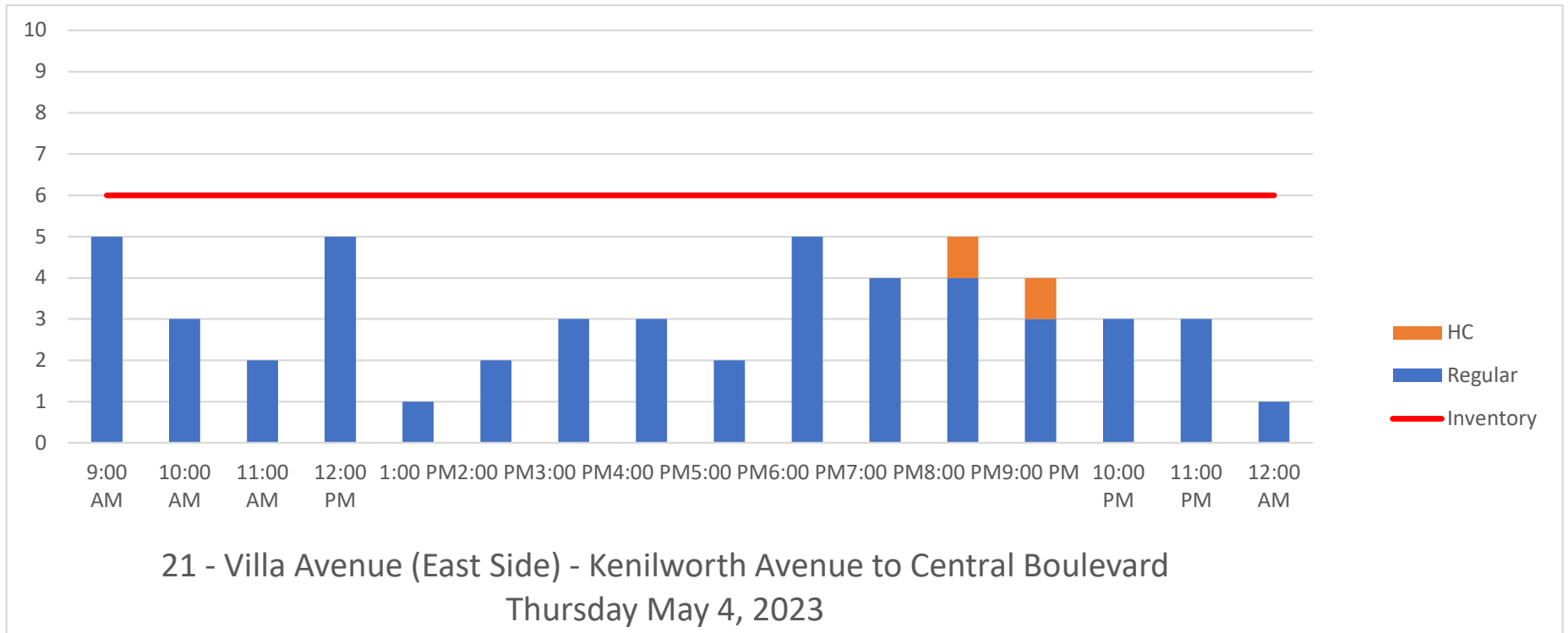


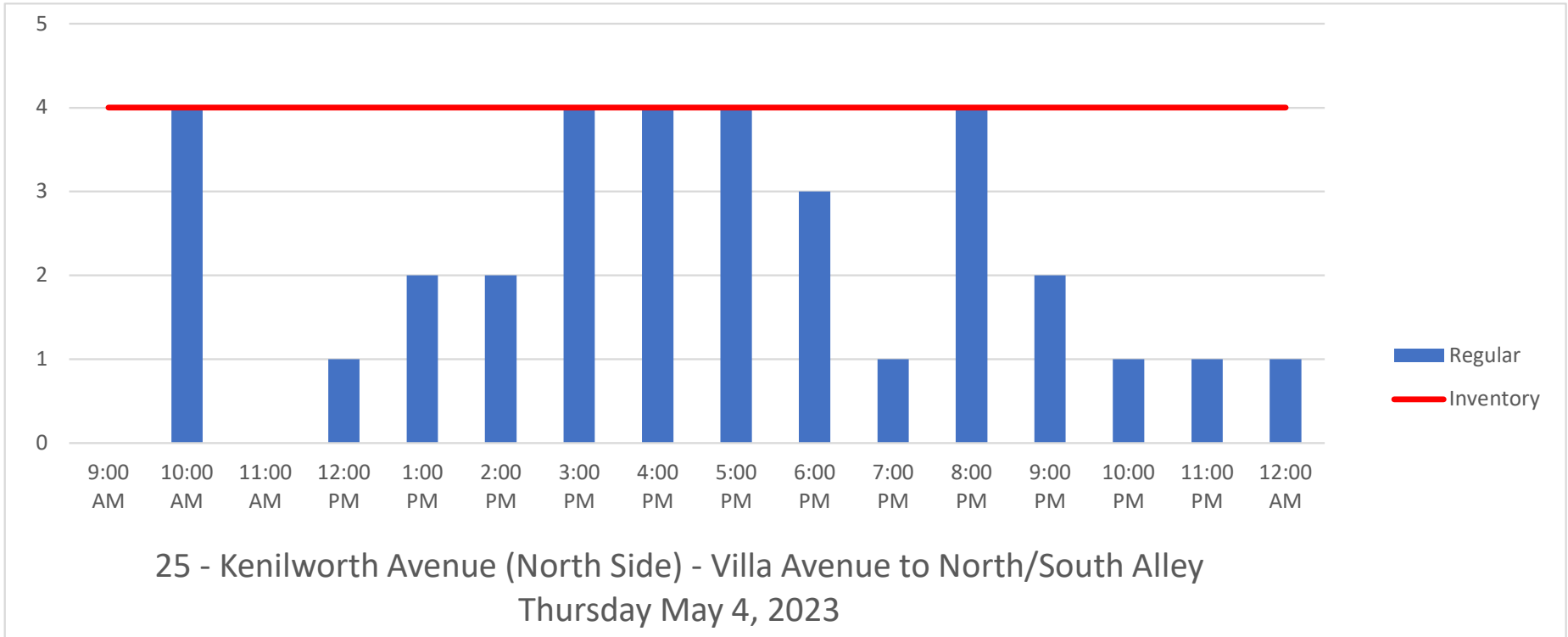


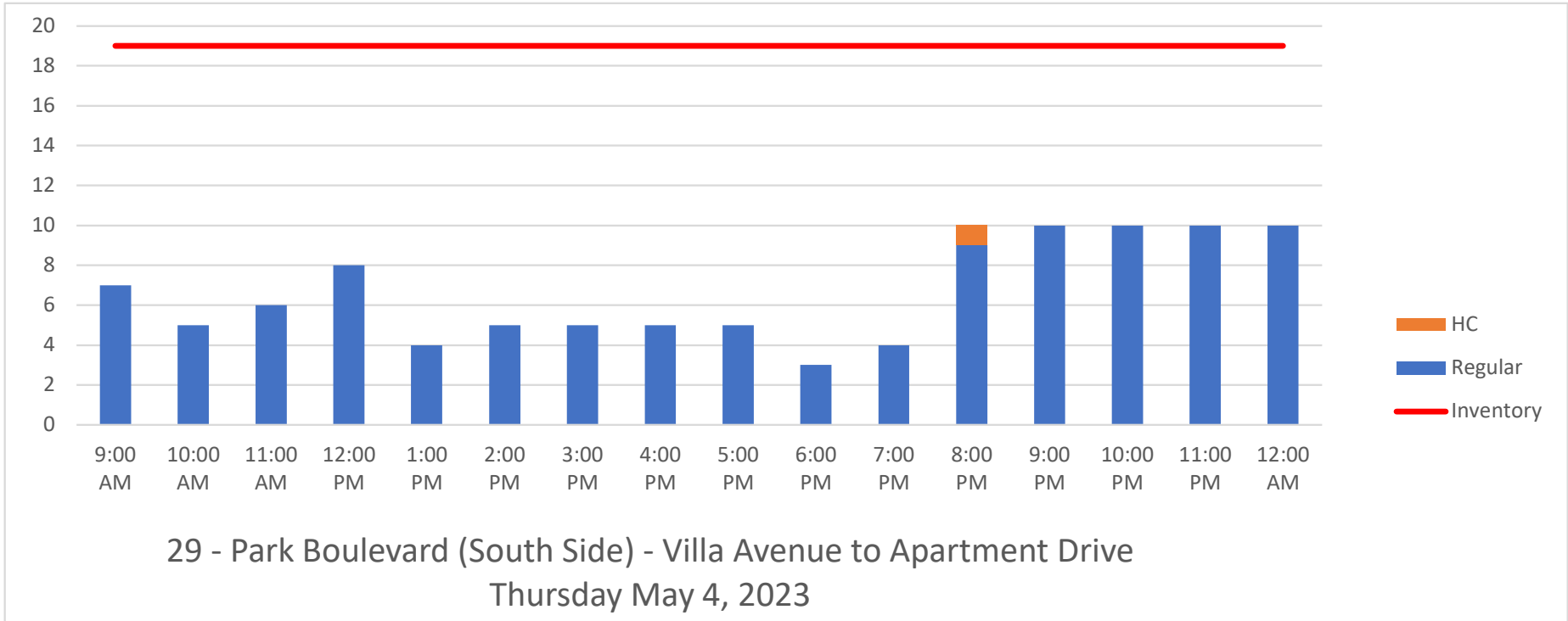


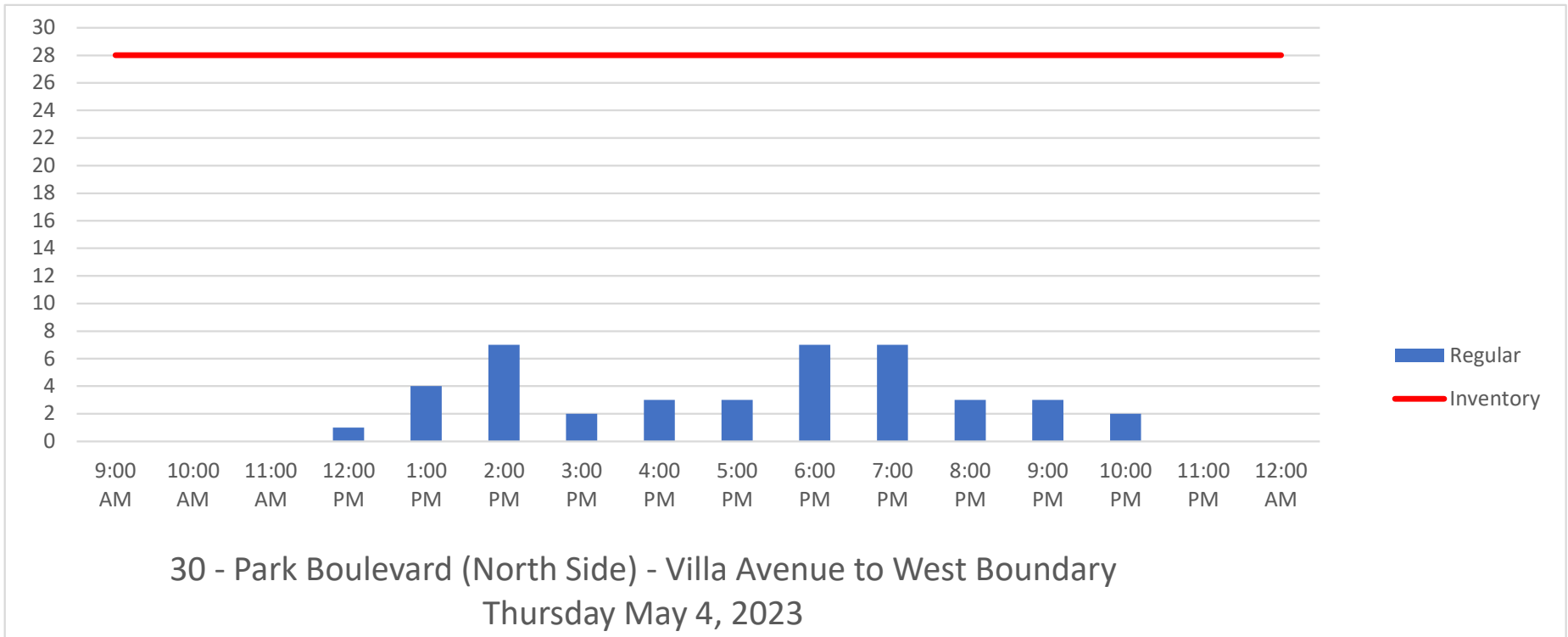


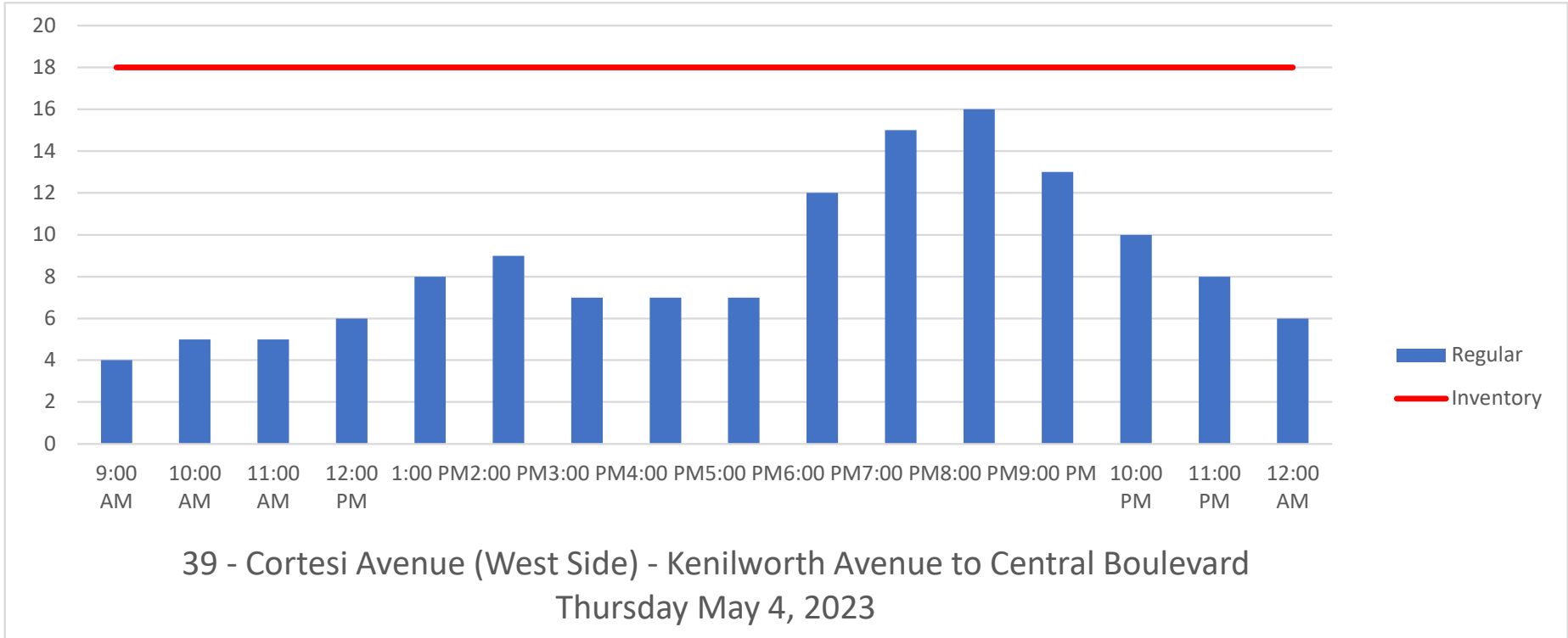


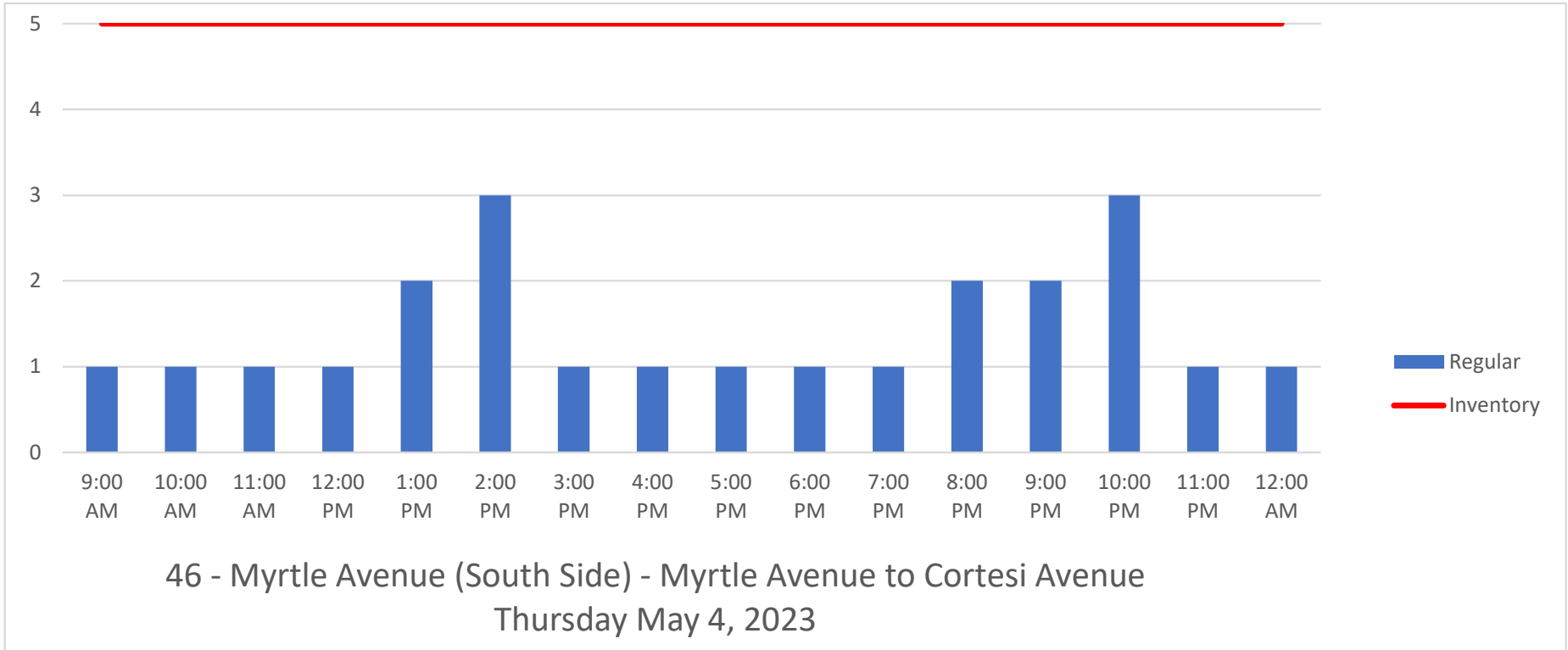


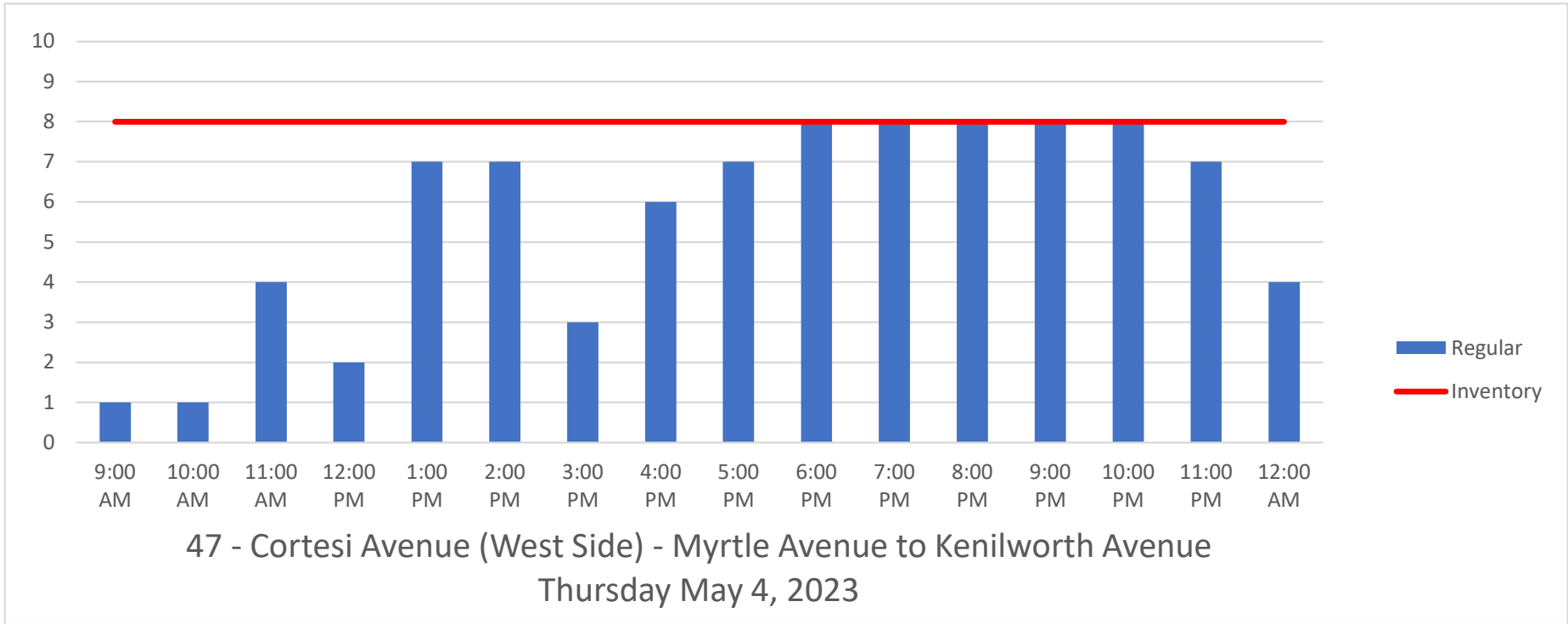


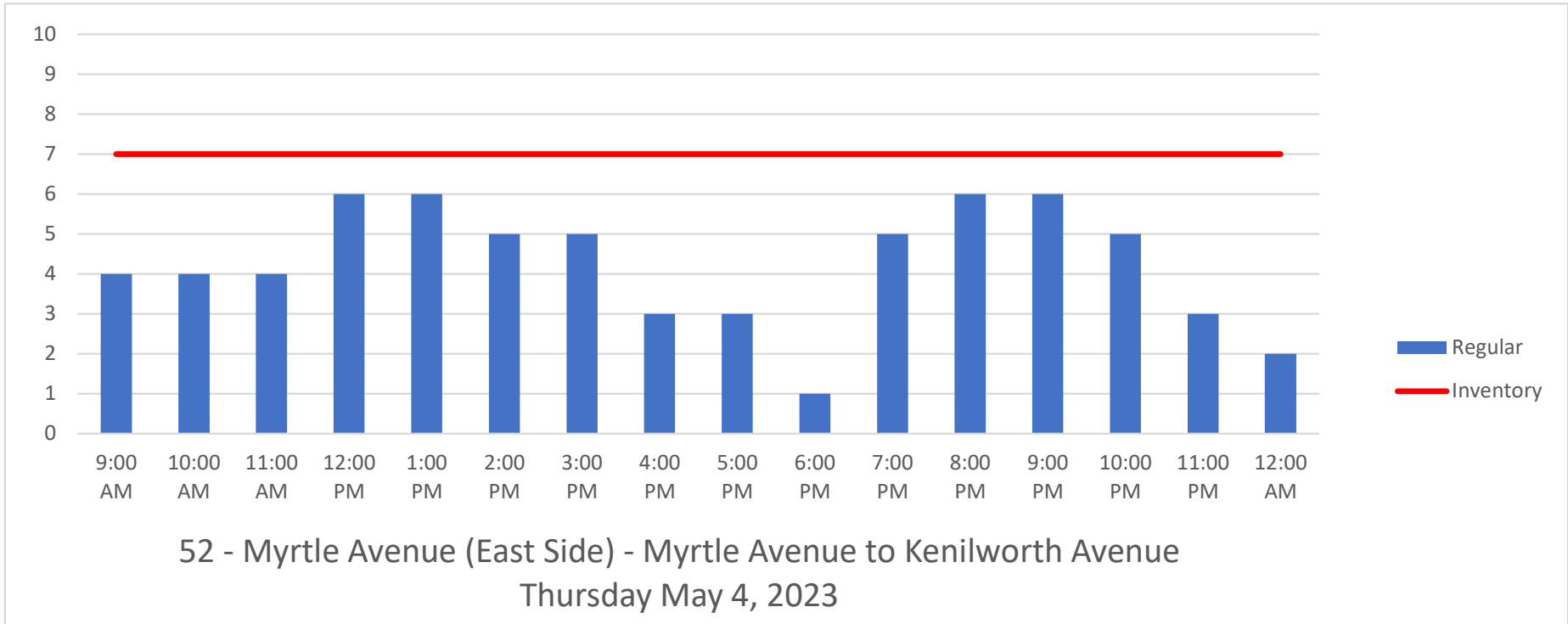


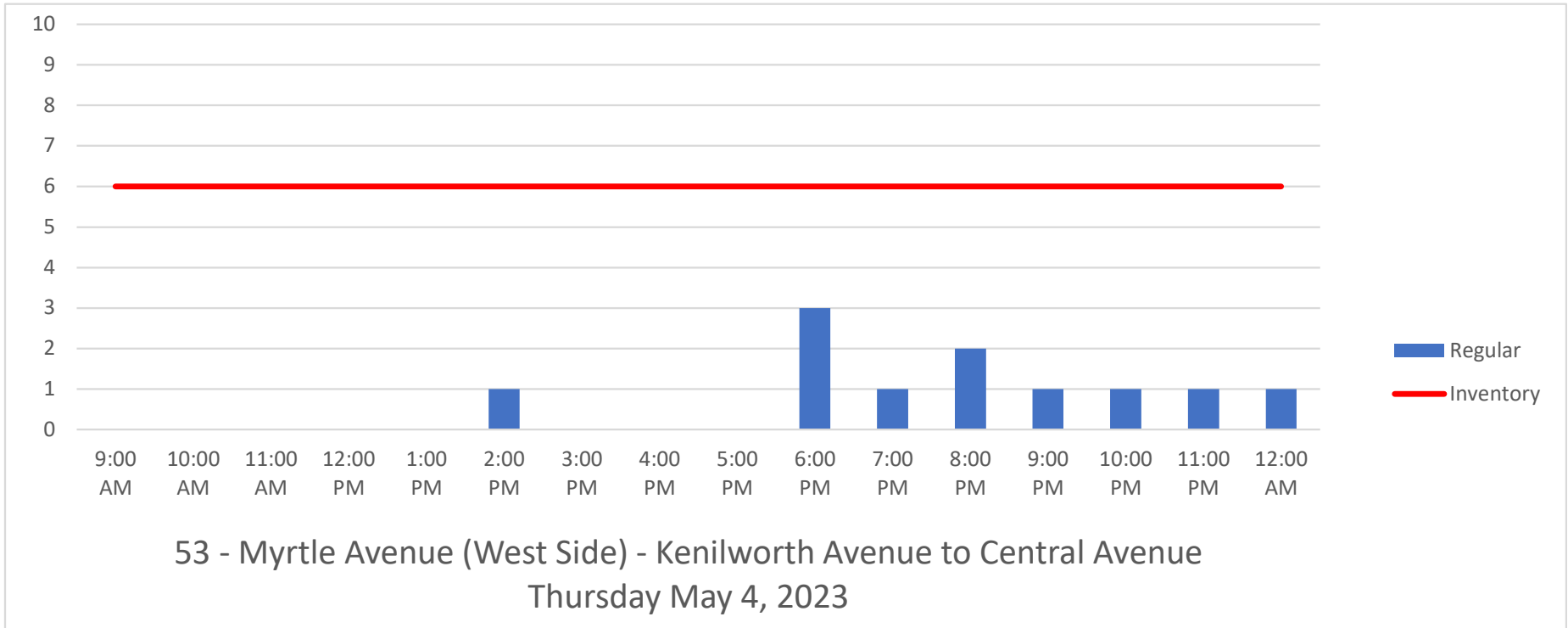




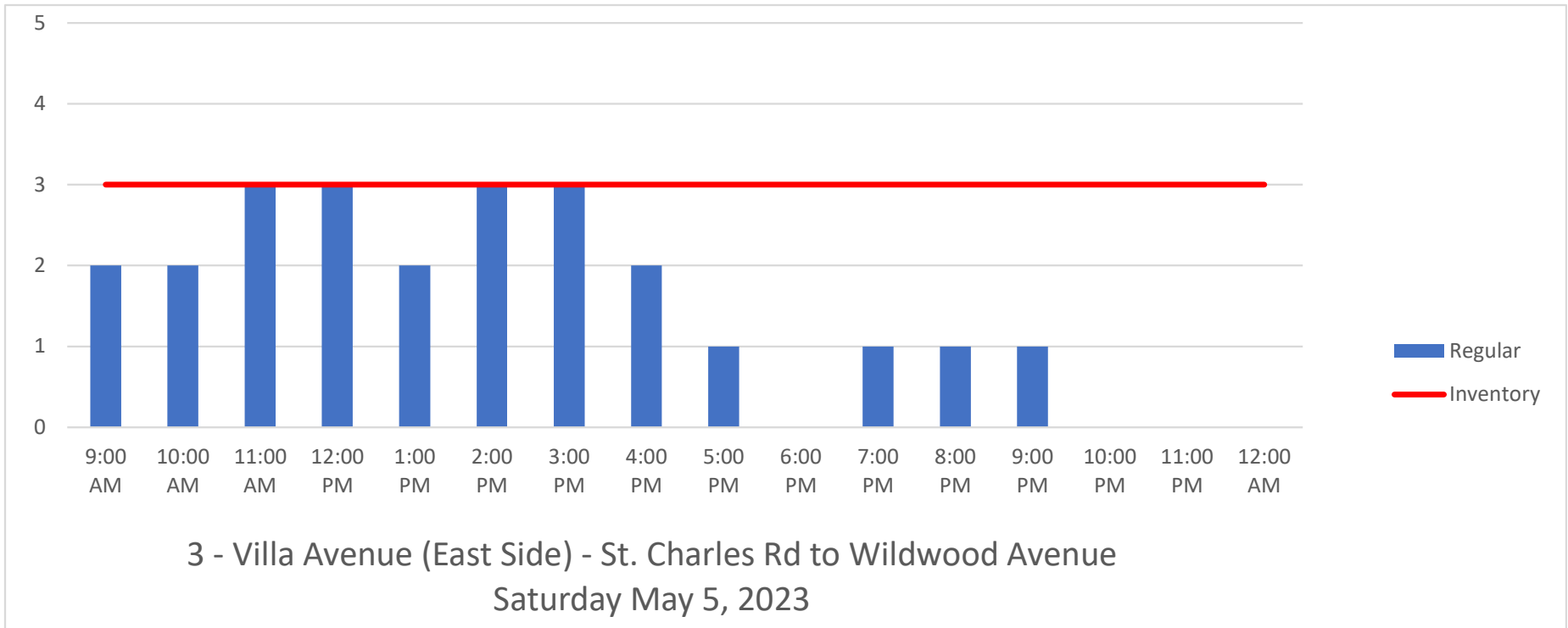


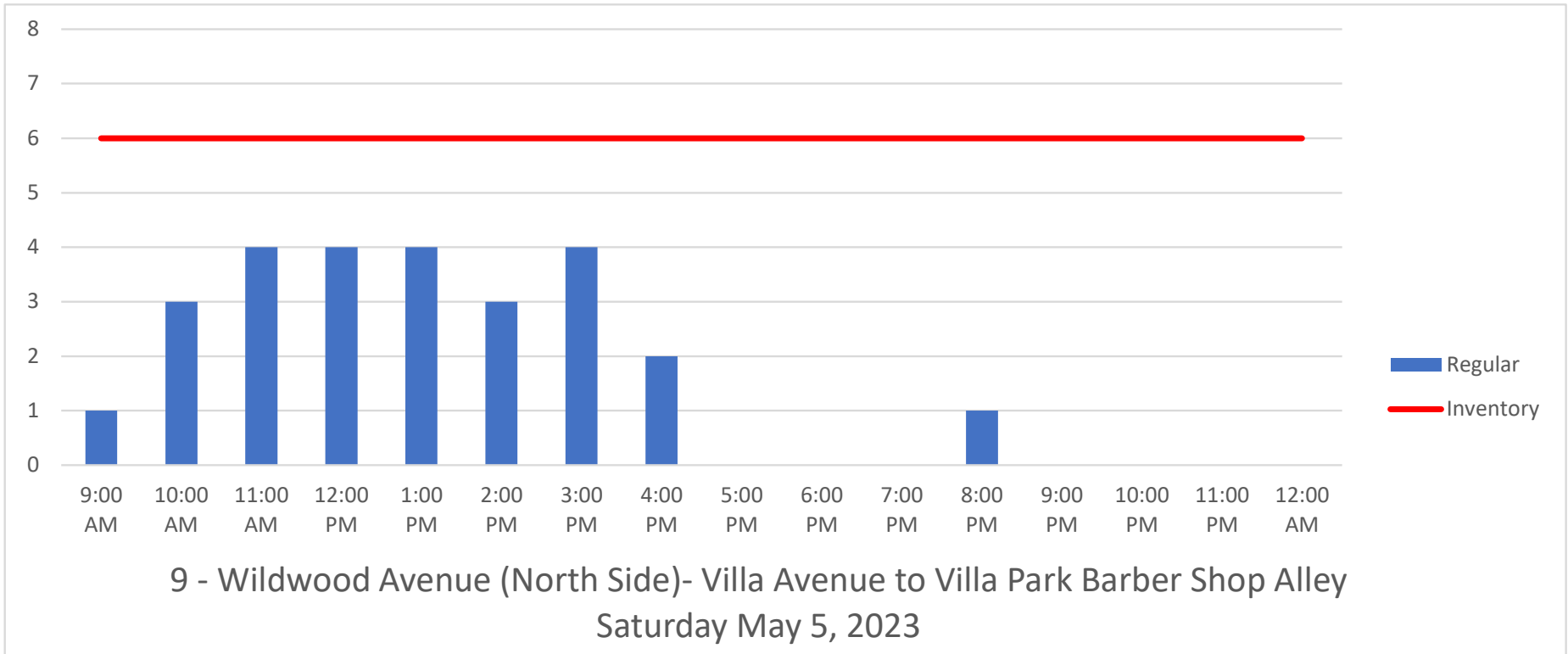


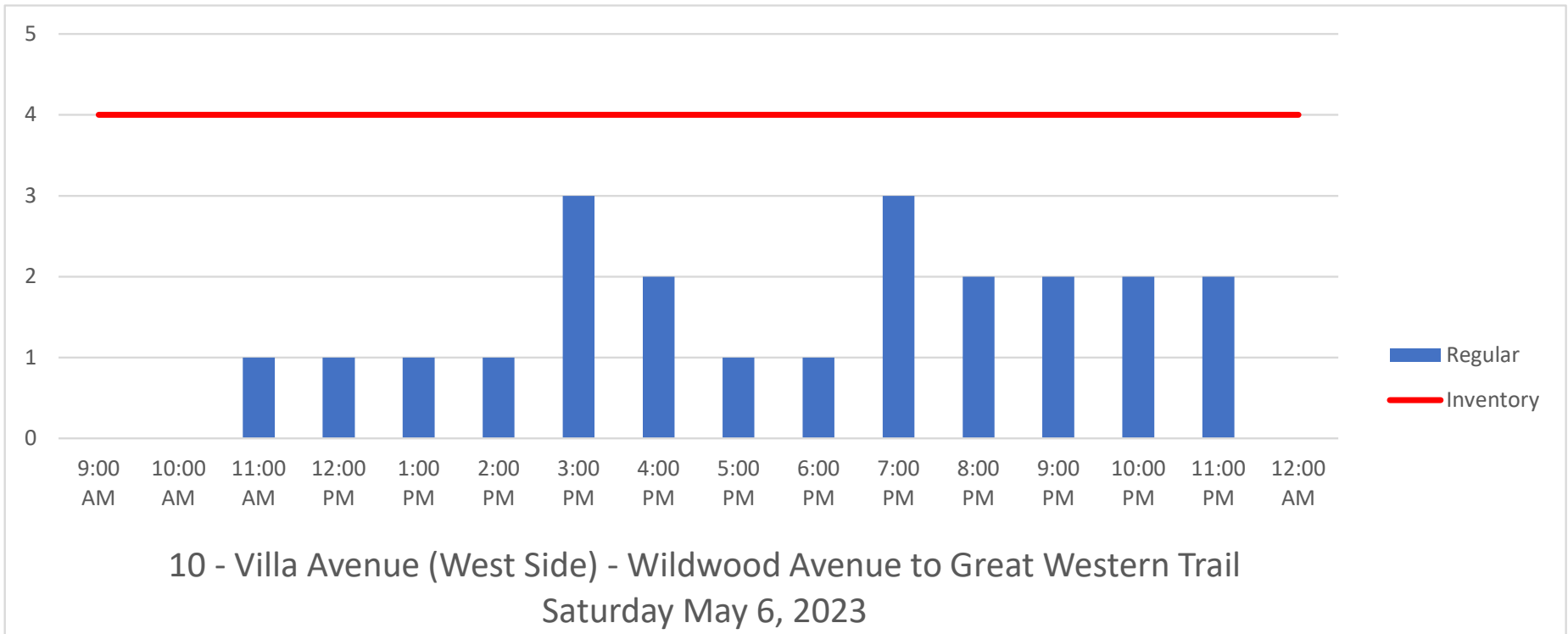


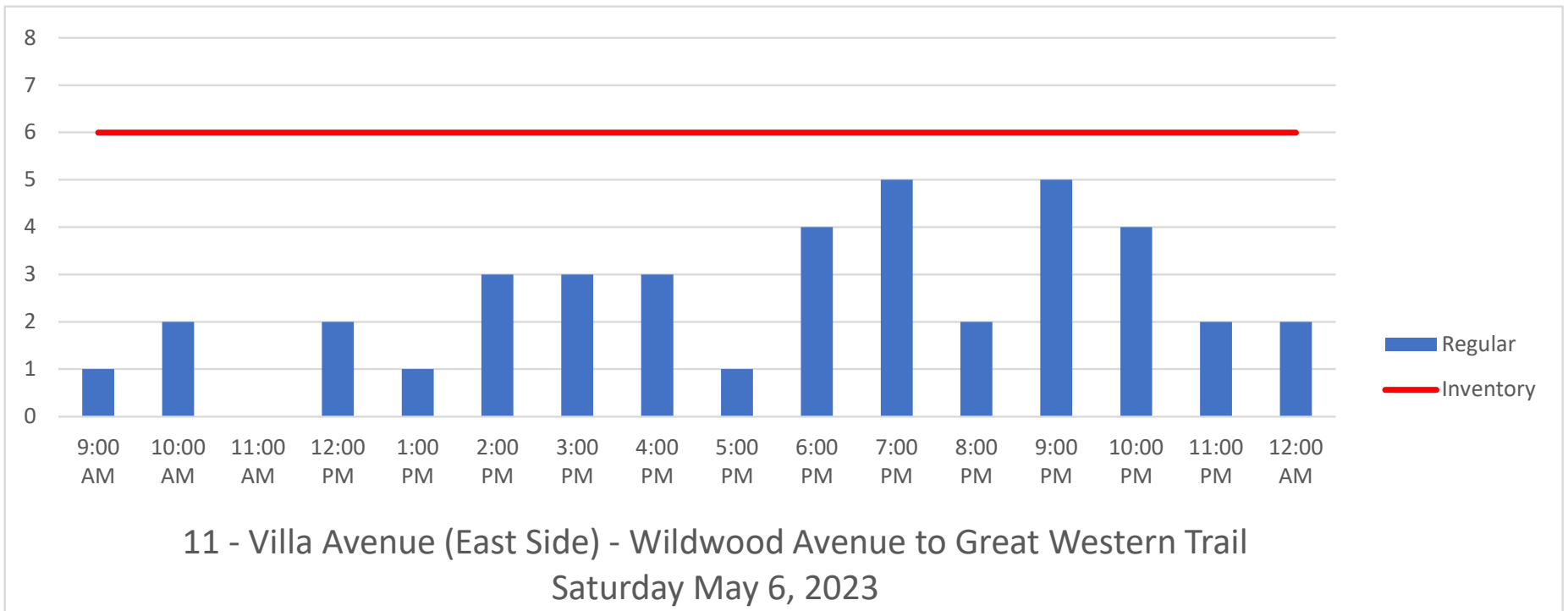


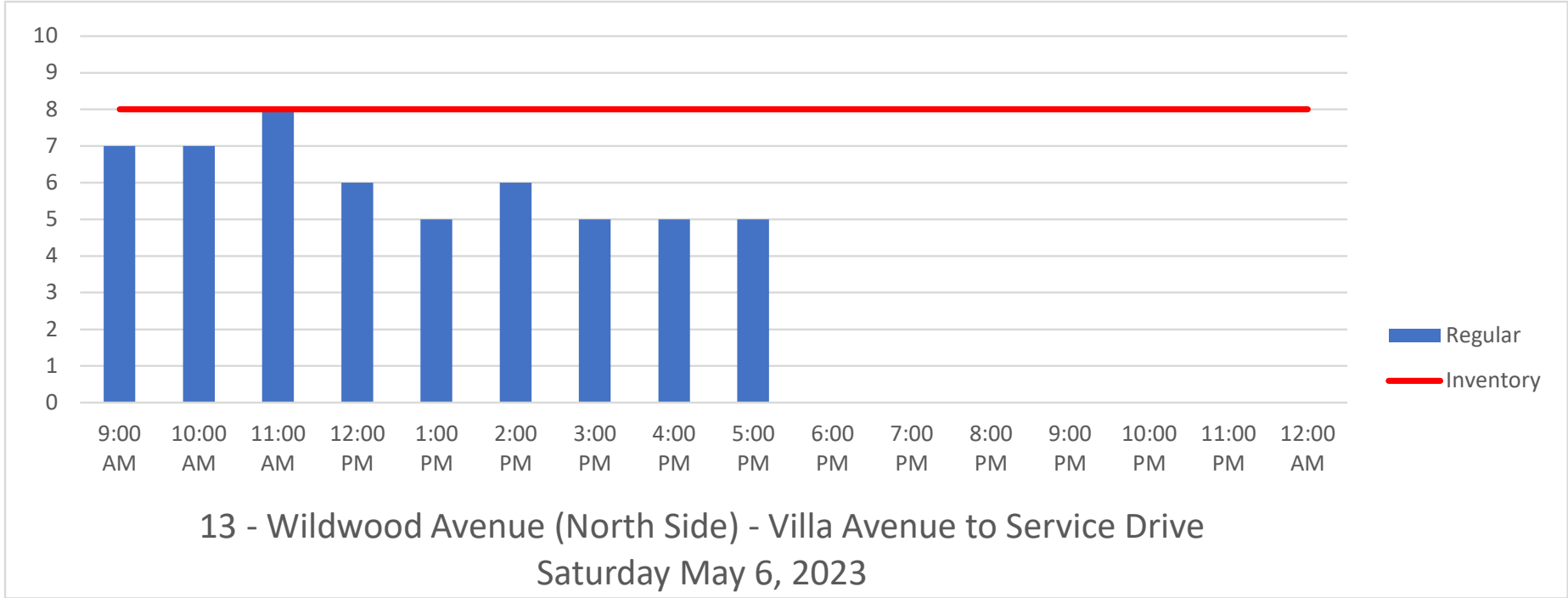
Saturday May 6, 2023
On-Street Parking Survey

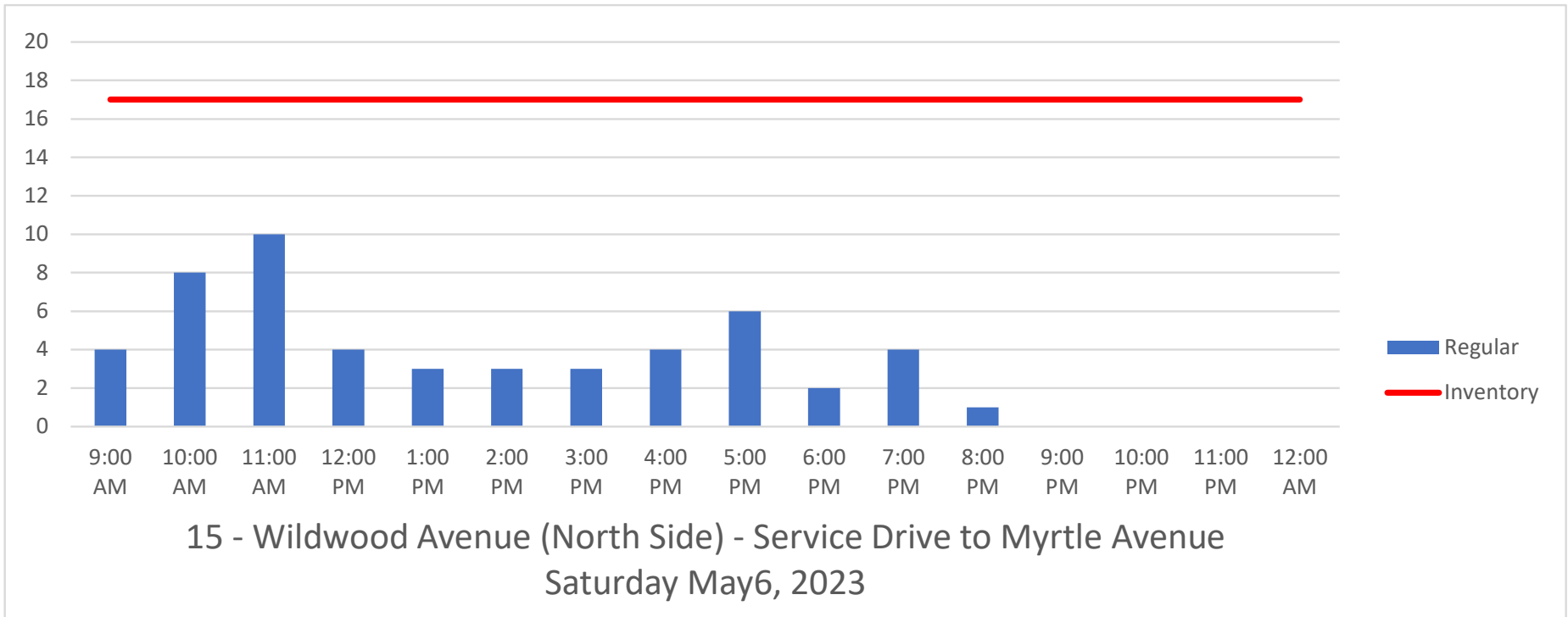


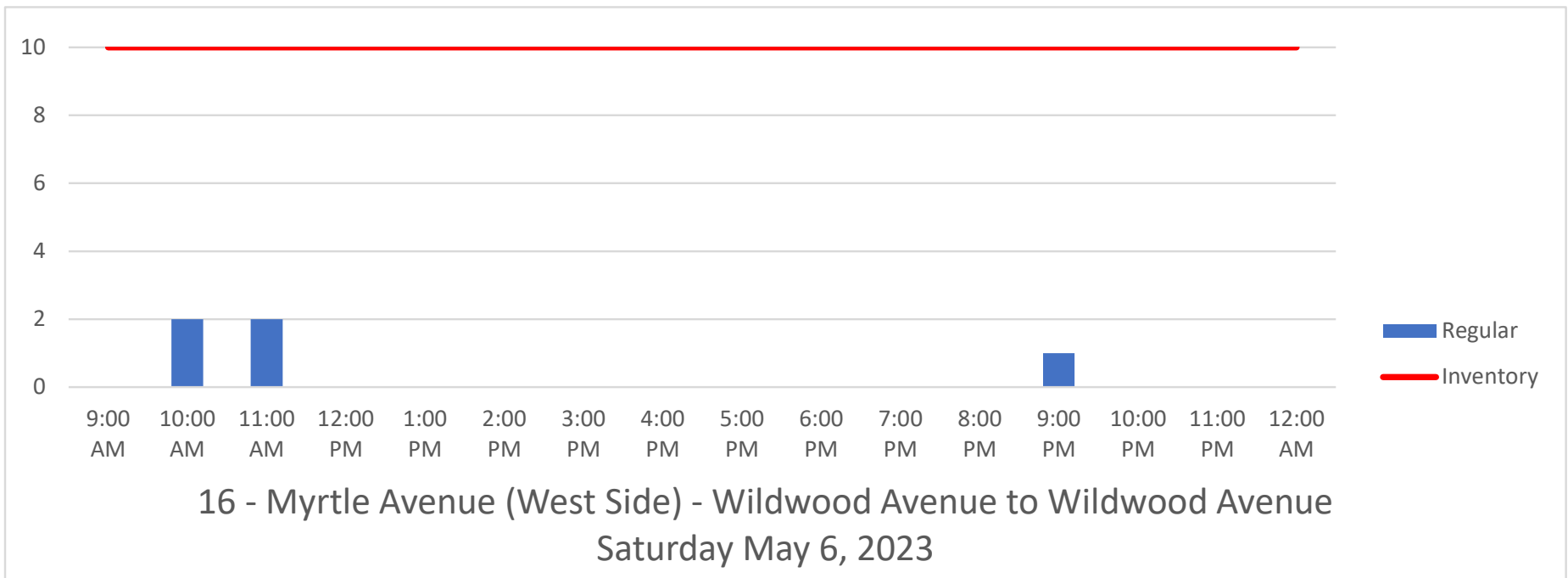


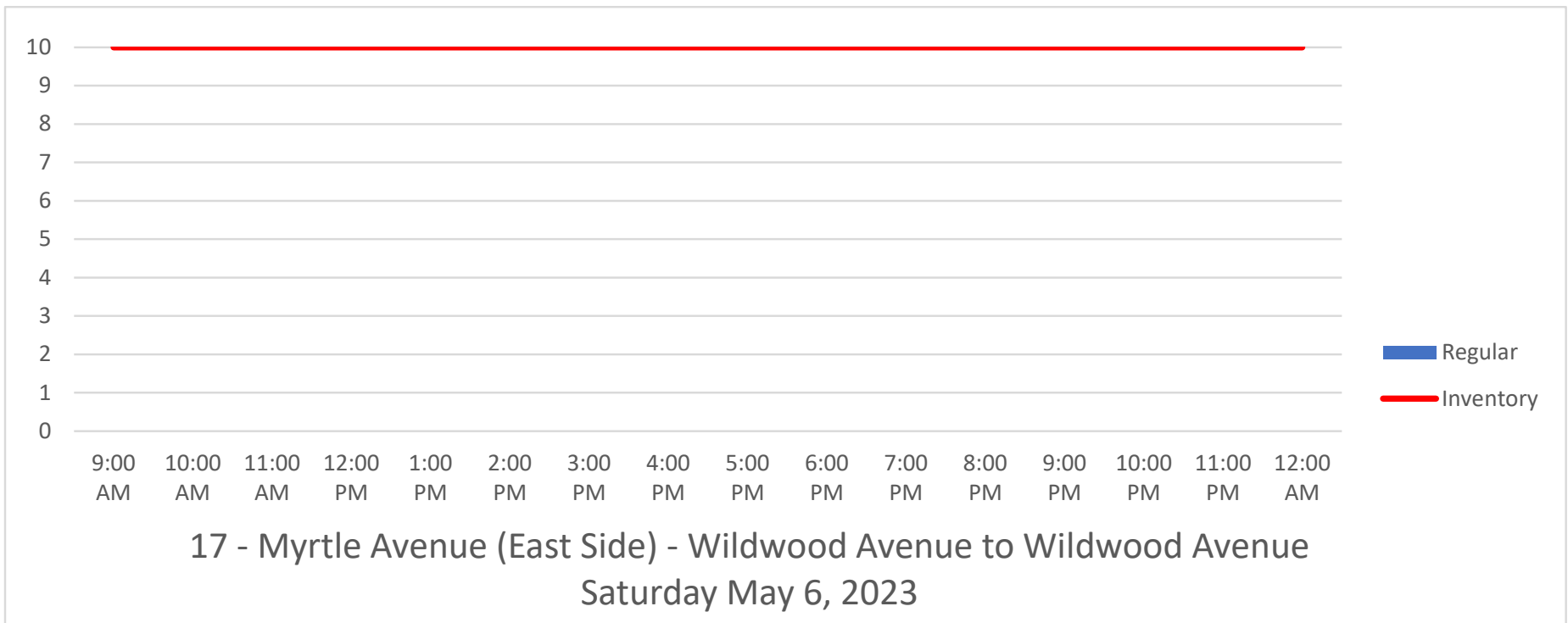


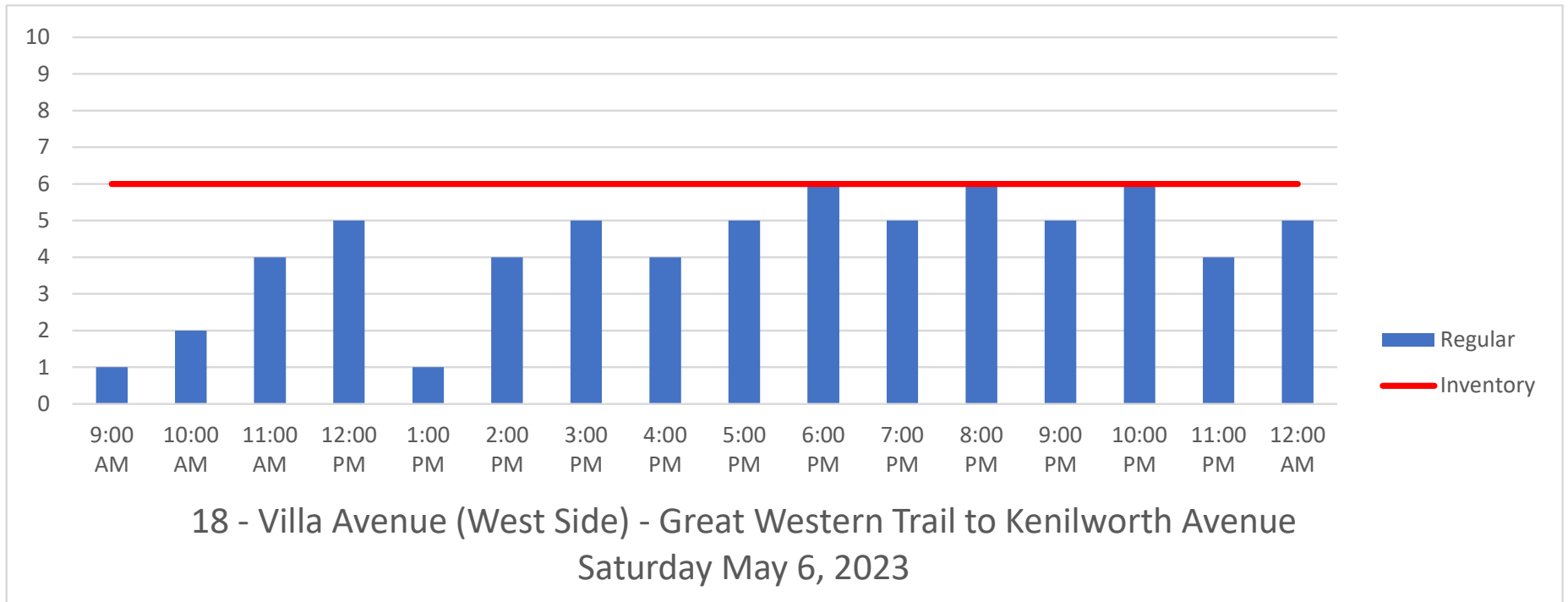


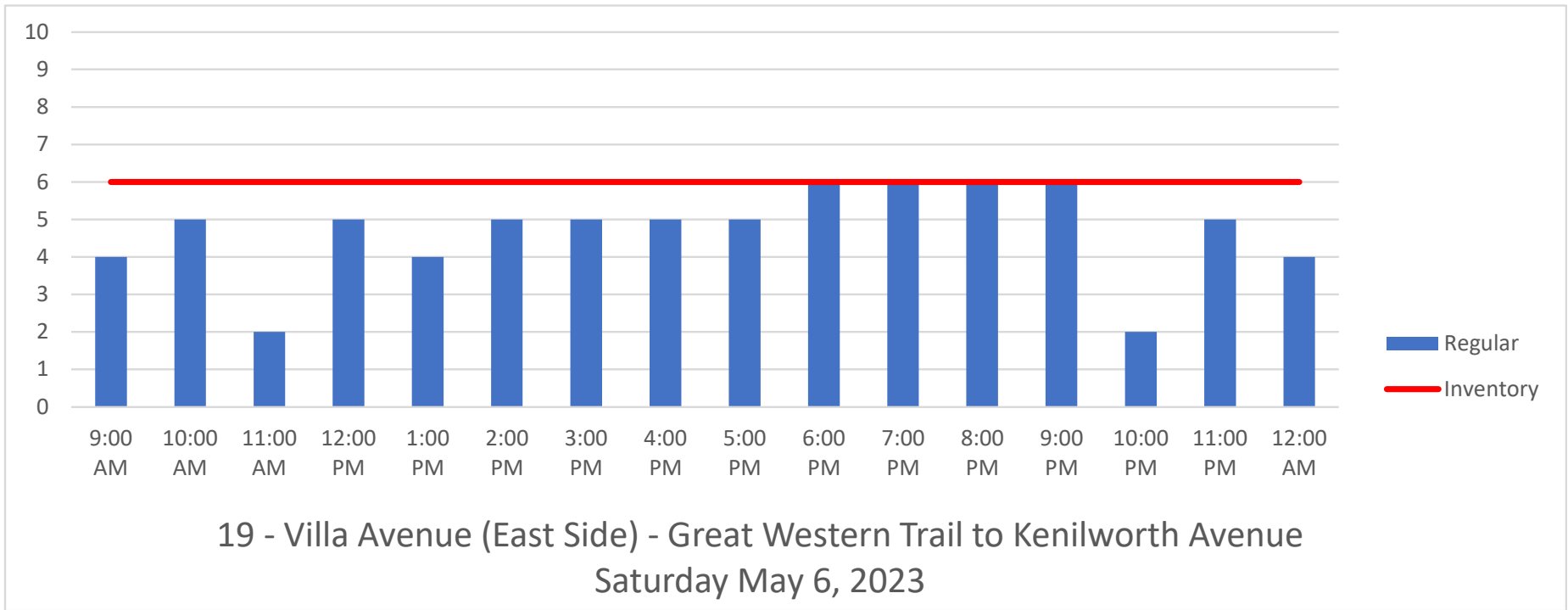


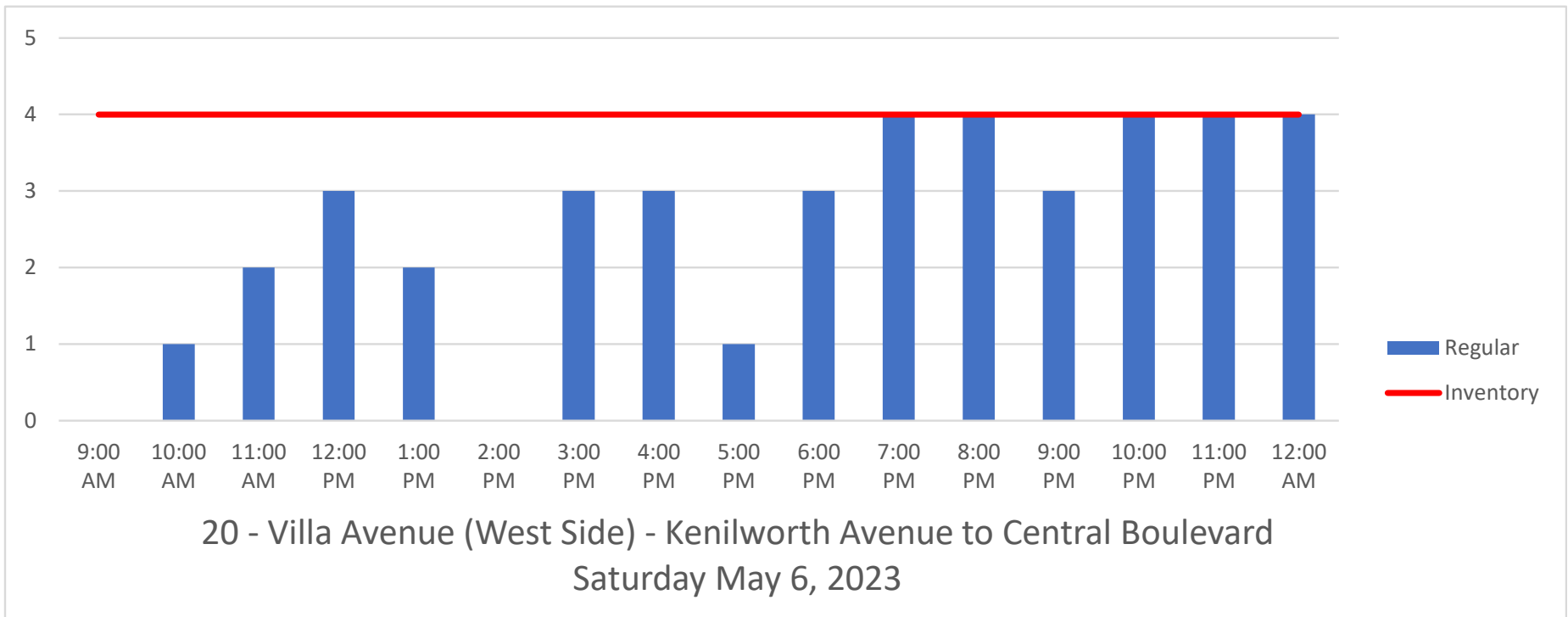


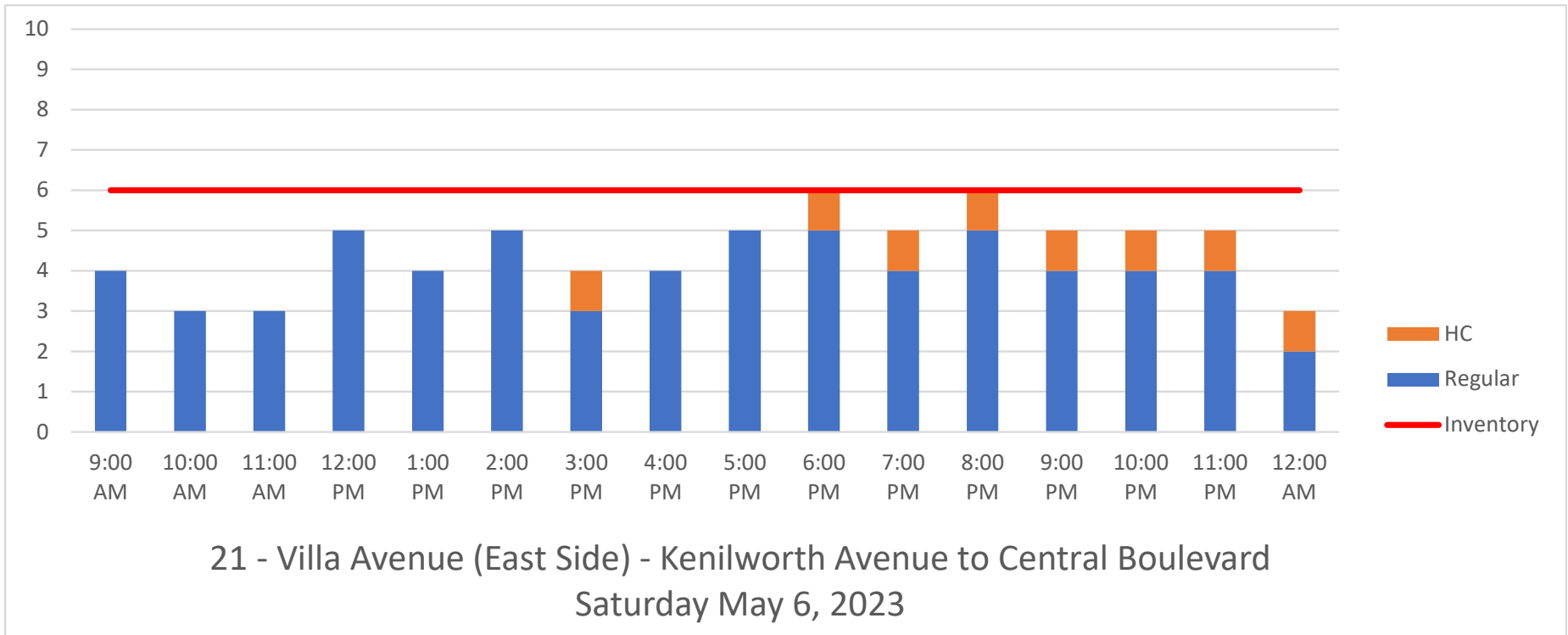


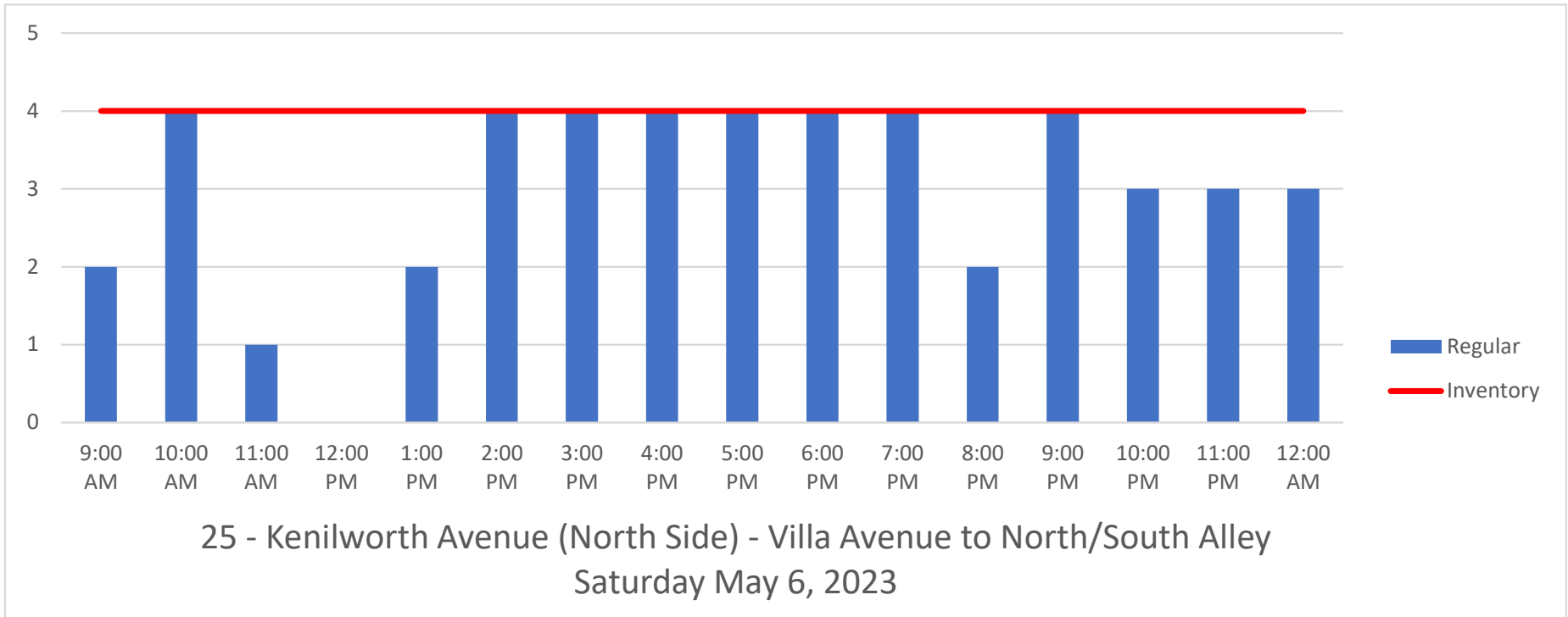


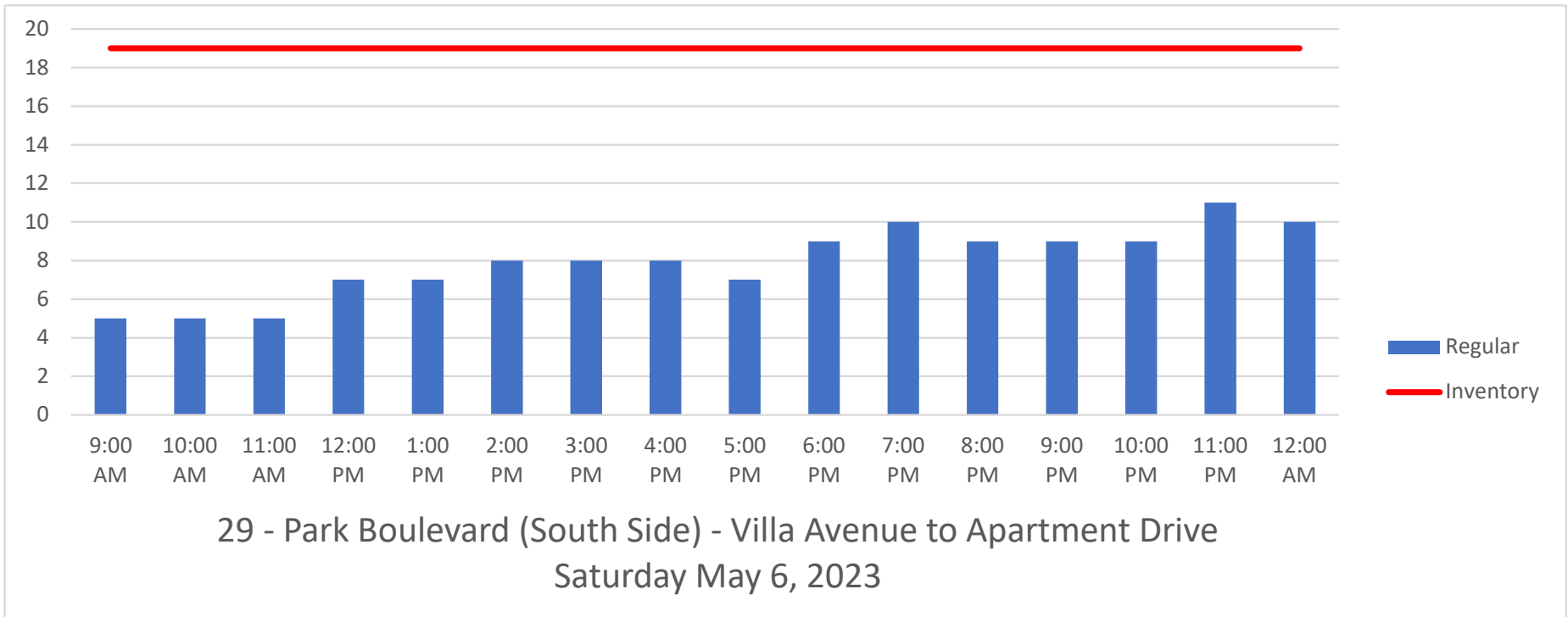


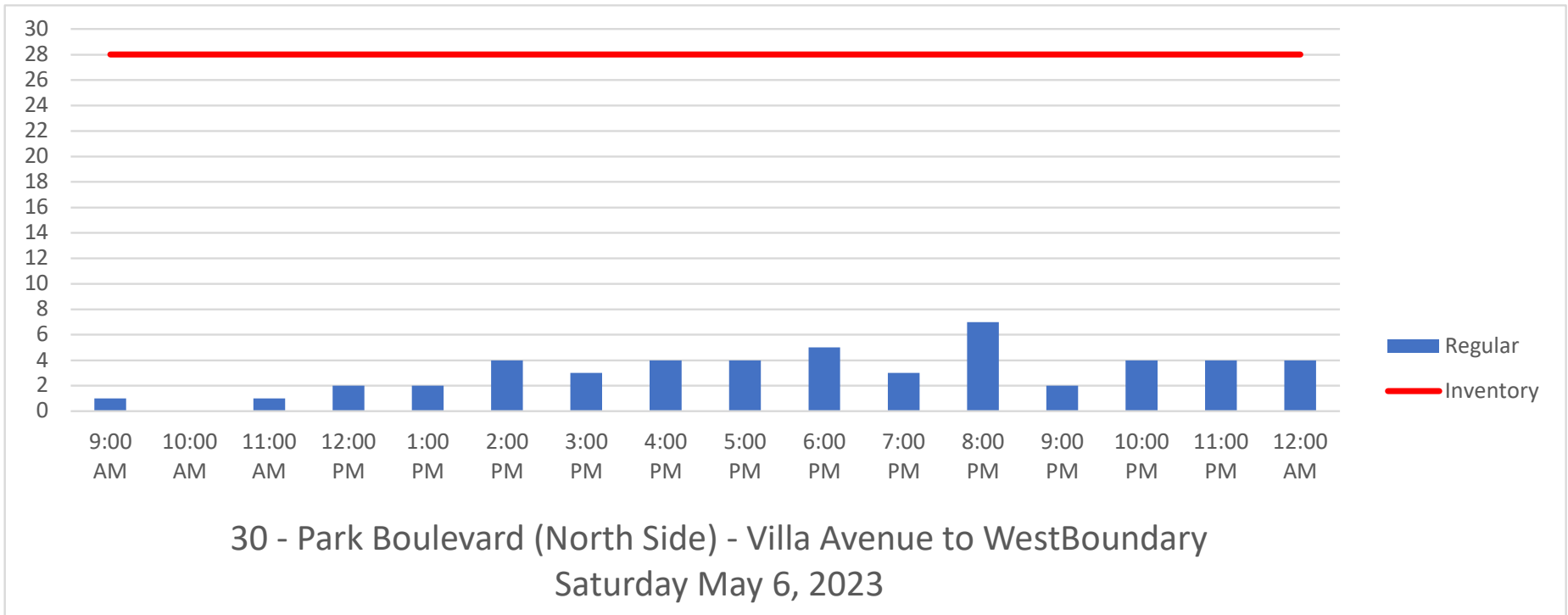


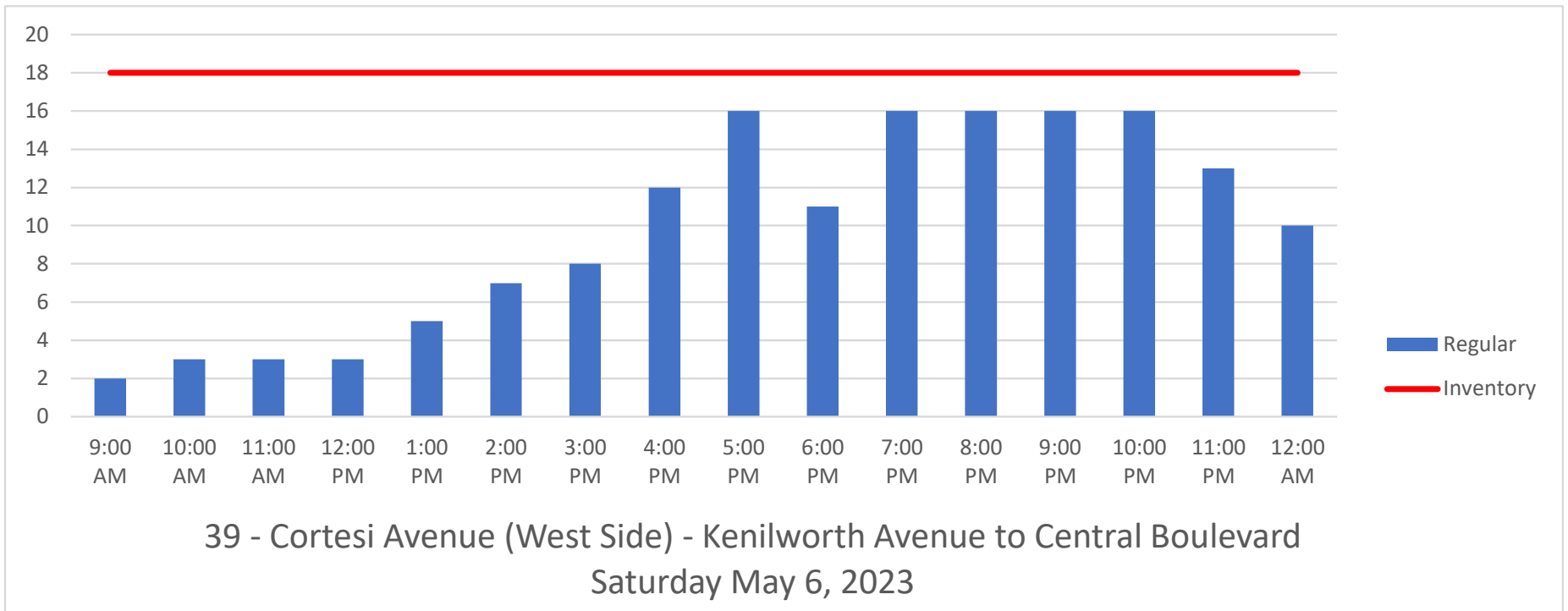


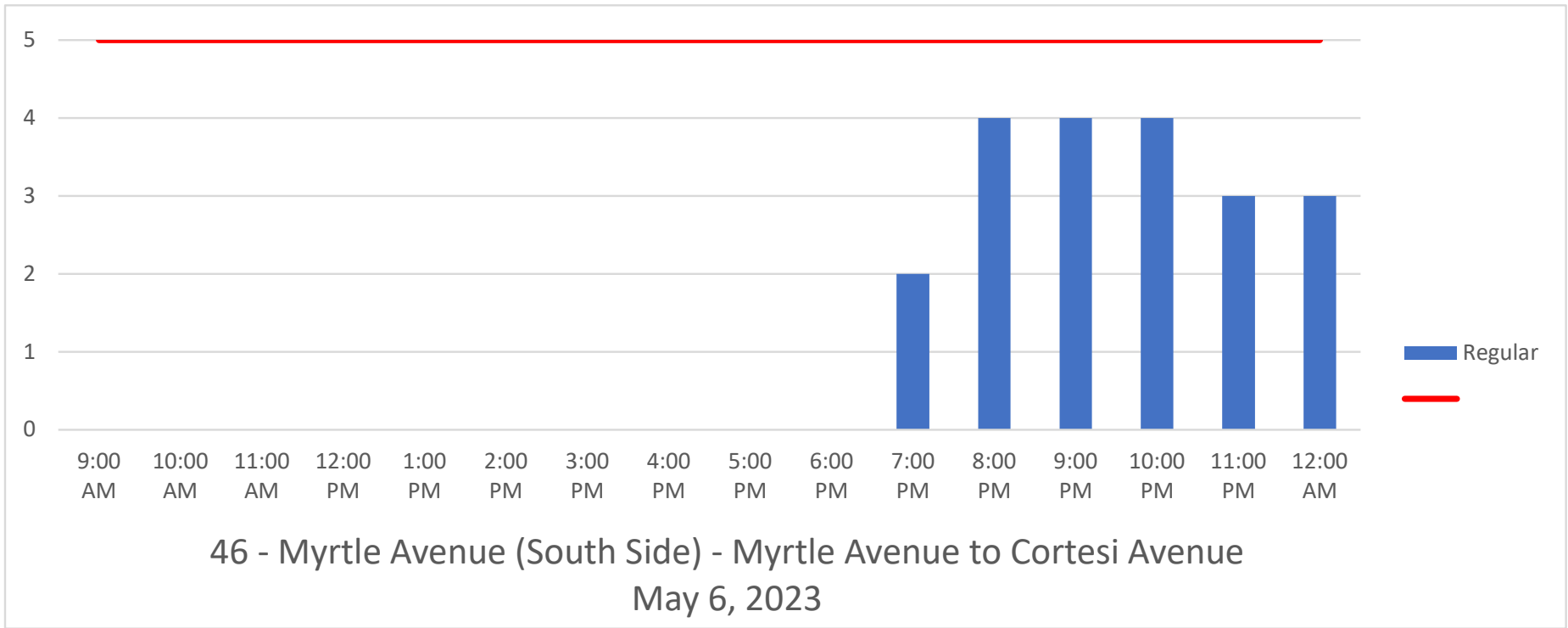


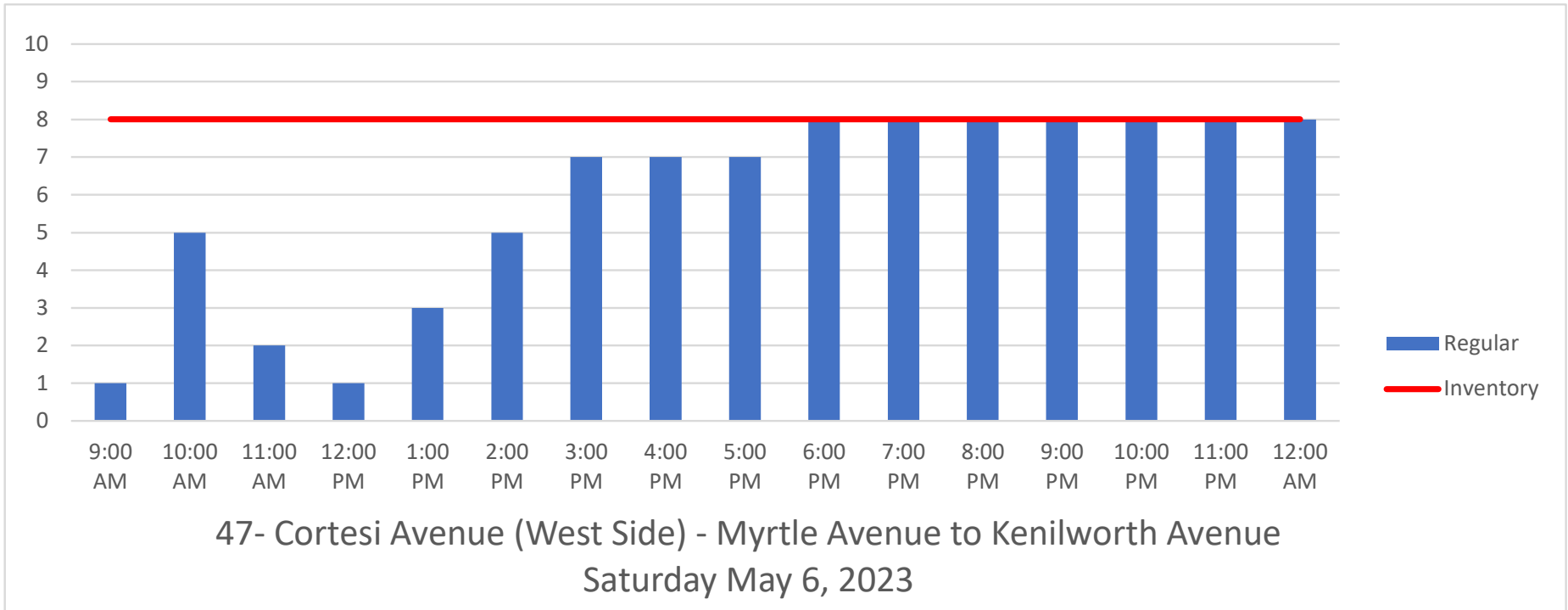


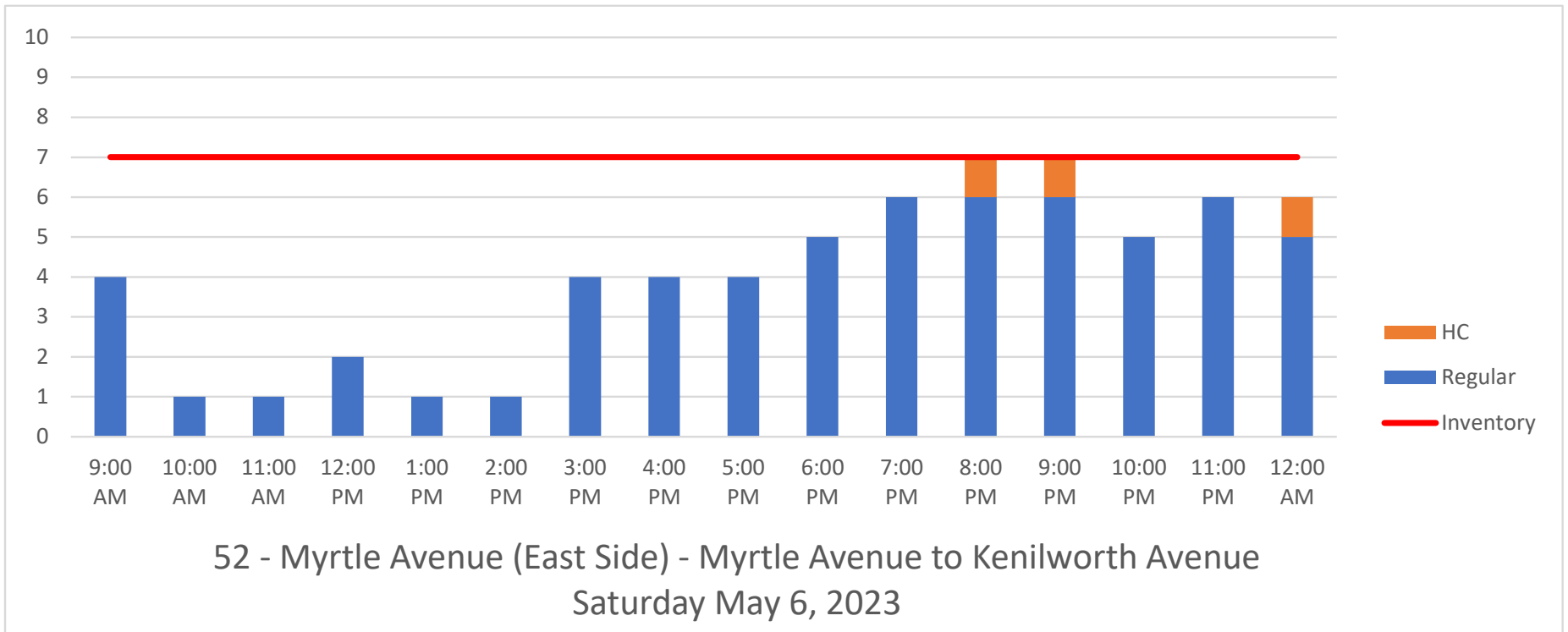


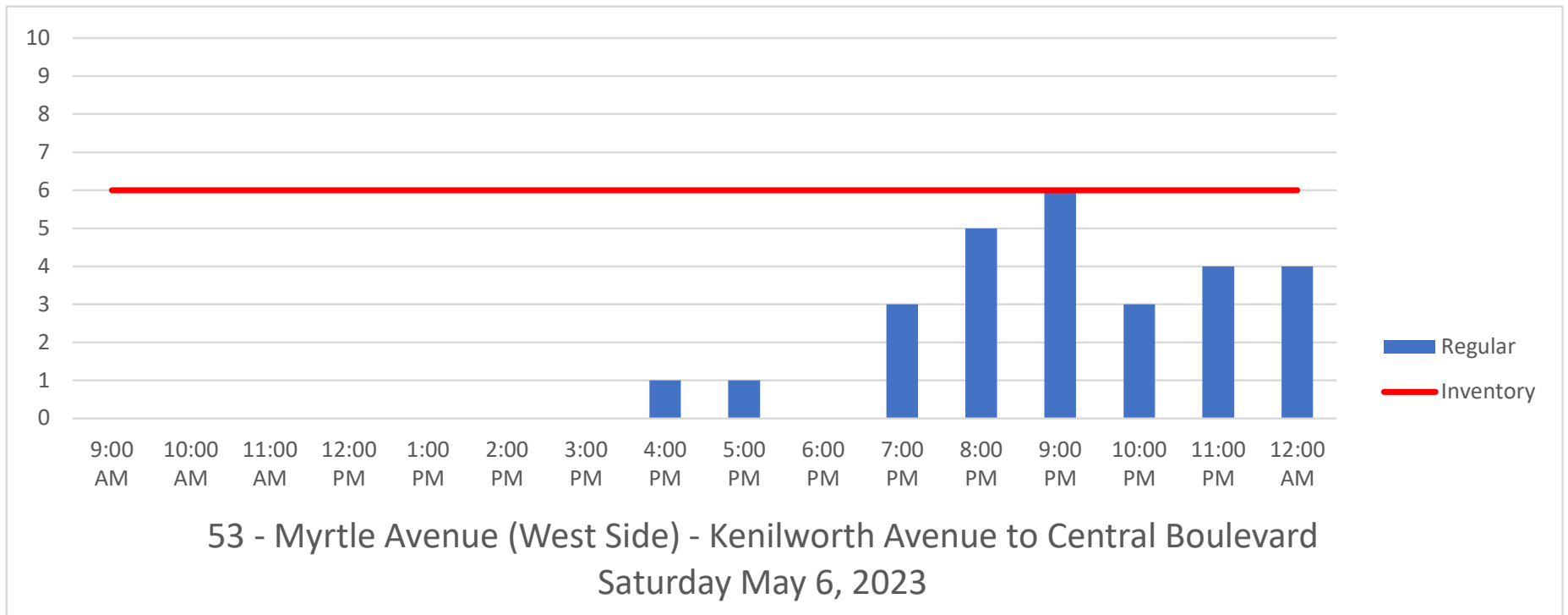




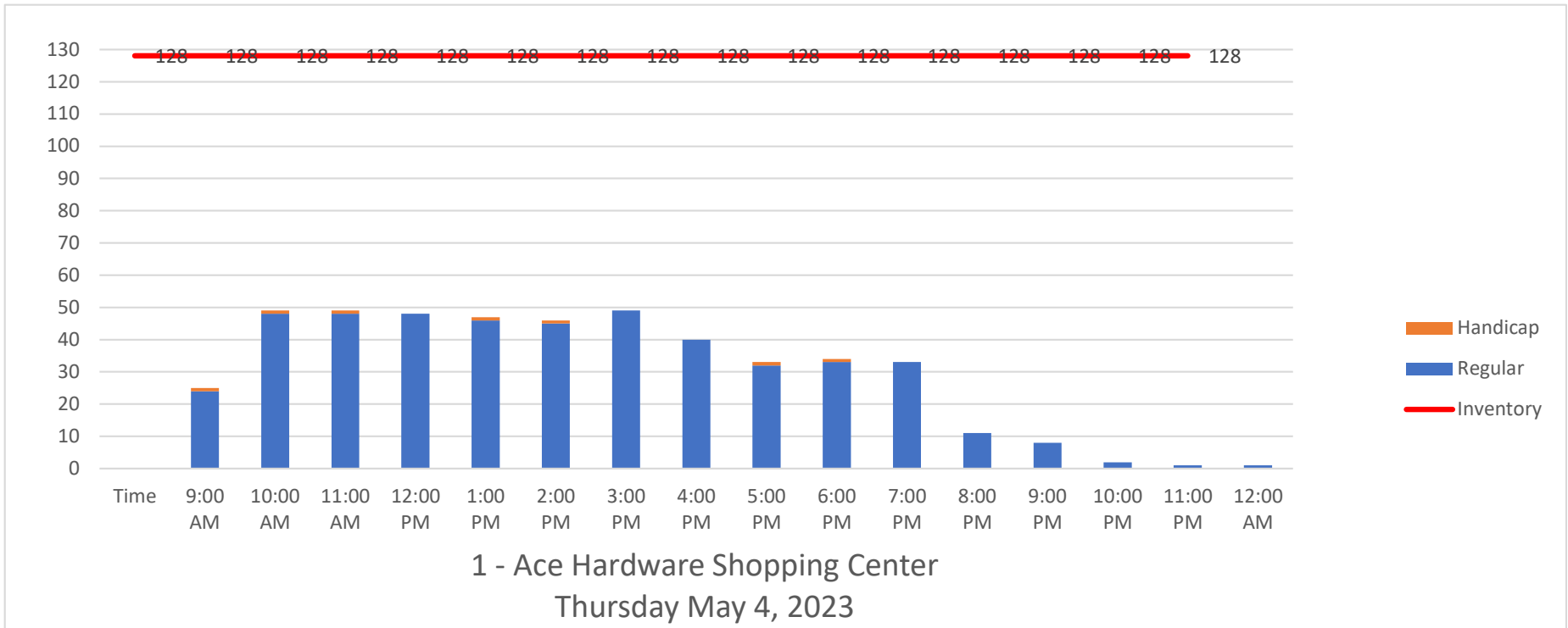


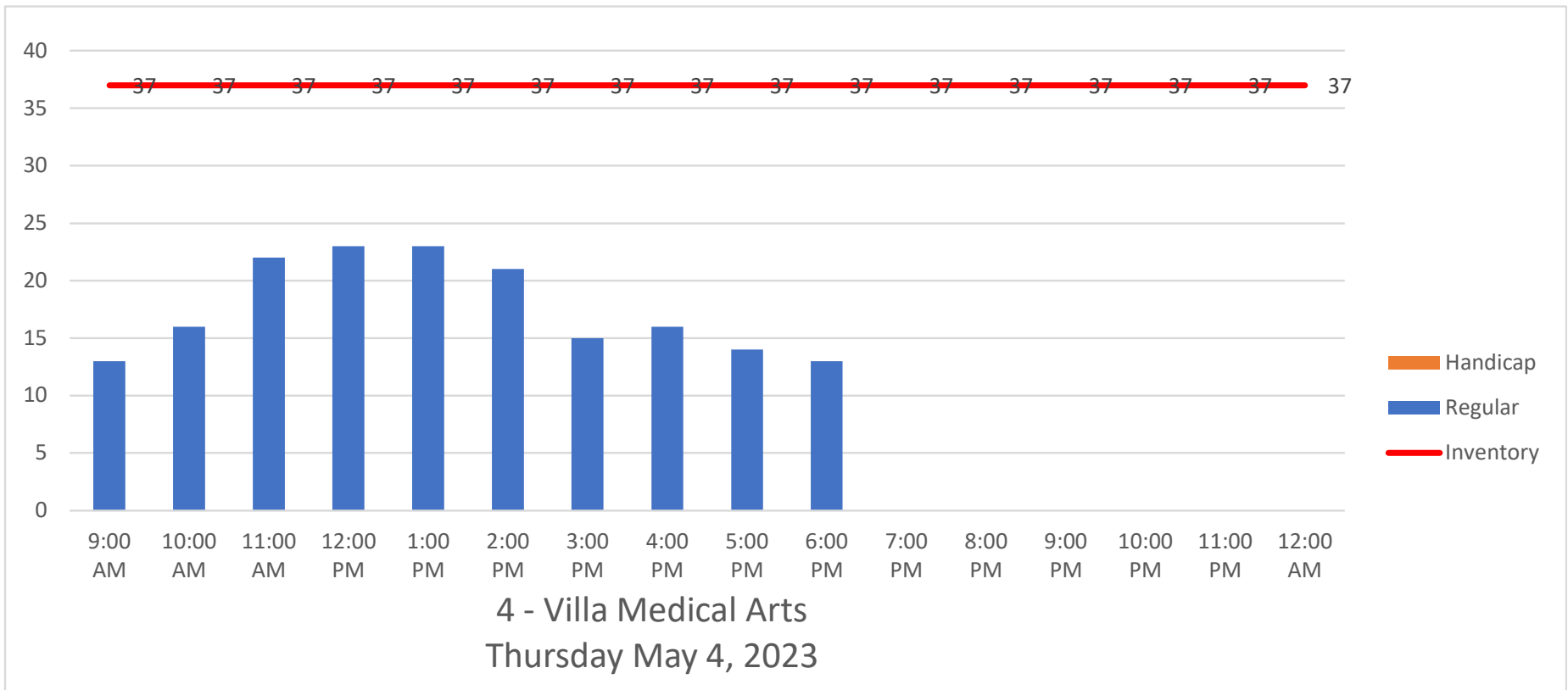


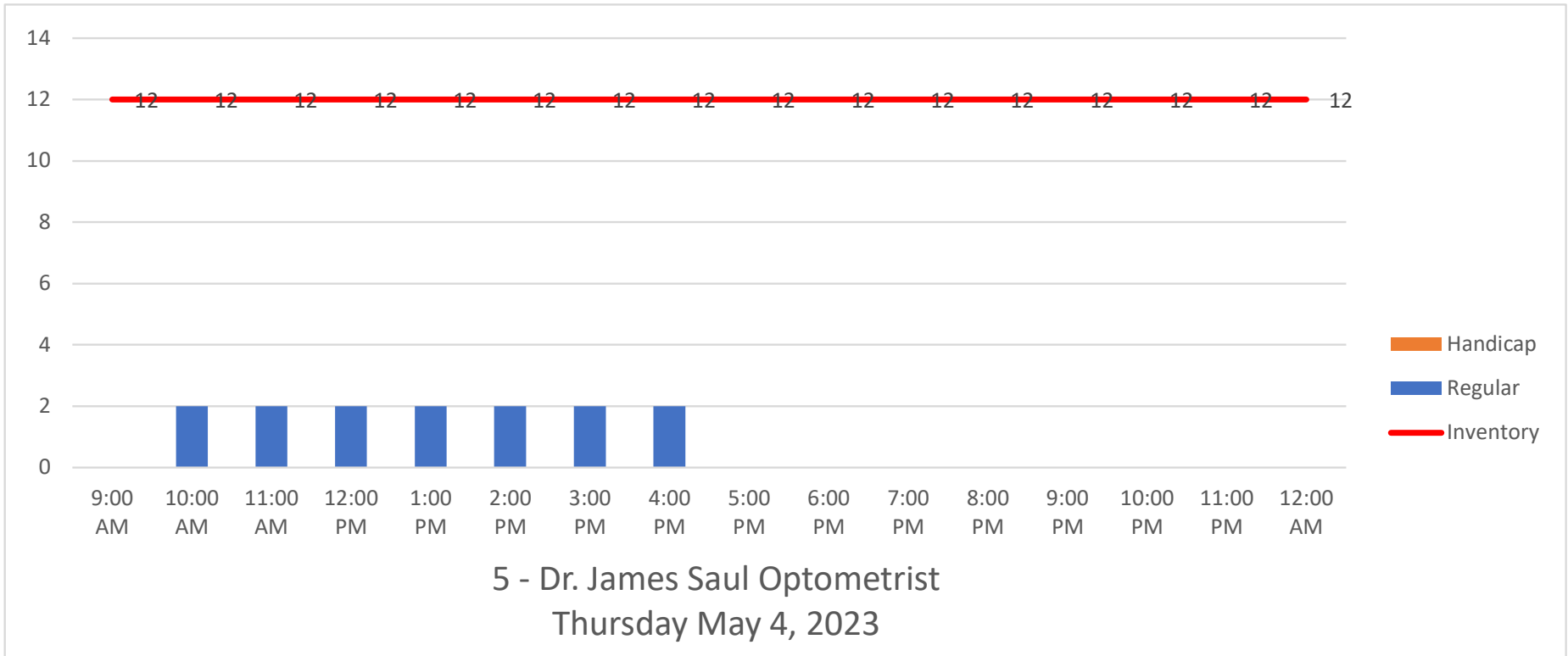


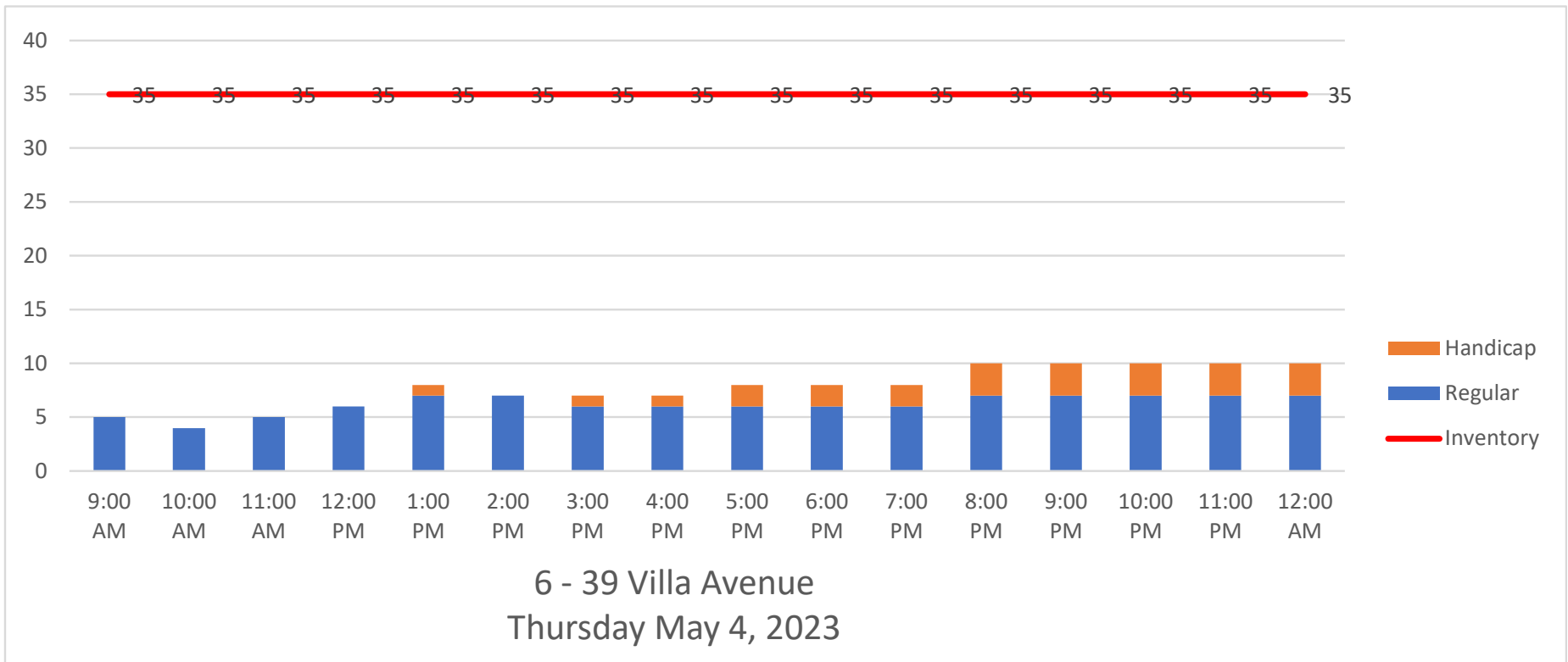


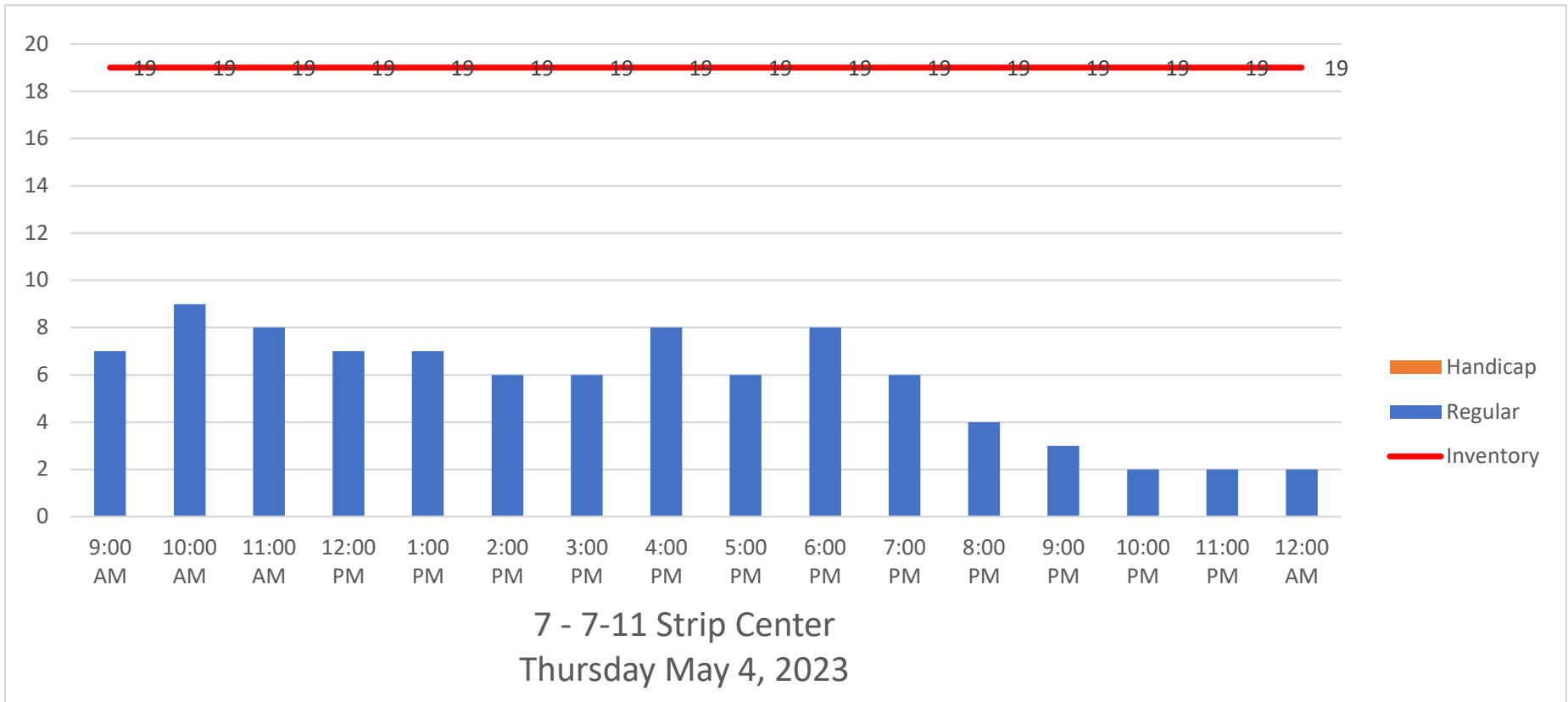
Thursday May 4, 2023
Public and Private Lot
Parking Survey

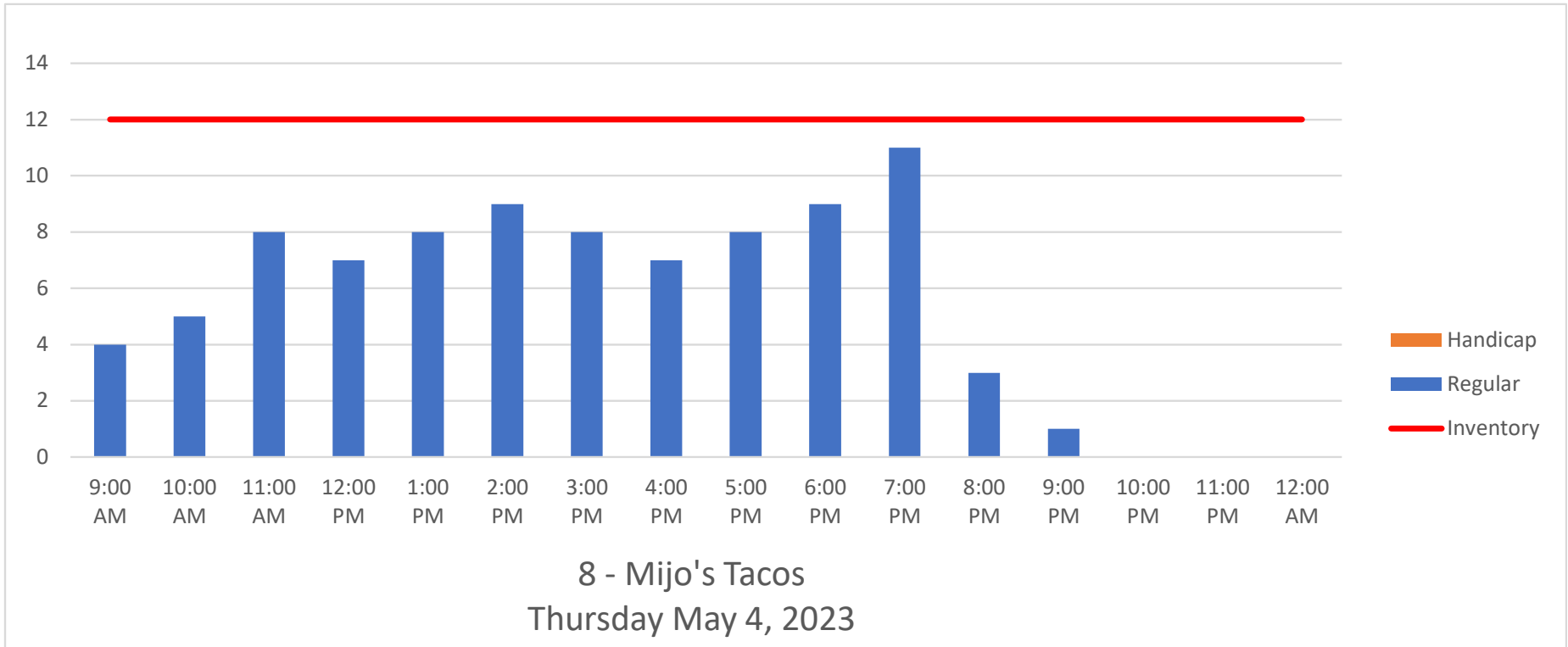


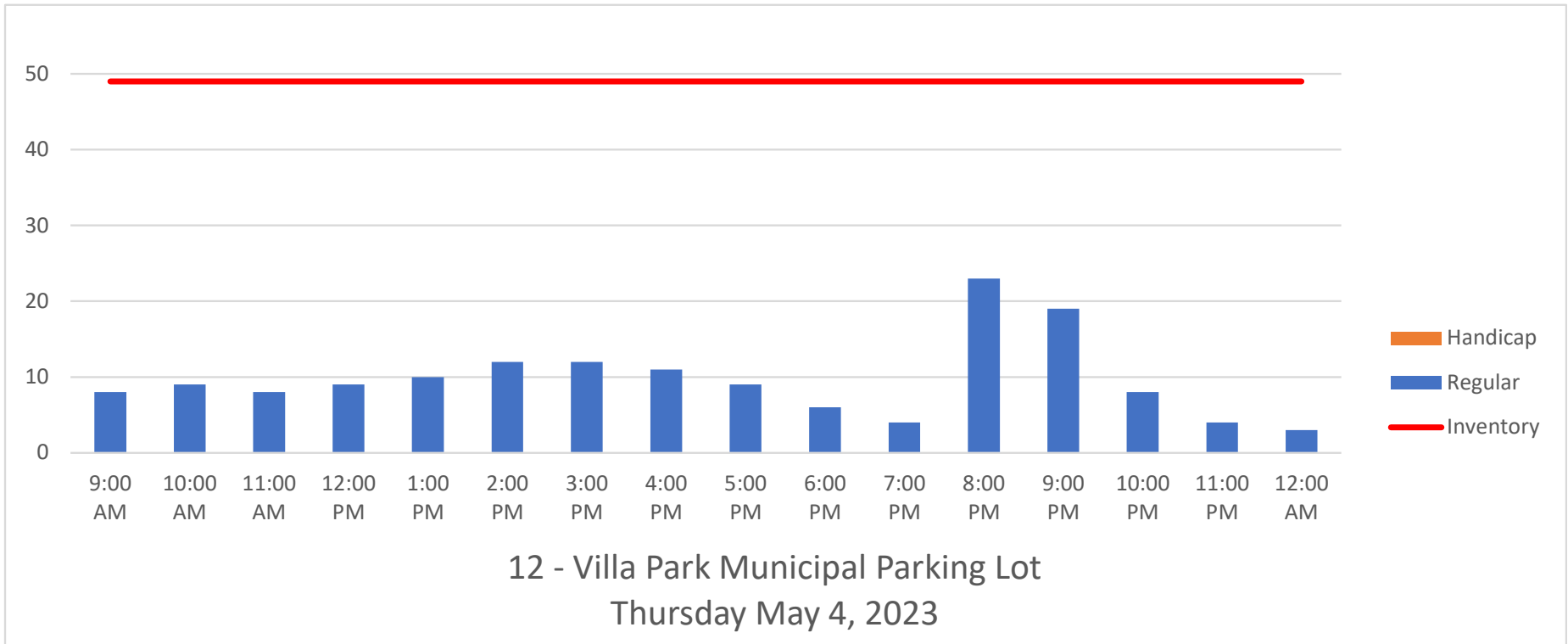


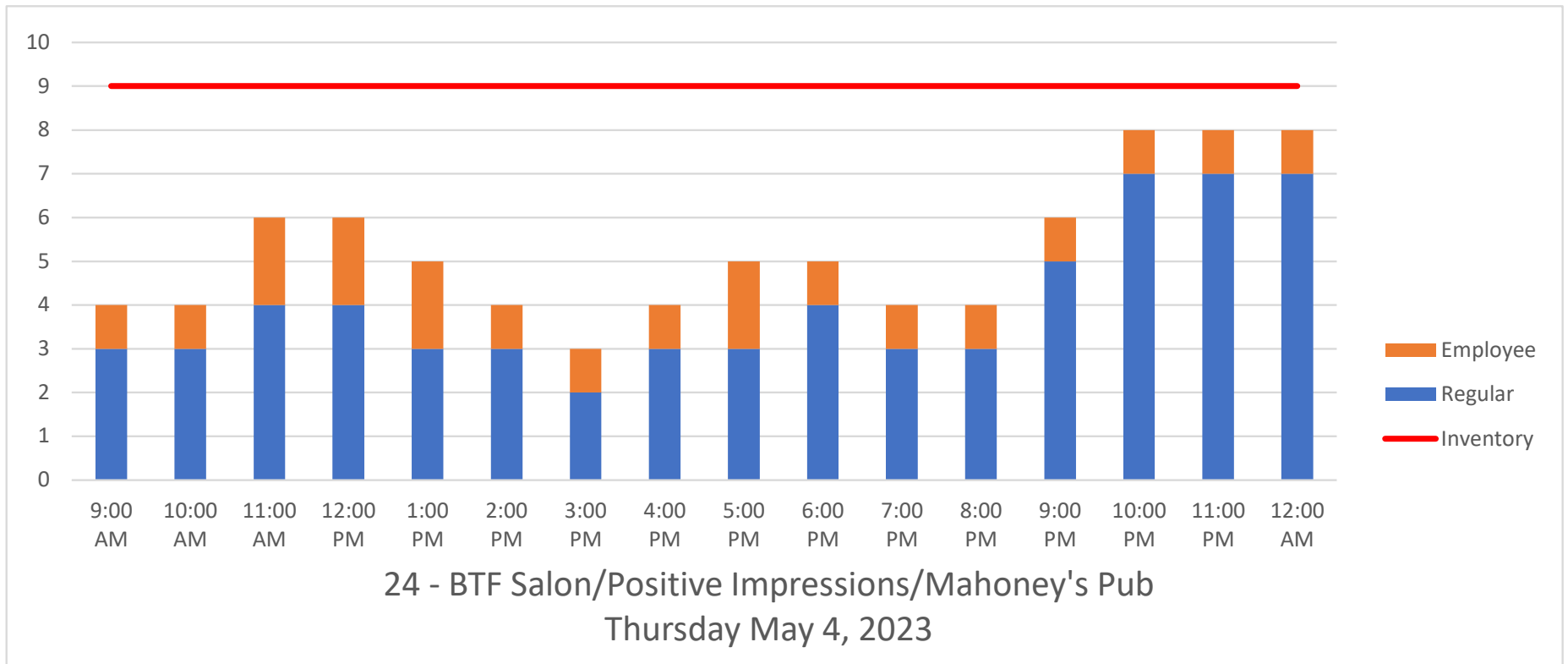


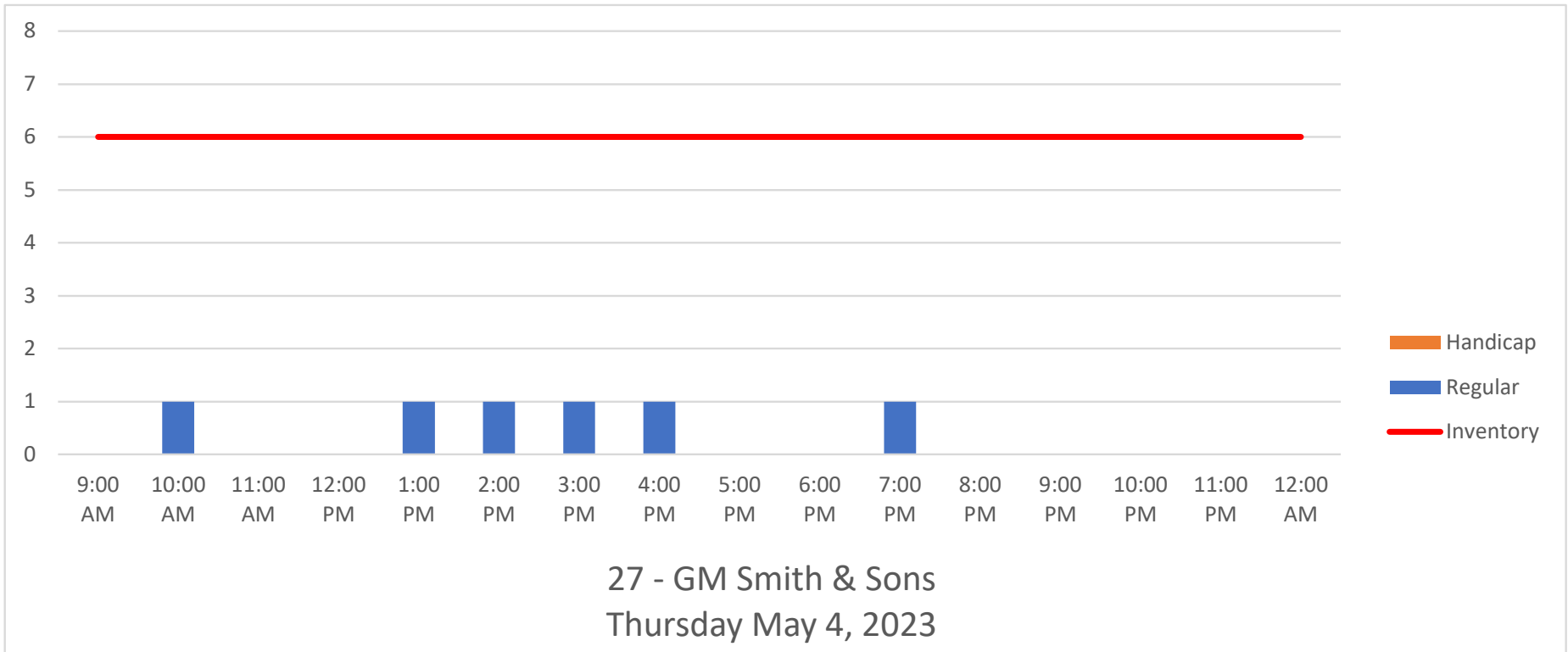


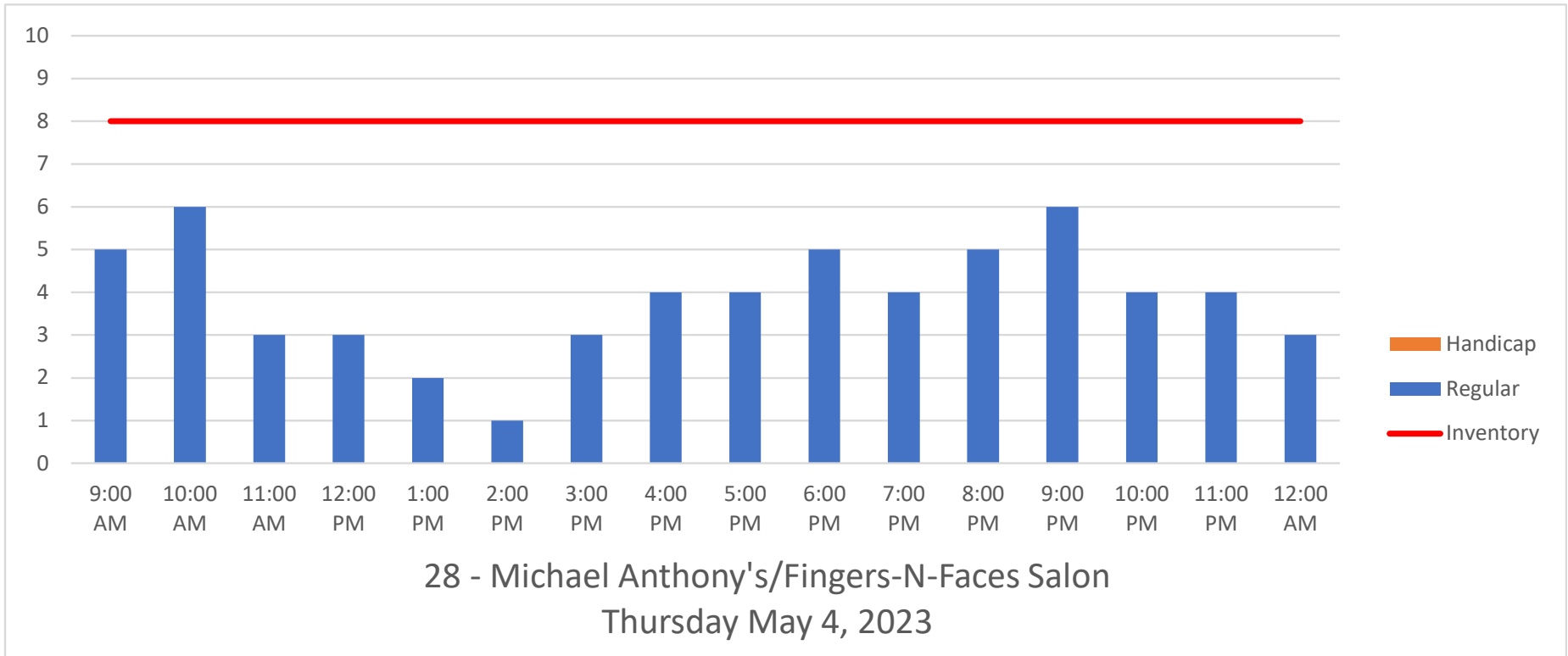


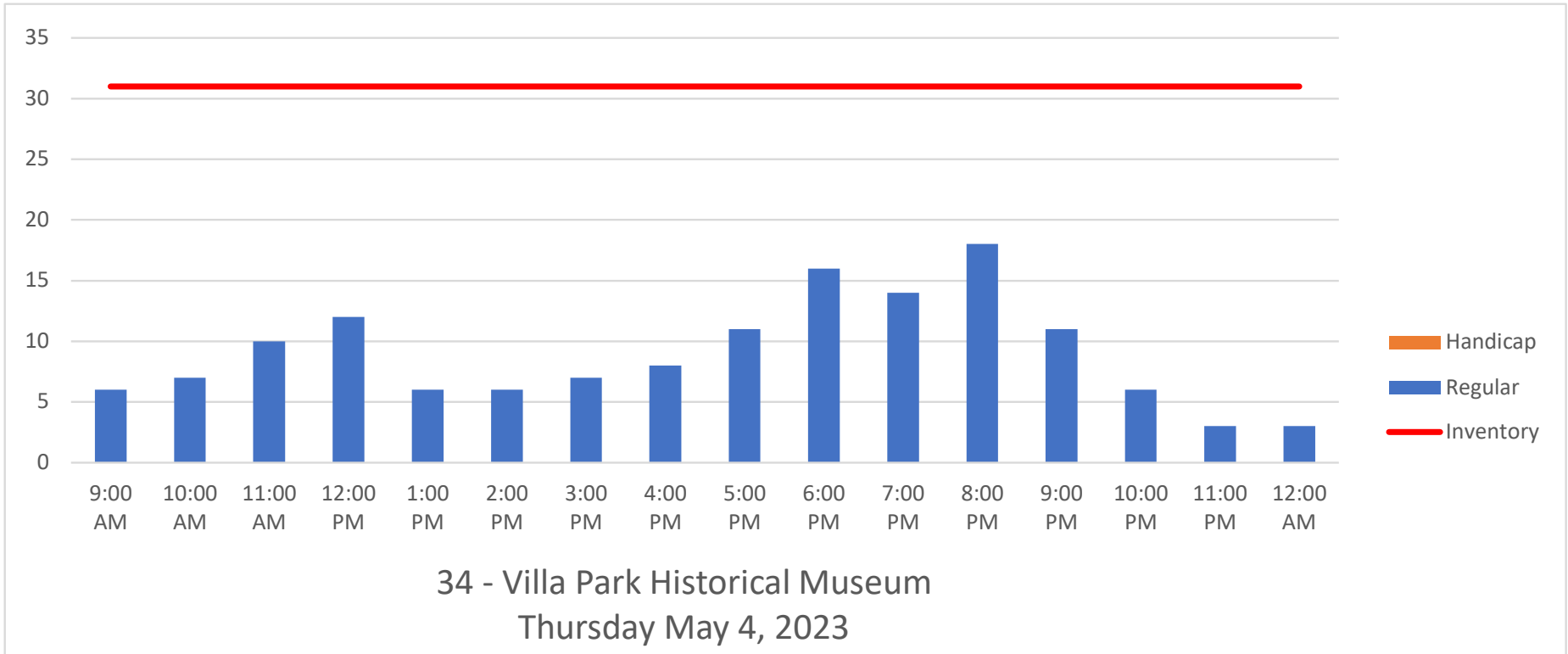


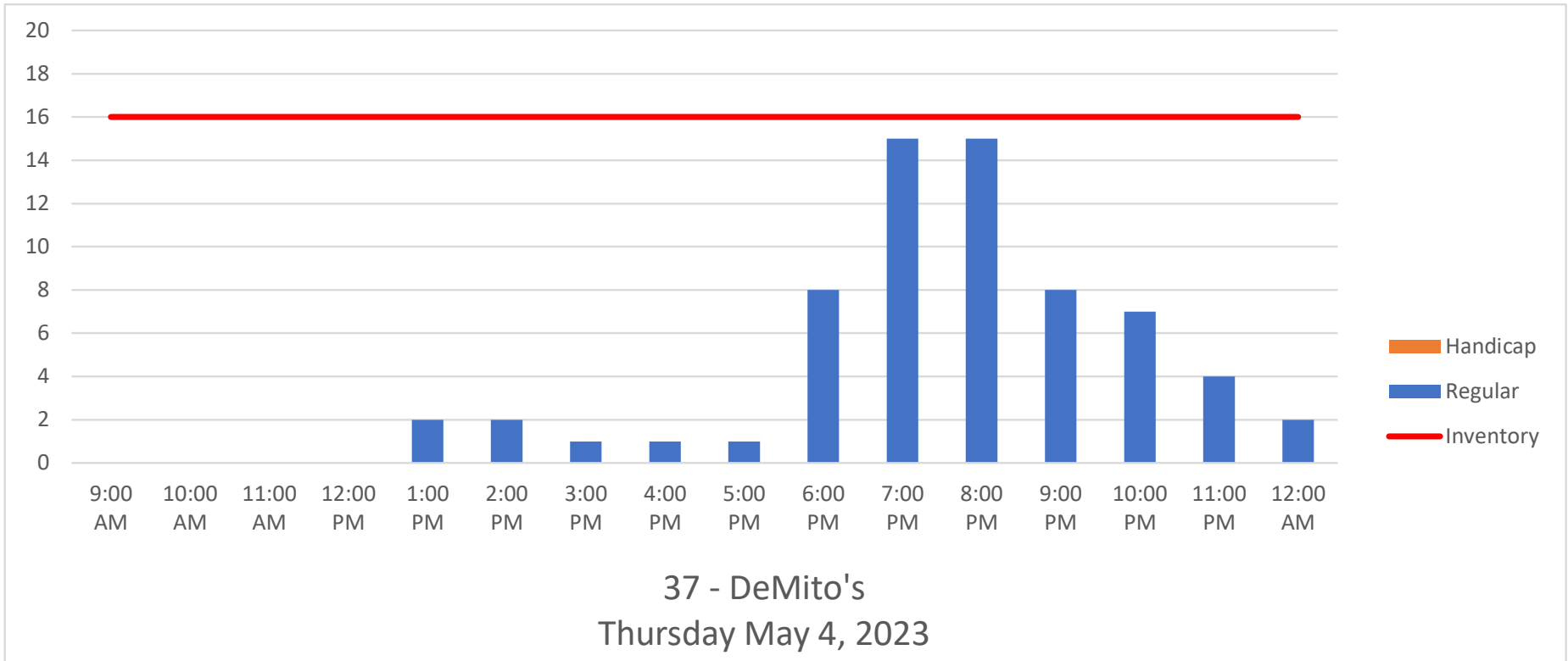


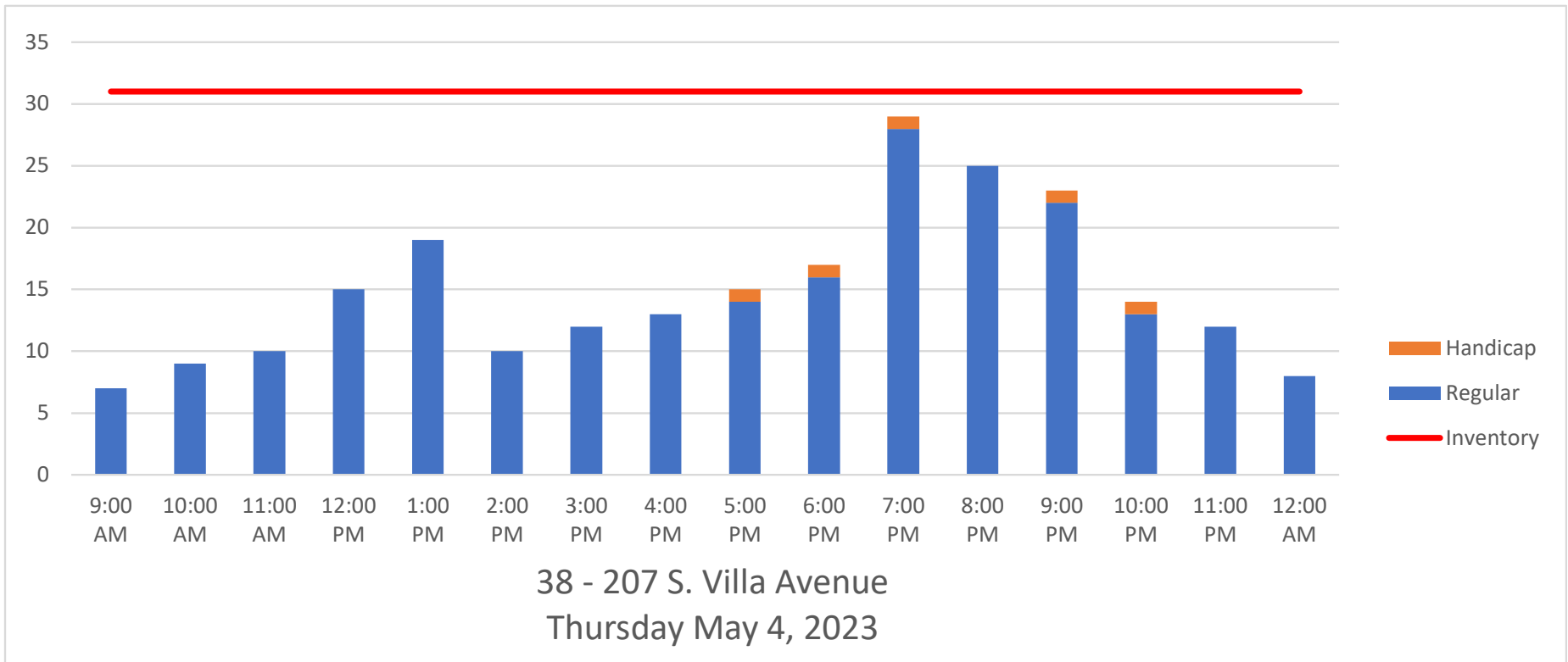


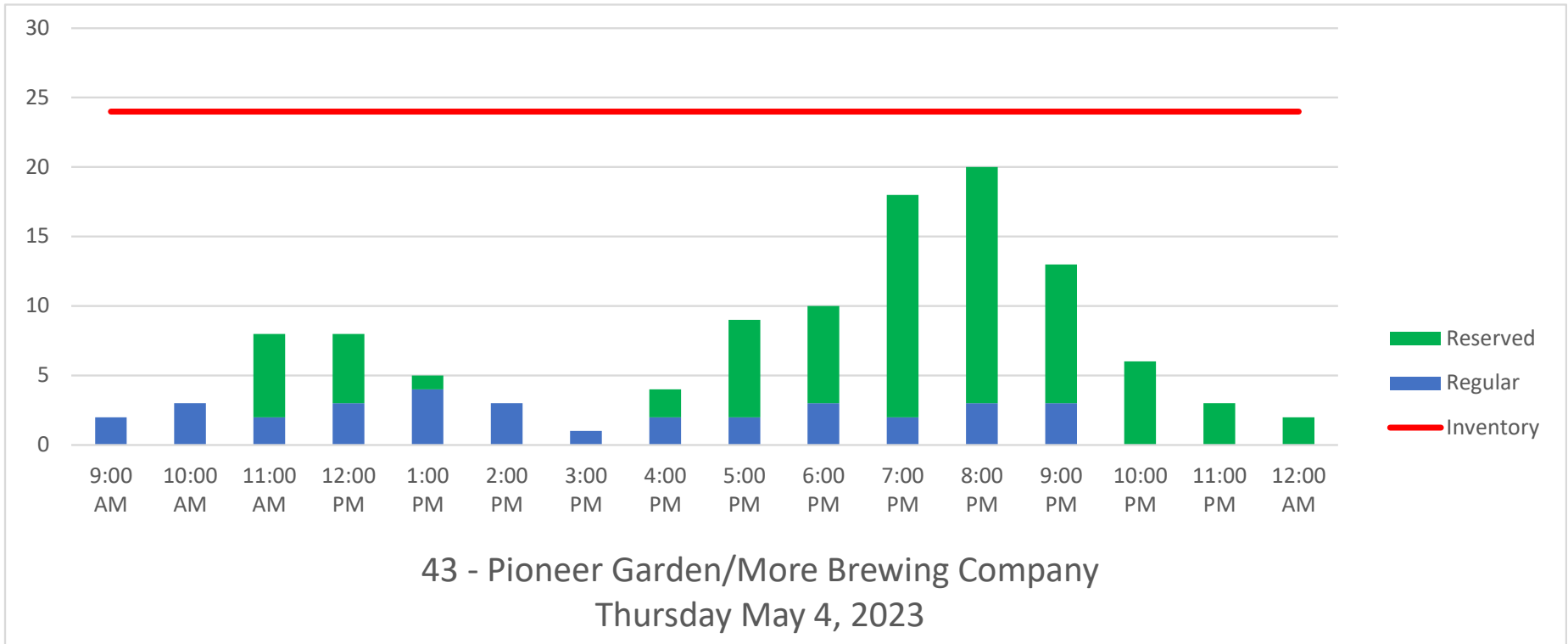


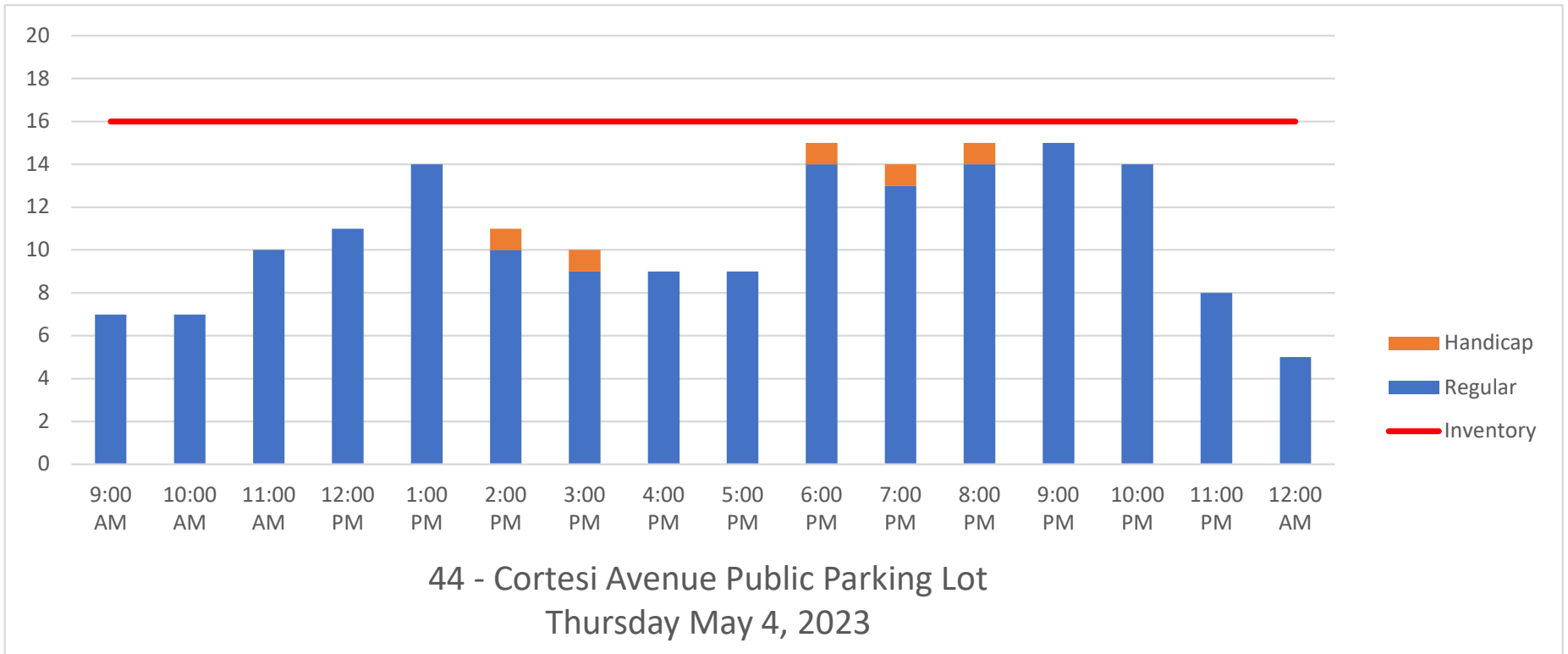


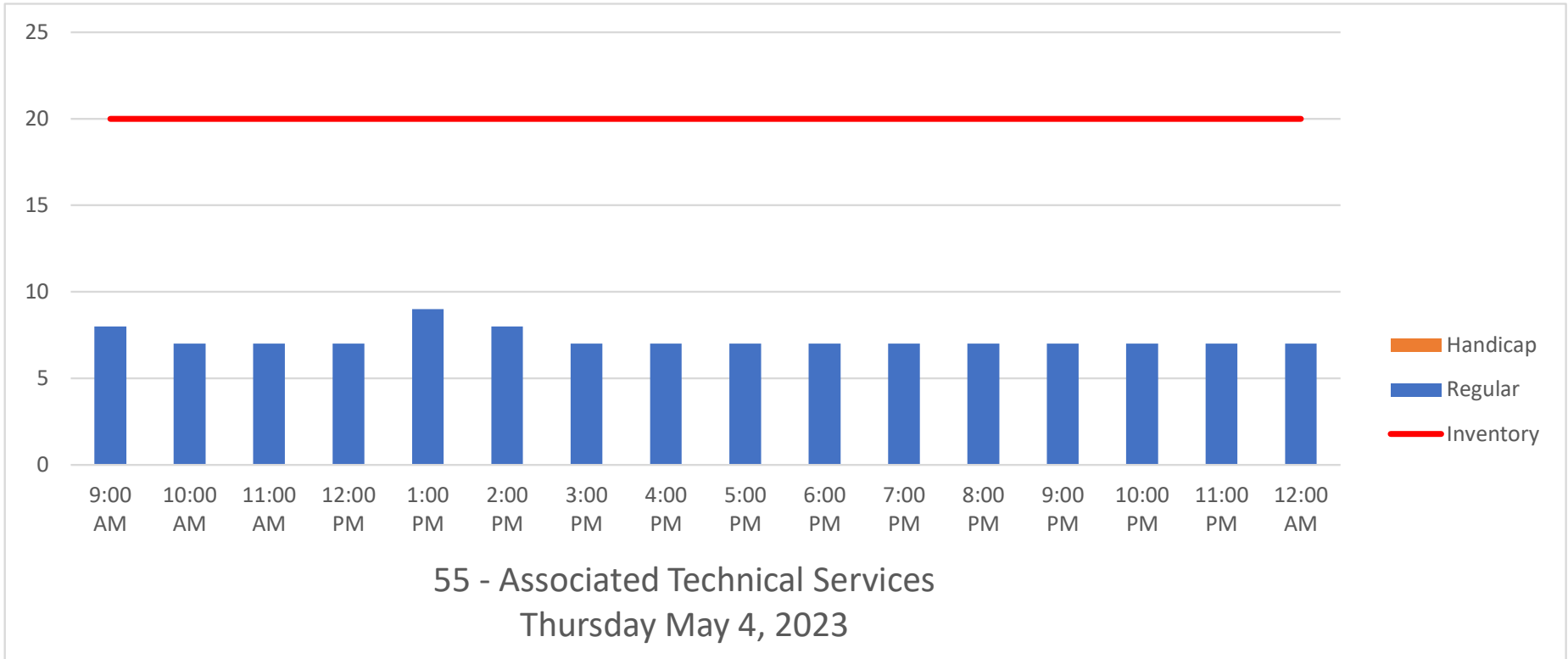












Saturday May 6, 2023
Public and Private Lot
Parking Survey

