News Release

For immediate release:
For further information contact:
Chris Swartz, Executive Director, Shorewood Community Development Authority (414-847-2701 or cswartz@villageofshorewood.org.

Shorewood Releases Oakland Avenue Parking Study

Shorewood, WI., February 7, 2005. A parking study addressing parking needs and options to provide increased parking in Shorewood's North Oakland Avenue business and residential area is being released to members of the Shorewood Village Board and the Shorewood Community Development Authority (CDA). The area studied is Shorewood's Tax Incremental District #1 (TID #1) which includes North Oakland Avenue, from Capitol Drive to the Village's northern boundary at East Glendale Avenue.

Commissioned by the Shorewood CDA, the study was conducted by Walker Parking Consultants, (Indianapolis, IN), a national transportation engineering firm specializing in parking management issues.

The study included physical inventories of parking availability and parking usage in various sectors within the TID #1 area. Also included are several options for increasing the amount of available parking. These potential solutions vary widely in cost per space. They may be combined in various ways to produce the desired number of parking spaces.

According to Chris Swartz, Village Manager and CDA Executive Director, both the Village Board and the CDA will seek substantial community involvement regarding the nature of the parking requirements and the appropriateness of the suggested solutions. A specific plan and timetable for engaging community involvement have not yet been established.

The CDA hopes to arrive at a recommendation for the area by mid-summer, says Swartz, and to obtain approval of a plan by the Village Board by early fall.

# # #

Shorewood Parking Study for Tax Incremental District #1

Management Summary

The Shorewood Village Board in cooperation with the Shorewood Community Development Authority embarked on a study to quantify the extent and nature of the parking shortage within the Tax Incremental District #1 (TID #1) and to identify alternatives to address such a shortage. After proposals were requested and reviewed, Walker Parking was selected in September of 2004 to conduct the study. Walker Parking Consultants is a national transportation engineering firm specializing in parking management issues. A draft of their report was submitted to Village staff in December of 2004 and, after minor revisions by Walker to address questions posed by Village staff, is being submitted to the Village Board and Community Development Authority.

Study Conclusions

During the study, Walker inventoried the supply of and demand for parking within the current TID #1 territory, along Oakland Avenue between Capitol Drive and Glendale Avenue . The part of this area north of Lake Bluff Boulevard was found to have the most acute peak parking shortage, projected by Walker to be 180 spaces within the next five years. This shortage is somewhat less pronounced during the day than on an overnight basis. The magnitude of the shortage estimate might be reduced if surplus spaces south of Olive were used to offset deficiencies north of Olive or if zoning code parking requirements were adjusted to reflect national benchmarks.

A number of options to reduce or eliminate this shortage are identified in the enclosed report. These potential solutions may be combined in various ways in order to produce the desired number of additional parking spaces.

- Reconfigure existing public lots to provide for more efficient parking.
- Arrange for use of private parking areas (e.g. Pick and Save) for public parking. Advertise availability of other non-Village administered parking areas.
- Build additional surface parking lots.
- Consider limited on-street overnight parking.
- Consider limited side street angle parking in areas where green space and single family residential areas would not be excessively impacted.
- Encourage valet parking for certain types of business and entertainment venues.
- Build a multi-tiered parking structure adjacent to the most acute parking shortages.

These solutions vary widely in cost per space. The multi-tiered structure, probably the only alternative that would produce 180 spaces by itself, is by far the most expensive option on a cost per parking space basis.

What's Next

The study was limited to the TID #1 because of the perceived urgency of the issue in that area and the availability of funds for the study in TID #1 accounts. It has been suggested that the study be expanded to additional territory in connection with the anticipated expansion of the TID territory and/or by using Village general fund monies to fund the additional work. The Walker study indicates that many of the potential solutions would also be applicable to other parts of the business district. A study expansion would produce additional information that would help address Shorewood parking issues in a more comprehensive way. No decision has yet been made to expand the study.

Significant community input will be obtained regarding the nature of the parking requirement and the desirability of the various potential solutions. This would involve homeowners and renters in the vicinity of the business district, business owners, commercial and apartment building owners, and other residents who have an economic and/or quality of life stake in the solution. The fact base provided by this study, enhanced by additional work being completed by Village staff to identify the features and estimated costs of the potential solutions, is expected to make this important community dialog most productive. The method and timetable for community participation has not yet been established.

The CDA intends to recommend enlarging the area of the business district benefiting from tax incremental financing. Planning for the enlargement of this area, including development of recommendations for redevelopment activity, is expected to occur over the next six months or so. It would seem desirable that implementation of parking solutions, either in the current TID #1 or in an expanded business area, be part of that plan. Therefore, any expansion of the parking study area, community input, identification of recommendations for specific parking solutions, and consideration of those recommendations by the Village Board should probably occur between now and mid-summer, 2005.

Chris Swartz
Shorewood Village Manager
414-847-2701

February 7, 2005

WALKER
PARKING CONSULTANTS

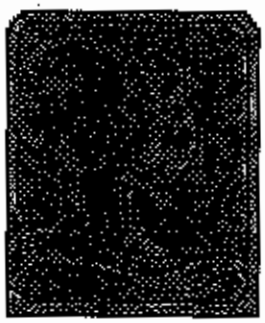
PARKING SUPPLY/DEMAND,
MANAGEMENT, AND ALTERNATIVES

VILLAGE OF SHOREWOOD

SHOREWOOD, WISCONSIN

Prepared for:
Mr. Chris Swartz
Village Manager

FINAL REPORT



WALKER
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January 21, 2005

Mr. Chris Swartz
Village Manager
Village of Shorewood
3930 North Murray Avenue
Shorewood, Wisconsin 53211-0016

Re: *Parking Supply/Demand, Management and Alternatives Analysis*
Walker Project No. 31-6310.00

Dear Mr. Swartz:

We are pleased to submit the attached final report of our Supply/Demand, Management, and Alternatives Analysis for the Village of Shorewood Tax Incremental Finance District One. This report incorporates additional analysis as requested from the draft review.

Recommendations to improve current parking management strategies within the study area as well as alternatives to increase the current parking capacity in an effort to improve the overall parking adequacy of the system are provided. Although some of the recommendations may be beneficial to the overall parking situation in the Village, the study was focused on the TIF District area and specific solutions to increasing the supply are provided only for the TIF District. Parking issues outside of the TIF District may merit additional study to quantify and provide specific recommendations.

We appreciate this opportunity to be of service to you and the Village of Shorewood.

Sincerely,

WALKER PARKING CONSULTANTS

Jon R. Martens
Parking Consultant

Enclosure

WALKER
PARKING CONSULTANTS

PARKING SUPPLY/DEMAND,
MANAGEMENT AND
ALTERNATIVES ANALYSIS

VILLAGE OF SHOREWOOD PARKING STUDY

SHOREWOOD,
WISCONSIN

PREPARED FOR:
MR. CHRIS SWARTZ
VILLAGE MANAGER

PROJECT NO. 31-6310.00
JANUARY 21, 2005

FINAL DOCUMENT

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EXECUTIVE SUMMARY

The Village of Shorewood (the Village) retained Walker Parking Consultants, (Walker) to conduct a parking study for the Shorewood Tax Incremental Finance District One (TIF District). In focusing on the TIF District, specific improvements to the parking system are provided. These recommendations and options may or may not be suitable to other areas within the Village. Certainly there are items presented that can positively impact the system as a whole and general opinion of cost estimates that could apply. For specific recommendations outside the study area, it would be beneficial to analyze the specific areas in detail.

The TIF District has experienced several development projects in recent years. In addition to new business developments along Oakland Avenue, there are a large number of apartment units that were built in the 1920's and 1930's that do not provide parking. The result is a general lack of parking throughout the area.

PARKING SUPPLY AND DEMAND

The TIF District was found to contain 1,097 parking spaces as inventoried by Walker. The study area was divided into five sub-areas, referred to as A, B, C, D, and E. The following provide a brief summary of the parking supply by sub-area.

Summary of Parking Supply

Area	Public On-Street	Public Off-Street	Private Off-Street	Parking Supply	Effective Parking Supply	Effective Off-Street Supply
A	68	0	186	254	234	177
B	60	0	267	327	304	253
C	60	0	90	150	136	86
D	70	58	150	278	255	194
E	25	0	63	88	81	59
Totals	283	58	756	1,097	1,010	769

The table provides the actual parking supply as well as an effective parking supply. The effective parking supply is the actual parking space supply minus a cushion to allow for vehicles moving in and out of spaces, miss-parked vehicles, etc.

Because the Village restricts on-street parking from 3:00 a.m. to 5:00 a.m., the effective parking supply is calculated for both non-restricted times and restricted time periods.

Parking occupancy counts were taken throughout the study area on an hourly basis from 10:00 a.m. to 10:00 p.m. on September 29, 2004, as well as a one-time count between 3:00 a.m. and 5:00 a.m. The counts provide a snapshot of parking occupancy for the area. Observed peak-parking conditions for the entire area was documented at 12:00 p.m., with 60% of the parking supply being occupied. Note that this peak time period was not the same for each of the sub-areas. Sub-area B, which includes the Pick n Save grocery store, peaked during the 4:00 p.m. observation, with 68% occupancy. Sub-area E, which is on the northern end of the study area, just north of Kensington Boulevard, peaked at 1:00 p.m. with 73% occupancy.

Peak occupancy during the 3:00 a.m. to 5:00 a.m. counts was documented at 72% in area D. (Area D is along Oakland Avenue between Lake Bluff Boulevard and Kensington Boulevard)

The estimation of current peak parking demand was calculated through the analysis of existing land use statistic, seasonal demand trend, and parking demand ratios. A summary of the estimated current peak demand compared to the available supply is presented in the following table.

Summary of Current Peak Demand and Adequacy

Area	*Non-Restricted Hours*					*3:00 AM*				
	Effective Parking Supply		Peak Parking Demand		Surplus/ (Deficit)	Effective Parking Supply		Peak Parking Demand		Surplus/ (Deficit)
A	234	-	190	=	44	177	-	92	=	85
B	304	-	198	=	106	253	-	103	=	150
C	136	-	188	=	(52)	86	-	152	=	(66)
D	255	-	319	=	(64)	194	-	255	=	(61)
E	81	-	101	=	(20)	59	-	51	=	8
Totals	1,010	-	996	=	14	769	-	653	=	116

Parking deficits are noted in areas C, D, and E during non-restricted hours. During restricted periods parking deficits occur in areas C and D.

In estimating future parking conditions, the impact of the Metropolitan Development was considered, as well as other increases to the number of residents that may have vehicles in the future. The results are summarized in the following table.

Summary of Future Parking Conditions

Area	*Non-Restricted Hours*				*3:00 AM*			
	Effective Parking Supply	Peak Parking Demand		Surplus/ (Deficit)	Effective Parking Supply	Peak Parking Demand		Surplus/ (Deficit)
A	234	- 194	=	40	177	- 101	=	76
B	304	- 205	=	99	253	- 111	=	142
C	136	- 204	=	(68)	86	- 168	=	(82)
D	291	- 386	=	(95)	231	- 310	=	(79)
E	81	- 101	=	(20)	59	- 51	=	8
Totals	1,046	- 1,090	=	(44)	806	- 741	=	65

Based on the analysis, there is a parking deficit in the northern portion of the TIF District. Walker recommends adding about 180 parking spaces in the vicinity of areas C or D to meet the parking deficit.

MAXIMIZE EXISTING RESOURCES

Walker evaluated various strategies with the potential to improve parking within the TIF District. These include the following points:

- Increase the parking hours for the overnight parking lots
- Sell overnight permits for parking along select areas of Oakland Avenue to residents
- Increase the number of parking lots available for overnight parking, such as the Shorewest office building, Pick n Save, and Walgreens.
- Consider angle parking on select side streets in area C that do not involve loosing green space

Walker reviewed the current Shorewood parking requirements for new developments. A detailed list of recommendations is provided for consideration. In addition, recommendations regarding parking layout requirements are provided. In general, the code provides a good guide, although some of the requirements are based on criteria that can change quickly and are difficult to verify or enforce. The

requirements should not be used to calculate the true parking generation rate, rather as a guide to future development.

A discussion of options for dealing with non-compliance with the parking requirements is also provided. This includes charging an impact fee in lieu of providing the required parking and how to apply for a shared parking reduction.

ALTERNATIVES FOR INCREASING THE SUPPLY

The supply and demand portion of the study estimated the future parking need of about 180 parking spaces. In order to improve the parking conditions, Walker recommends allowing limited on-street permit parking along Oakland Avenue between Lake Bluff Boulevard and Kensington Boulevard to residents. Any future developments should be required to provide sufficient parking to meet the projected peak parking generation of the development.

In addition to these changes, Walker worked with the Village in identifying possible locations to develop additional parking supply to meet the parking deficit. Steps should be taken to acquire and develop new surface parking between Lake Bluff Boulevard and Kensington Boulevard. By allowing the on-street permit parking and creating two surface parking lots, it is estimated that approximately 160 parking spaces can be added to the system, greatly relieving the parking strain. The new surface lots should be sold as permit lots with no reserved parking signs and as few restrictions to the permit holders as possible.

SUMMARY

There is not an easy solution for the TIF District's parking problems. A concretive effort by the Village, business owners and stakeholders is required to move forward. The parking shortage in portions of the TIF District must be addressed in order for the area to continue to attract new residents and visitors to the existing land uses. This report identifies and quantifies the parking problem in TIF District. Potential improvements to the parking system are provided that can improve the current system and increase the parking supply in the appropriate areas.

JANUARY 21, 2005

INTRODUCTION

The Village of Shorewood, (the Village) retained Walker Parking Consultants, (Walker) to conduct a parking study for the Shorewood Tax Incremental Finance District One. This report presents a study of the existing parking supply and demand, as well as projections for future parking demand and adequacy. Also presented are strategies for improved management of existing parking assets and an evaluation of three alternatives for increasing the parking supply via a parking structure.

BACKGROUND

The Village of Shorewood created the Tax Incremental Finance District One (TIF), in 1994, which lies on both sides of North Oakland Avenue from East Capital Drive to East Glendale Avenue. At that time, the community of Shorewood was concerned about the condition of the business area and its future direction. . Specific goals and objectives were established for the TIF District that would transform the business district into a viable and attractive area. Concerns at that time included physical appearance and maintenance, inadequate parking, non-conforming and obsolete uses, traffic congestion and safety concerns, among others.

Many of the goals of the TIF District have come to fruition. Development along Oakland Avenue is evident throughout the area. The Village has crafted an inviting place to shop and dine, through benches, streetlights, and pedestrian walkway improvements. New developments that have been attracted to the area include: Blockbuster Video, Einstein Bagels, Hollywood Video, and Walgreen's. Currently, a mixed-use development consisting of condominiums and commercial space, known as the Metropolitan Development, is in the final stages of construction at Kensington and Oakland.

With the development and popularity of the area, the perception of a growing parking problem has surfaced. According to the Village, Shorewood has the highest population per land area in Wisconsin. In fact, The TIF District is home to numerous multi-unit apartments that were built in the late 1920's and 1930's when vehicle ownership was low and a public trolley ran along Oakland Avenue. A number of business owners, residents, and apartment owners have expressed concern regarding the availability of parking in the TIF District.

Several years ago, Shorewood officials considered building a parking structure on an existing surface parking lot to address the growing parking issue in Shorewood; however, that did not come to fruition,

due to the high cost per added space and limited size of the site. The parking issues found in the TIF District are not easily solved through building a parking structure. This is due to the lack of available vacant land in the area to build parking supply. In addition, there is a high density of multiple dwelling unit structures in the TIF District that were built in the late 1920's and early 1930's. At that time a trolley line ran along Oakland Avenue and private vehicle ownership for apartment dwellers was not an issue. This has steadily changed over the years as an ever-increasing number of individuals own one or more vehicles. In fact, apartment owners are finding that the lack of available convenient parking is a deterrent to many potential tenants.

Walker, along with the Village, conducted a public meeting at the onset of the project to learn first hand the concerns of the citizens, business owners and stakeholders for those directly impacted by the study area. The appendix includes the meeting announcement and notes. The response was very good, with over 80 individuals attending the meeting. The input was invaluable in developing recommendations and understanding the importance of the potential solutions for the community.

OBJECTIVES

The objectives of this report are to answer the following questions:

1. What is the current parking adequacy in the TIF area?
2. What will be the impact of future developments in the TIF area?
3. What strategies can the Village of Shorewood incorporate to improve the efficiency of parking utilization in the TIF District?
4. What options are available to increase the parking supply?
5. What are the associated construction costs for building new parking?

SCOPE OF SERVICES

The following section is the agreed upon scope of services for this engagement.

TASK 1 – SUPPLY/DEMAND ANALYSIS

1. Meet with representatives of the Village of Shorewood to further clarify study objectives, review the work plan, set work session dates, and finalize the project schedule. At this meeting, the lines of communication and a schedule of deliverables will also be established.

2. Obtain from the Village, updated land use data of existing buildings within the study area. Data to be provided by Village includes square footage of each building, type of land use, and leased occupancy.

3. Conduct an inventory of on- and off- street parking spaces in the study area. Inventory will be tabulated and summarized on a block-by-block basis. Tabulation will include block identification, capacity, public vs. private, parking rates, and time restrictions.

4. Perform a parking occupancy study to determine peak occupancy. The field survey shall be performed on a peak weekday from 10:00 a.m. and 10:00 p.m. at one-hour increments.

5. Using shared parking methodology, calculate existing parking demand on a block-by-block basis in the study area based upon parking ratios determined from Walker's database for similar land uses. Adjust parking ratios for employee drive ratio, seasonal factors, and captive market effects. Develop a computer model of parking demand and calibrate against field observations.

6. Compare the calculated parking demand to the existing parking supply to determine the existing parking surplus or deficit on a block-by-block basis in the study area.

7. Contact Village of Shorewood representatives to identify planned developments within or near the fringe of the study area. Assess the impact of these developments on future parking conditions.

8. Determine future parking surpluses and deficiencies (through 2014) by block within the study area based on available local data, national averages, Walker Parking Consultants' experience and shared use methodology.

TASK 2 – PARKING MANAGEMENT STRATEGIES

1. Review operational layout, usage and control of existing parking facilities within the study area.

2. Review the current parking management strategies and methods of operation including, but not be limited to the following:
   - Basic physical structure and operation;
   - Methods of designating parking areas;
   - Potential for shared parking (i.e. use of spaces by different groups at different times);
   - Re-designation of parking spaces to various user groups.
   - The appropriateness of parking duration restrictions.
   - Overall utilization of the Village's parking resource.
   - Strategies for controlling the use of parking facilities.
   - Potentially dangerous conditions.

3. Recommend changes to parking management strategies and methods of operation.

4. Prepare task report.

5. Meet with representatives of the Village of Shorewood to discuss draft report, incorporate client comments on time and issue final draft.

TASK 3 – PARKING SOLUTIONS

1. Determine whether the number of spaces can be increased through restriping and efficiency improvements in existing parking facilities.

2. Determine whether any existing facilities can be expanded to meet area parking needs.

3. Meet with local business and residential representatives to discuss their needs, evaluate acceptable solutions and unique parking requirements. One meeting will be scheduled for this purpose.

4. Develop up to three options for expanding the parking supply. External variables that will be considered are desirable density, phasing of construction, and incorporation of other uses (such as retail) in any proposed facility.

5. Determine conceptual construction and project costs for parking structure alternatives, including estimated operational expenses, to enable a comparison of the costs of each alternative on an "apples-to-apples" basis.

6. Evaluate the various alternatives on the basis of qualitative criteria to be mutually agreed upon with the Village. The criteria may include but are not limited to capital cost, life cycle cost, ability to generate revenue, urban planning issues, pedestrian access, vehicular access, traffic impact, aesthetics, parking efficiency, implementation time, security, future versatility.

7. Meet with the Village to discuss the alternatives.

8. Prepare a task report, and discuss with the Village.

STUDY AREA

The study area consists of the TIF District, which was established in 1994. The 19-block study area is not uniform in size or shape, nor does it extend equally in all directions. Rather, the study area is linear in shape, following Oakland Avenue from Capitol Drive to the south to just past Glendale Avenue to the North. The area generally extends half a block east and west of Oakland Avenue.

For the purpose of this analysis, the study area is divided into four sub-areas, referred to as A, B, C, and D. Each sub-area is analyzed according to the specific land uses located within the defined boundary.

There is a diverse mix of land uses within the study area, including retail, multi-unit residential, business, and commercial. The area outside of the TIF District generally consists of single or duplex homes. These side areas, although not in the study area, were observed to provide parking for the TIF District in the form of on-street parking.

The study area is identified in the following figure:

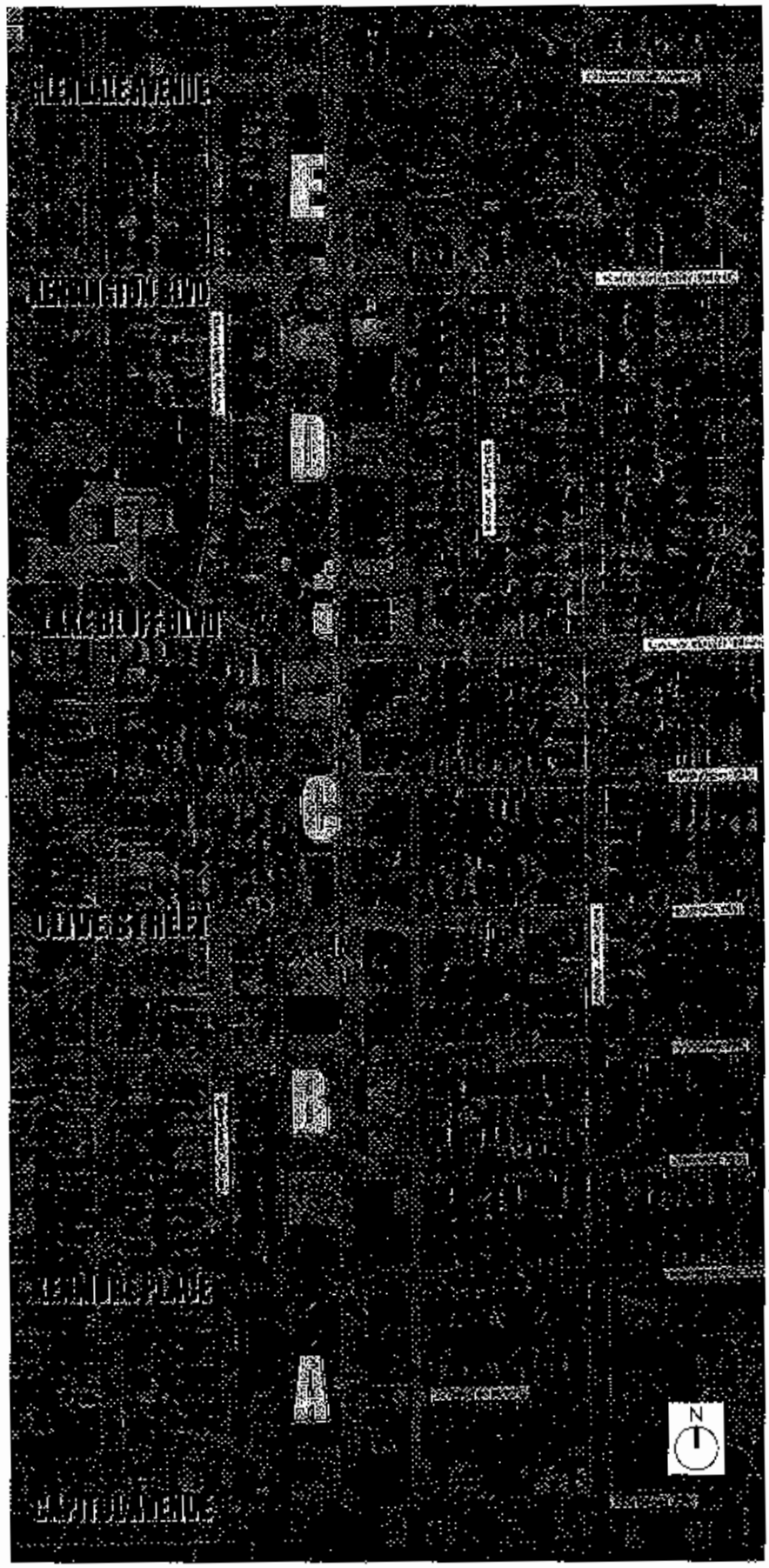


Figure 1: Study Area

DEFINITION OF TERMS

The following definitions are provided to clarify the terms used in this document.

Survey Days - The days set aside for observation of parking trends and recording of parking data within the study area.

Design Day - The day representing the level of demand the parking system is designed to serve.

Inventory - The total number of spaces counted during survey day observations within the study area.

Effective Supply – The inventory adjusted by the *Effective supply factor.*

Effective Supply Factor - The occupancy rate at which a parking facility operates at peak efficiency. This factor allows patrons to spend less time looking for the last available parking spaces and allows for the dynamics of vehicles moving in and out of spaces. It also allows for spaces lost to poor or improper parking, snow removal, repair, derelict vehicles, and the like.

Demand - The number of spaces required to satisfy visitor, employee, and resident needs on a given day.

Occupancy - The number of vehicles observed parked on a survey day.

Adequacy - The difference between parking supply and demand.

Demand Generator: Any building, structure, business, or event that brings cars into the study area, thereby increasing parking demand and occupancy.

Patron or *User:* Any individual parking in the study area, unless modified by attachment to specific business or land use. (i.e., a *patron* or *user* is someone parking in the system, where as a *retail patron* is a shopper and may or may not be a parking *patron.*)

CURRENT CONDITIONS SUPPLY/DEMAND ANALYSIS

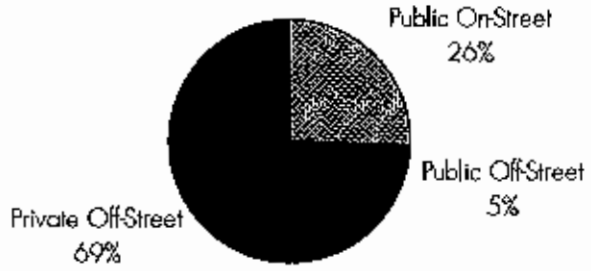
This section of the report presents our research on the current parking conditions within the TIF District. The information provided serves as the basis for the analysis of the existing and future parking needs. Included is a discussion of the existing parking supply, effective supply, parking demand, parking adequacy, and future development that may impact existing parking conditions.

CURRENT PARKING SUPPLY

The foundation of a supply and demand study is an inventory of the parking supply. By examining an inventory of the parking supply and comparing it to the parking demand, we quantify the parking surplus or deficit that exists. We can then use this as the basis for projecting the impact of development on parking adequacy. When the parking supply exceeds the demand, a surplus of parking exists. Conversely, a deficit exists when parking demand exceeds the supply.

Based on data that was collected by Walker on September 23, 2004, there are a total of 1,097 parking spaces within the study area. The inventoried parking supply was categorized into three classifications: *Public On-Street, Public Off-Street, and Private Off-Street.* Of the total spaces available in the study area, 756 spaces or 69% are privately owned and accessible only to certain user groups such as employees or patrons of designated stores. Off-street public spaces represent 58 spaces (or 5%) of the total supply, while the remaining 283 spaces (or 26%) is located on street.

Figure 2: Distribution of Existing Parking Supply



Source: Walker Parking Consultants, Data Collection September 23rd, 2004.

Summary of Parking Supply

Type of Parking	Supply	% of Total
Public On-Street	283	26%
Public Off-Street	58	5%
Private Off-Street	756	69%
Total Supply	1,097	100%

Source: Walker Parking Consultants

The Village of Shorewood restricts on-street parking during the hours of 3:00 a.m. to 5:00 a.m., Sunday through Thursday. To account for this reduction in available parking supply, Walker conducted a one-time occupancy count between these hours and calculated occupancy based on the reduced parking supply.

EFFECTIVE SUPPLY

To further analyze the inventory, Walker adjusted actual supply to reflect the *effective parking supply* for each category. It is a generally accepted principle in the parking industry that a supply of parking operates at optimum efficiency when peak occupancy is at 85 to 95 percent of capacity. Once occupancy exceeds this level, the parking supply may be perceived as inadequate even though spaces are still available. The spaces set aside by applying an *effective supply factor* provide a "cushion" to allow for the dynamics of vehicles moving in and out of parking stalls, to compensate for some users' lack of familiarity with the system, and to reduce the time required to search for the last few available spaces. This cushion also allows for a reduction in the number of usable spaces due to improperly parked vehicles, trash receptacles, and minor construction.

The effective supply factor is adjusted according to facility and user type. For example, facilities served by valet parking have a 100% effective supply factor because attendants can utilize their supplies to the fullest advantage. Employee parking areas are normally adjusted by 5% (95% effective supply factor) because these users are familiar with the area and generally park in the same location each day. Lots serving visitors have a 90% effective supply factor due to the unfamiliarity these users may have with the parking area and the challenges of safely navigating the facility while searching for an available space. For on-street parking, an adjustment of 15% (85% factor) is used because of the relative difficulty of finding an open space while negotiating city traffic. The number of spaces remaining after adjustment for the cushion is termed the *effective parking supply*.

For this analysis, Walker applied a general factor of 85% to all on-street public spaces, 90% to all off-street public lots and 95% to all off-street private lots.

The following table identifies the inventoried parking supply in the study area and the calculated effective parking supply for all parking areas and off-street parking areas (those spaces available from 3:00 a.m. to 5:00 a.m.).

Table 1: Parking Inventory and Effective Supply

Area	Block No.	Public On-Street	Public Off-Street	Private Off-Street	Parking Supply	Total Effective Parking Supply	Effective Off-Street Supply
A	1	44	0	180	224	208	171
A	18	15	0	6	21	18	6
A	19	9	0	0	9	8	0
Sub-Total		68	0	186	254	234	177

Area	No.	On-Street	Off-Street	Off-Street	Supply	Parking Supply	Off-Street
B	2	9	0	54	63	59	51
B	3	8	0	135	143	135	128
B	15	11	0	38	49	45	36
B	16	13	0	40	53	49	38
B	17	19	0	0	19	16	0
Sub-Total		60	0	267	327	304	253

Area	Block No.	Public On-Street	Public Off-Street	Private Off-Street	Parking Supply	Total Effective Parking Supply	Effective Off-Street Supply
C	4	13	0	33	46	42	31
C	5	14	0	30	44	40	29
C	13	16	0	18	34	31	17
C	14	17	0	9	26	23	9
Sub-Total		60	0	90	150	136	86

Area	Block No.	Public On-Street	Public Off-Street	Private Off-Street	Parking Supply	Total Effective Parking Supply	Effective Off-Street Supply
D	6	19	0	63	82	76	60
D	7	22	0	32	54	49	30
D	11	18	58	19	95	86	70
D	12	11	0	36	47	44	34
Sub-Total		70	58	150	278	255	194

Area	Block No.	Public On-Street	Public Off-Street	Private Off-Street	Parking Supply	Total Effective Parking Supply	Effective Off-Street Supply
E	8	22	0	39	61	56	37
E	9	3	0	12	15	14	11
E	10	0	0	12	12	11	11
Sub-Total		25	0	63	88	81	59

	Public On-Street	Public Off-Street	Private Off-Street	Parking Supply	Total Effective Parking Supply	Effective Off-Street Supply
Total	283	58	756	1,097	1,010	769
% of Total	26%	5%	69%	100%	92%	70%

Source: Walker Parking Consultants, September 2004.
Note: Effective supply is used in calculating the parking adequacy.

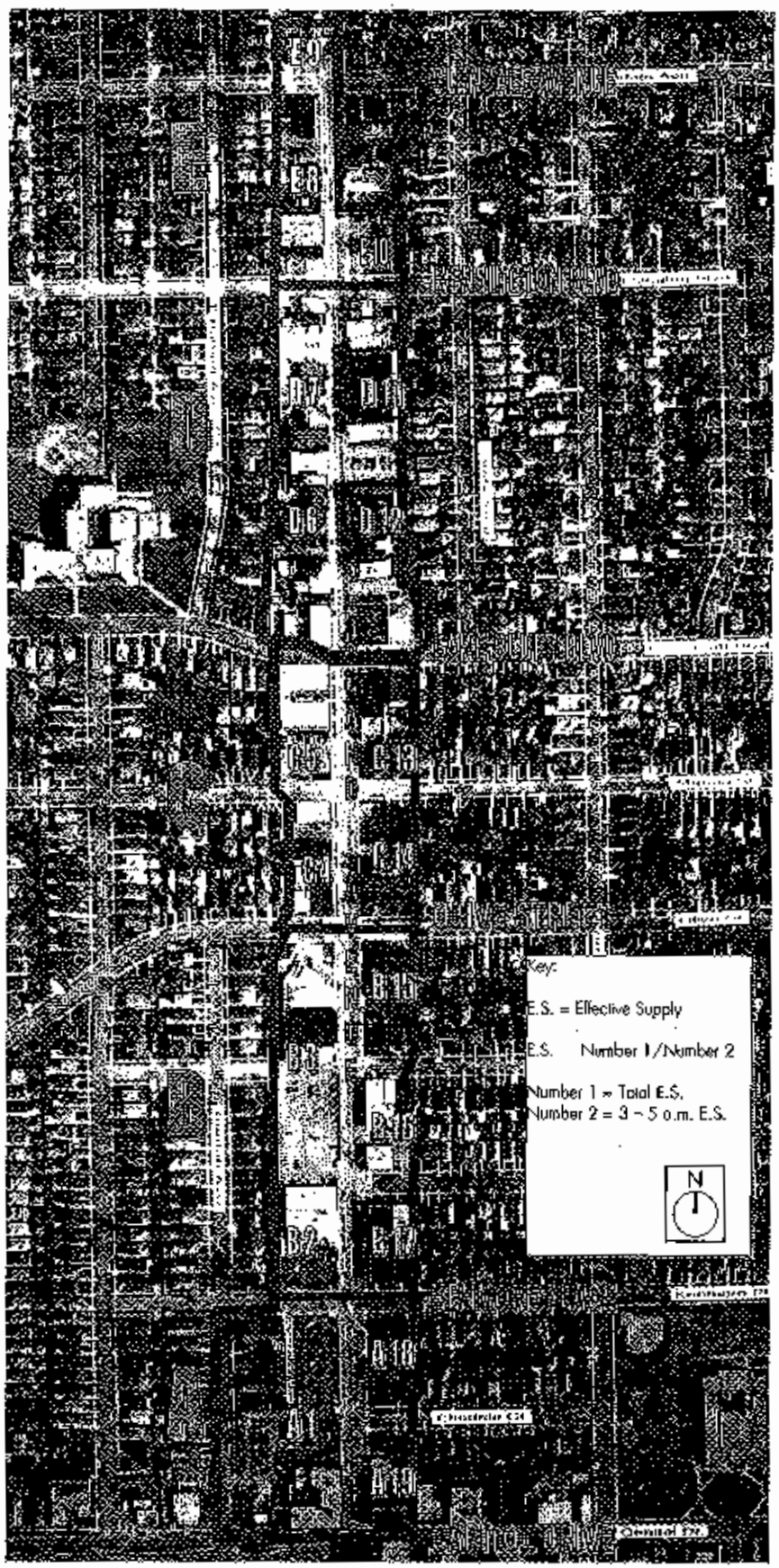


Figure 3: Parking Supply

E Glendale Avenue to Kensington Blvd

SUPPLY:	
OFF-STREET	= 63
ON-STREET	= 25
TOTAL	= 88
E.S.	81/59

D Kensington Blvd to Lake Bluff Blvd

SUPPLY:	
OFF-STREET	= 208
ON-STREET	= 70
TOTAL	= 278
E.S.	255/194

C Lake Bluff Blvd to Olive Street

SUPPLY:	
OFF-STREET	= 90
ON-STREET	= 60
TOTAL	= 150
E.S.	136/86

B Olive Street South to Kenmore Place

SUPPLY:	
OFF-STREET	= 267
ON-STREET	= 60
TOTAL	= 327
E.S.	304/253

A Kenmore Place South to Capitol Avenue

SUPPLY:	
OFF-STREET	= 186
ON-STREET	= 68
TOTAL	= 254
E.S.	234/177

COMBINED TOTALS

SUPPLY	= 1,097
EFFECTIVE SUPPLY	1,010/769

PARKING DEMAND

Demand for parking is a function of the relative attractiveness of an area for work, shopping, entertainment, and living. Parking is not an end in and of itself; rather it is a derivative of the demand for other activities and the travel characteristics of the market area. The quantity and type of activities within a market area most often determine the overall need for parking, as well as unique demand characteristics that relate to time-of-day, day-of-week and time-of-year variations.

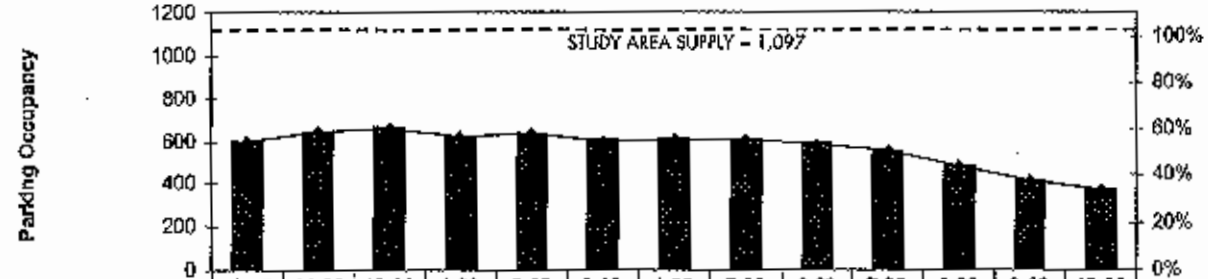
The methodology employed by Walker to analyze the current and projected parking demand is predicated on the analysis of current parking occupancy, the calculation of peak demand by applying demand ratios to each type of land use in the study area, and adjustments made for seasonal variances. The following section of this report provides a detailed analysis of the current parking occupancy, peak demand, seasonal variances and adequacy.

OCCUPANCY ANALYSIS

Walker evaluated the parking patterns in sub-areas A, B, C, D, and E, by conducting hourly occupancy counts on a Wednesday, from 10:00 a.m. to 10:00 p.m. In addition, a one-time count between 3 a.m. and 5 a.m. was conducted in the area. The "3 a.m." count was collected on September 22nd, and the hourly counts were collected on September 29th.

The following figure shows the result of our occupancy analysis for the entire study area during the 10:00 a.m. to 10:00 p.m. occupancy counts.

Figure 4: Weekday Parking Occupancy – TOTAL STUDY AREA



	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM
Hour	600	642	662	622	634	601	610	607	587	552	477	409	365
Occupancy (%)	55%	59%	60%	57%	58%	55%	56%	55%	54%	50%	43%	37%	33%

Source: Walker Parking Consultants

Overall peak parking occupancy was observed to be 60% during the 12:00 p.m. observation.

The following figures show the occupancy for each of the sub-areas.

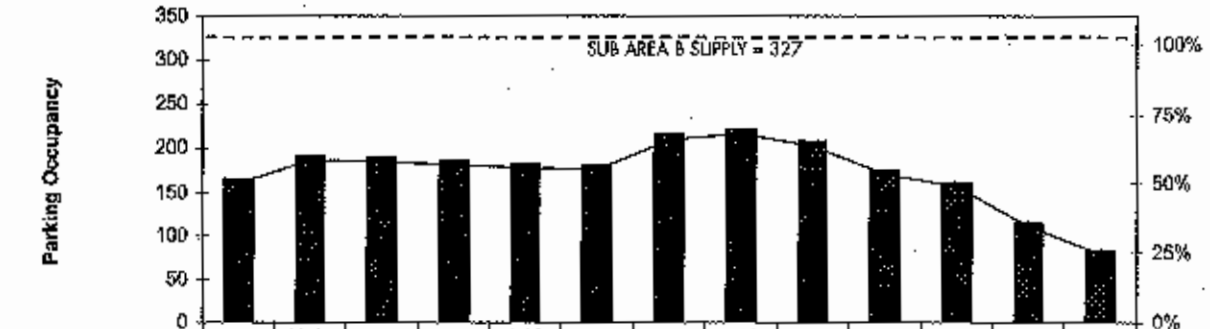
Figure 5: Weekday Parking Occupancy SUB-AREA A

	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM
Hour	144	157	152	152	156	156	147	148	138	140	101	91	76
Occupancy (%)	57%	62%	60%	60%	61%	61%	58%	58%	54%	55%	40%	36%	30%

Source: Walker Parking Consultants

Sub-area A parking occupancy peaked at 62% during the 11:00 a.m. observation.

Figure 6: Weekday Parking Occupancy SUB-AREA B

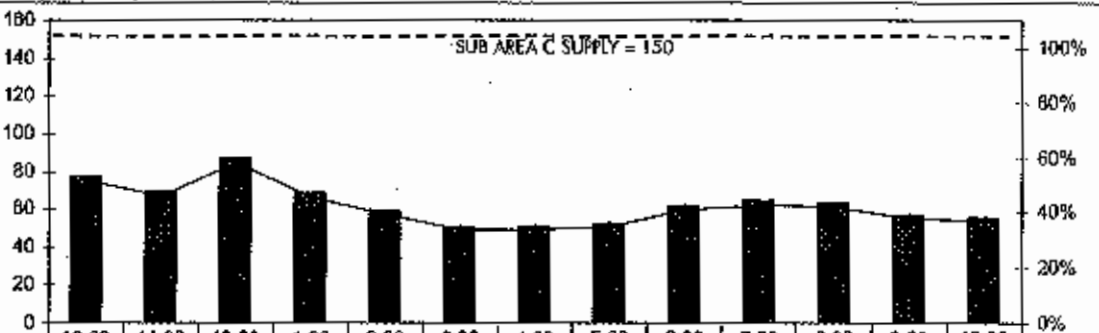


	Inventory	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM
Hour	165	192	190	186	183	181	216	222	208	176	160	114	81
Occupancy (%)	50%	59%	58%	57%	56%	55%	66%	68%	64%	54%	49%	35%	25%

Source: Walker Parking Consultants

Peak parking occupancy was observed to be 68% during the 4:00 p.m. observation for Sub-area B.

Figure 7: Weekday Parking Occupancy SUB-AREA C

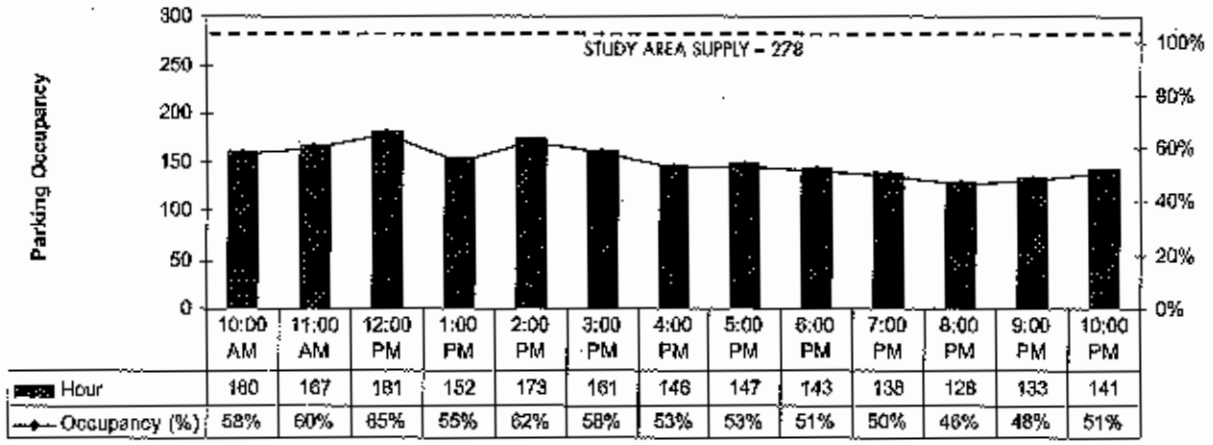


	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM
Hour	77	69	87	68	59	50	50	52	61	64	63	56	55
Occupancy (%)	51%	46%	58%	45%	39%	33%	33%	35%	41%	43%	42%	37%	37%

Source: Walker Parking Consultants

Peak parking occupancy was observed to be 58% during the 12:00 p.m. observation for Sub-area C.

Figure 8: Weekday Parking Occupancy SUB-AREA D

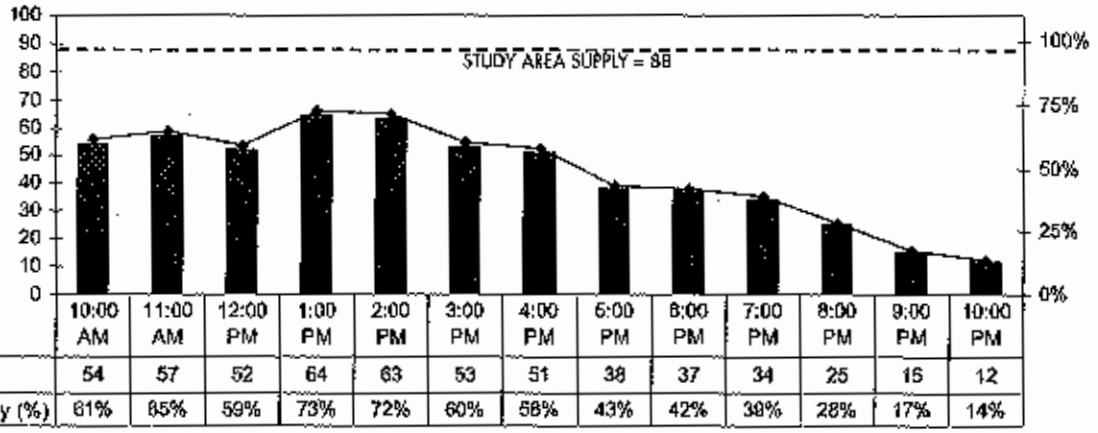


	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM
Hour	160	167	181	152	173	161	146	147	143	138	128	133	141
Occupancy (%)	58%	60%	65%	55%	62%	58%	53%	53%	51%	50%	46%	48%	51%

Source: Walker Parking Consultants

Peak parking occupancy was observed to be 65% during the 12:00 p.m. observation for Sub-area D.

Figure 9: Weekday Parking Occupancy SUB-AREA E



	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM
Hour	54	57	52	64	63	53	51	38	37	34	25	16	12
Occupancy (%)	61%	65%	59%	73%	72%	60%	58%	43%	42%	39%	28%	17%	14%

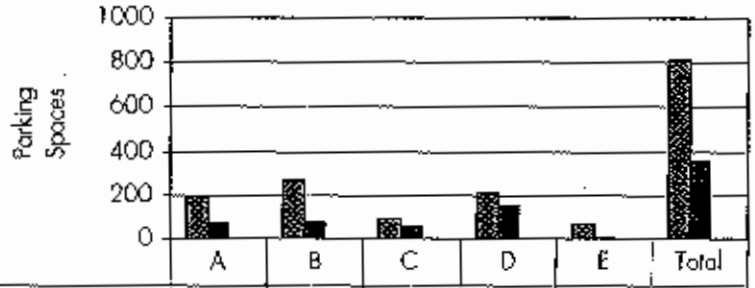
Source: Walker Parking Consultants

Sub-area E parking occupancy peaked at 73% during the 1:00 p.m. observation.

3 A.M. OCCUPANCY

The following figure shows the occupancy analysis for the entire study area for the 3:00 a.m. to 5:00 a.m. occupancy observation.

Figure 10: 3 AM Occupancy Data



	A	B	C	D	E	Total
Inventory	186	267	90	208	63	814
Occupancy	70	71	57	149	8	355
Percent Occupied	38%	27%	63%	72%	13%	44%

Source: Walker Parking Consultants

The parking inventory is reduced to reflect the "no on-street parking" restriction, between the hours of 3:00 a.m. and 5:00 a.m. in the Village. Thus, although the actual number of vehicles observed in the sub-area may be lower, the percent of occupancy can be greater than during the day.

The highest occupancy levels were noted in areas C and D, which were observed to be 63% and 72%, respectively. Both areas have a high density of apartment units and limited parking supply.

The observed peak parking demand during a weekday and during the restricted parking period of 3:00 a.m. to 5:00 a.m. is summarized in the following figure.

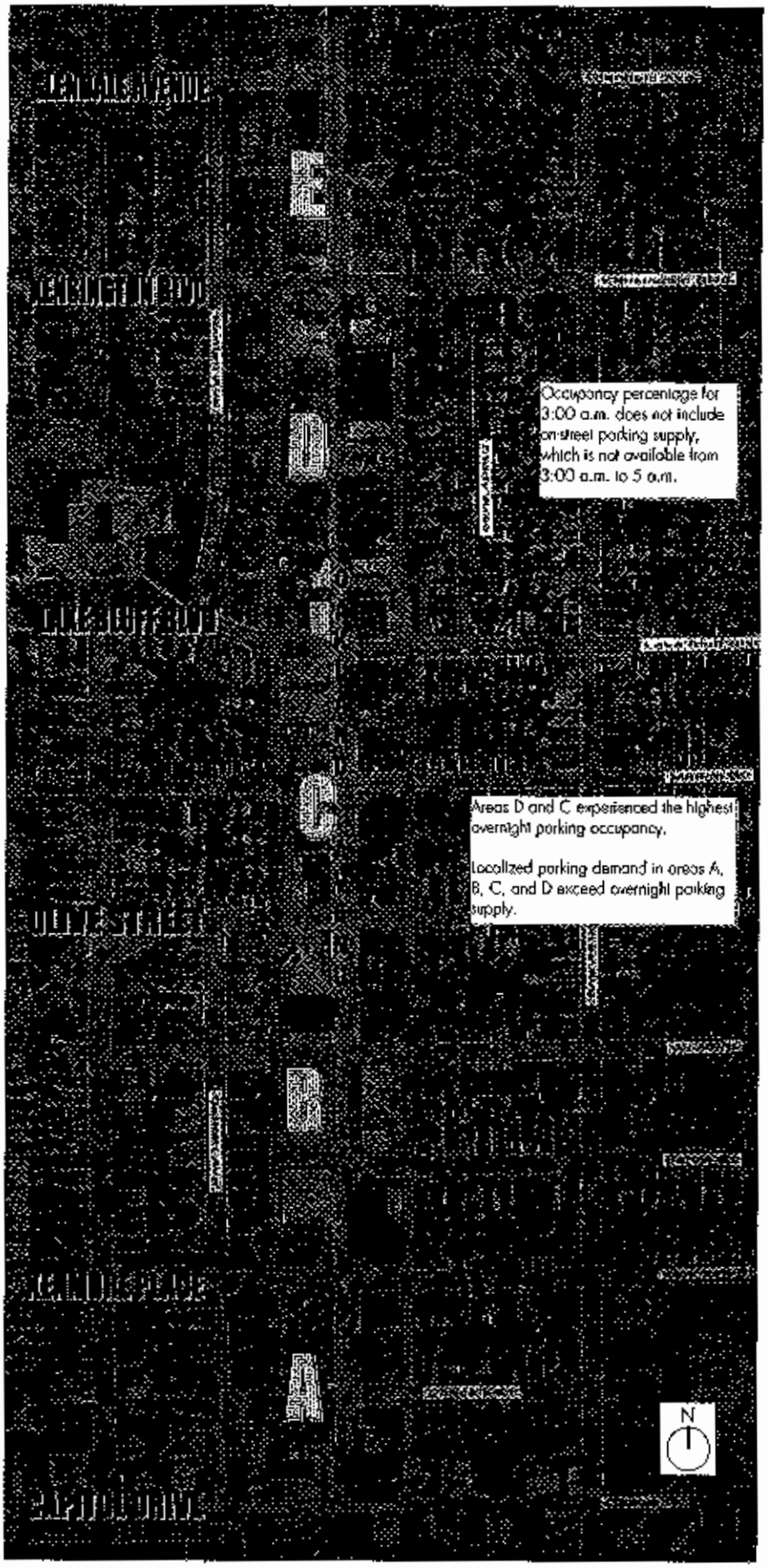


Figure 11: Observed Peak Weekday Occupancy

A Glendale Avenue to Kensington Blvd

PEAK WEEKDAY:
Near the blur of 1:00 PM
TOTAL = **64 73%**

3 AM = **8 33%**

B Kensington Blvd to Lake Bluff Blvd

PEAK WEEKDAY:
Near the blur of 12:00 PM
TOTAL = **181 65%**

3 AM = **149 72%**

C Lake Bluff Blvd to Olive Street

PEAK WEEKDAY:
Near the blur of 12:00 PM
TOTAL = **87 58%**

3 AM = **57 63%**

D Olive Street South to Kenmore Place

PEAK WEEKDAY:
Near the blur of 5:00 PM
TOTAL = **222 68%**

3 AM = **71 27%**

E Kenmore Place South to Capitol Avenue

PEAK WEEKDAY:
Near the blur of 11:00 AM
TOTAL = **157 62%**

3 AM = **70 38%**

SUMMARY OF OBSERVATIONS

When taken as a whole, the TIF area does not provide a good picture of the parking situation. Each of the sub-areas has unique characteristics and land uses that impact their parking situation. Taken as a whole, it would appear that parking is adequate for the area. However, when looked at by sub-area and on a block-by-block basis, there are localized areas that have parking supply issues. The following table highlights those areas observed to have occupancy levels above 75% during the non-restricted parking periods.

Table 2: Parking Adequacy by Block

Area	Block No.	Supply	Peak Occupancy	Percent Occupied	Effective Supply	Parking Adequacy
A	1	224	138	62%	208	70
A	18	21	11	52%	18	7
A	19	9	8	89%	8	0
Sub-Total		254	157	62%	234	77
B	2	63	47	75%	59	12
B	3	143	110	77%	135	25
B	15	49	27	55%	45	18
B	16	53	29	55%	49	20
B	17	19	9	47%	16	7
Sub-Total		327	222	68%	304	82
C	4	46	14	30%	42	28
C	5	44	31	70%	40	9
C	13	34	23	68%	31	8
C	14	26	19	73%	23	4
Sub-Total		150	87	58%	136	49
D	6	82	51	62%	76	25
D	7	54	42	78%	49	7
D	11	95	55	58%	86	31
D	12	47	33	70%	44	11
Sub-Total		278	181	65%	255	74
E	8	61	50	82%	56	5
E	9	15	9	60%	14	5
E	10	12	5	42%	11	6
Sub-Total		88	64	73%	81	17

	Supply	Peak Occupancy	Percent Occupied	Effective Supply	Parking Adequacy
TOTAL	1,097	711	65%	1,010	299

Source: Walker Parking Consultants

Overall parking adequacy during the restricted time period from 3:00 a.m. to 5:00 a.m. improved, however, there were more blocks with parking issues.

Table 3: Restricted Parking Adequacy

Area	Block No.	Supply	Peak Occupancy	Percent Occupied	Effective Supply	Parking Adequacy
A	1	180	58	32%	171	113
A	18	6	10	[illegible]	6	[illegible]
A	19	0	2	[illegible]	0	[illegible]
Sub-Total		186	70	38%	177	107
B	2	54	12	22%	51	39
B	3	135	10	7%	128	118
B	15	38	26	68%	36	10
B	16	40	21	53%	38	17
B	17	0	2	[illegible]	0	[illegible]
Sub-Total		267	71	27%	253	182
C	4	33	22	67%	31	9
C	5	30	11	37%	29	18
C	13	18	15	[illegible]	17	[illegible]
C	14	9	9	[illegible]	9	[illegible]
Sub-Total		90	57	63%	86	29
D	6	63	26	41%	60	34
D	7	32	17	53%	30	13
D	11	77	81	[illegible]	70	[illegible]
D	12	36	25	69%	34	9
Sub-Total		208	149	72%	194	45
E	8	39	4	10%	37	33
E	9	12	1	8%	11	10
E	10	12	3	25%	11	8
Sub-Total		63	8	13%	59	51

	Supply	Peak Occupancy	Percent Occupied	Effective Supply	Parking Adequacy
TOTAL	**814**	**355**	**44%**	**769**	**414**

Source: Walker Parking Consultants

Although parking was found to be adequate overall, the highlighted blocks experienced a deficit in parking adequacy, or were above 75% occupied.

ESTIMATED PEAK DEMAND

Walker designed a parking demand model for this analysis that identifies the parking demand according to each sub-area (A, B C, D, & E) and cumulative peak demand for the entire study area.

As previously detailed, the model developed for this analysis projects parking demand based on the local land uses within the defined study area, applied to a ratio of spaces per increment of land use. The Village of Shorewood, Department of Community Development, provided Walker with land use data from a previous parking study done in October 1988. The data was updated by Walker to more accurately reflect the current land use conditions; several new developments were noted, including a Blockbuster Video store, Einstein Brothers Bagels, Hollywood Video store, and Lakeside Diagnostic Imaging, to name a few.

The following table provides the distribution of land uses by sub-area. Please note that our model assumes all land uses are 100% utilized. This projects the parking demand with the assumption that all land uses are used at capacity. This is helpful in determining the current parking demand based on the land use that is available, but not necessarily being used.

Table 4: Summary Land Use by Sub-Area

Sub-Area	Land Use	Dwelling Units	Seats	Square Feet
A	Retail			20,864
A	Office			9,917
A	Apartment	63		
A	Restaurant			3,412
A	Church		350	
A	Bank			8,850
A	Grocery			9,468
A	Medical			1,000
A	Totals	63	350	53,511

Sub-Area	Land Use	Dwelling Units	Seats	Square Feet
B	Retail			28,917
B	Office			2,146
B	Apartment	60		
B	Restaurant			5,766
B	Grocery			14,224
B	Totals	60	0	51,053

Sub-Area	Land Use	Dwelling Units	Seats	Square Feet
C	Retail			17,051
C	Office			2,577
C	Apartment	120		
C	Restaurant			3,480
C	Totals	120	0	23,108

Sub-Area	Land Use	Dwelling Units	Seats	Square Feet
D	Retail			21,236
D	Office			17,321
D	Apartment	198		
D	Restaurant			6,527
D	Bank			10,454
D	Medical			4,292
D	Totals	198	0	59,830

Sub-Area	Land Use	Dwelling Units	Seats	Square Feet
E	Retail			5,216
E	Office			9,589
E	Apartment	9		
E	Restaurant			7,659
E	Medical			5,293
E	Totals	9	0	27,757

Source: Village of Shorewood Parking Report, October 1988; updated by Walker

CALCULATING PARKING GENERATION BY LAND USE

The core of this model was derived from base demand ratios developed by Walker Parking Consultants, the Urban Land Institute, the Institute of Transportation Engineers, and other agencies. These base demand ratios were developed through study of different land use types, by comparing the parking demand generated at each hour to land use units (sq ft, residential units, cinema seats, etc.). This tells us the rate at which a given unit of a particular land use will generate parking over the course of a day. Walker modified the base demand ratios to reflect the land uses and transportation characteristics within the study area.

- Drive Ratio – The percentage of persons that use an alternative method, other than driving a vehicle alone, to arrive at the subject property. Alternative methods include walking, public transportation, car-pooling, etc. The 2000 U.S. Census data for this area reports an employee driving ratio of approximately 87%. The Village is proud to be a "walkable" community that creates an environment that is welcoming to walkers. This factor reduces the drive ratio for non-employees, and thus reduces the parking generation rate within the Village.

- Non-Captive Ratio - The Non-Captive Ratio for a chosen land use is the percentage of the total user base that is driving specifically to the site to use that particular land use. This occurs when someone is already parked for the day and utilizes a separate land use (i.e. an office worker walking to the restaurant or hair saloon over lunch).

DEMAND CHARACTERISTICS

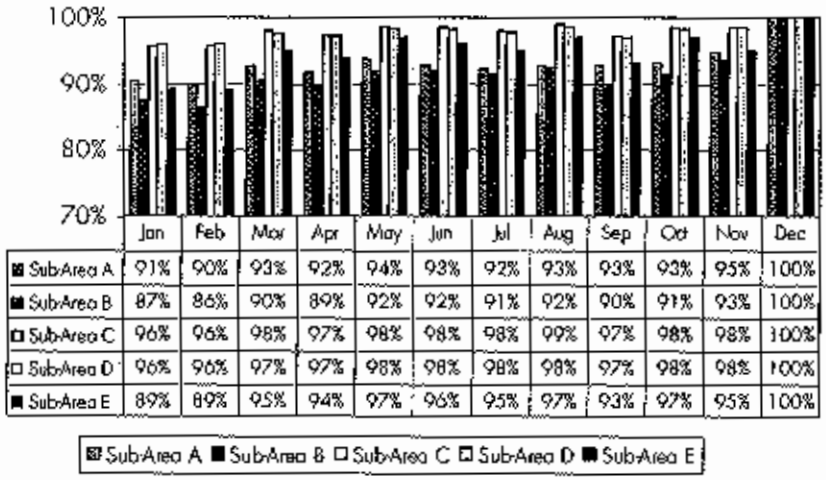
Walker's analysis of existing and future parking conditions incorporates the impact of parking demand generation by time of day as well as seasonal demand cycles.

For example, residential land uses are expected to have lower parking demand at 1:00 p.m. during the week than at 3:00 a.m. during the week, with the assumption that residents will be away at work. Office parking demand will peak during business hours, with virtually no demand during non-business hours. Similarly, retail parking demand generation peaks during the holiday shopping season (December).

As a result, parking demand is constantly changing based on the time of day, time of year, building occupancy rates, etc.

Based on the Walker shared parking model, we predict the peak parking demand to occur during the month of December. The following figure identifies the assumed peak occupancy during a typical annual business cycle for each sub- area. The demand percentages are based on information regarding utilization patterns for retail and other land uses.

Figure 12: Peak Demand Trends



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sub-Area A	91%	90%	93%	92%	94%	93%	92%	93%	93%	93%	95%	100%
Sub-Area B	87%	86%	90%	89%	92%	92%	91%	92%	90%	91%	93%	100%
Sub-Area C	96%	96%	98%	97%	98%	98%	98%	99%	97%	98%	98%	100%
Sub-Area D	96%	96%	97%	97%	98%	98%	98%	98%	97%	98%	98%	100%
Sub-Area E	89%	89%	95%	94%	97%	96%	95%	97%	93%	97%	95%	100%

Source: Walker Parking Consultants, Shared Parking Model

PARKING ADEQUACY

Parking adequacy is the difference between the effective parking supply and parking demand. A positive variance represents a surplus of parking inventory, while a negative variance represents a deficit of parking inventory.

The following table shows the calculated parking adequacy during the peak parking demand month of December, at around the noon hour and during the restricted time periods.

Table 5: Parking Adequacy

Area	*Non-Restricted Hours*					*3:00 AM*				
	Effective Parking Supply		Peak Parking Demand		Surplus/ (Deficit)	Effective Parking Supply		Peak Parking Demand		Surplus/ (Deficit)
A	234	-	190	=	44	177	-	92	=	85
B	304	-	198	=	106	253	-	103	=	150
C	136	-	188	=	(52)	86	-	152	=	(66)
D	255	-	319	=	(64)	194	-	255	=	(61)
E	81	-	101	=	(20)	59	-	51	=	8
Totals	1,010	-	996	=	14	769	-	653	=	116

Source: Walker Parking Consultants

As presented in the table above, the existing parking supply is adequate during peak weekday conditions, when the study area is assessed in its entirety. However, during these hours, sub-areas C, D, and E experience a parking deficit during peak conditions.

The existing parking supply is also adequate during peak weekday restricted time periods (3 a.m. – 5 a.m.) when the study area is assessed in its entirety. However, sub-areas C and D experience a parking supply deficit during peak conditions.

The parking supply deficits are the result of high-density development such as residential units in the sub-areas. This is especially true in areas C and D, which project a parking deficit during both weekday time periods.

The following map compares the effective parking supply to the calculated peak weekday parking demand, by sub-area, for the normal hours and restricted parking time periods between 3 a.m. and 5 a.m.

A detailed comparison of the existing effective parking supply to the calculated parking demand for the year is presented in the appendix.

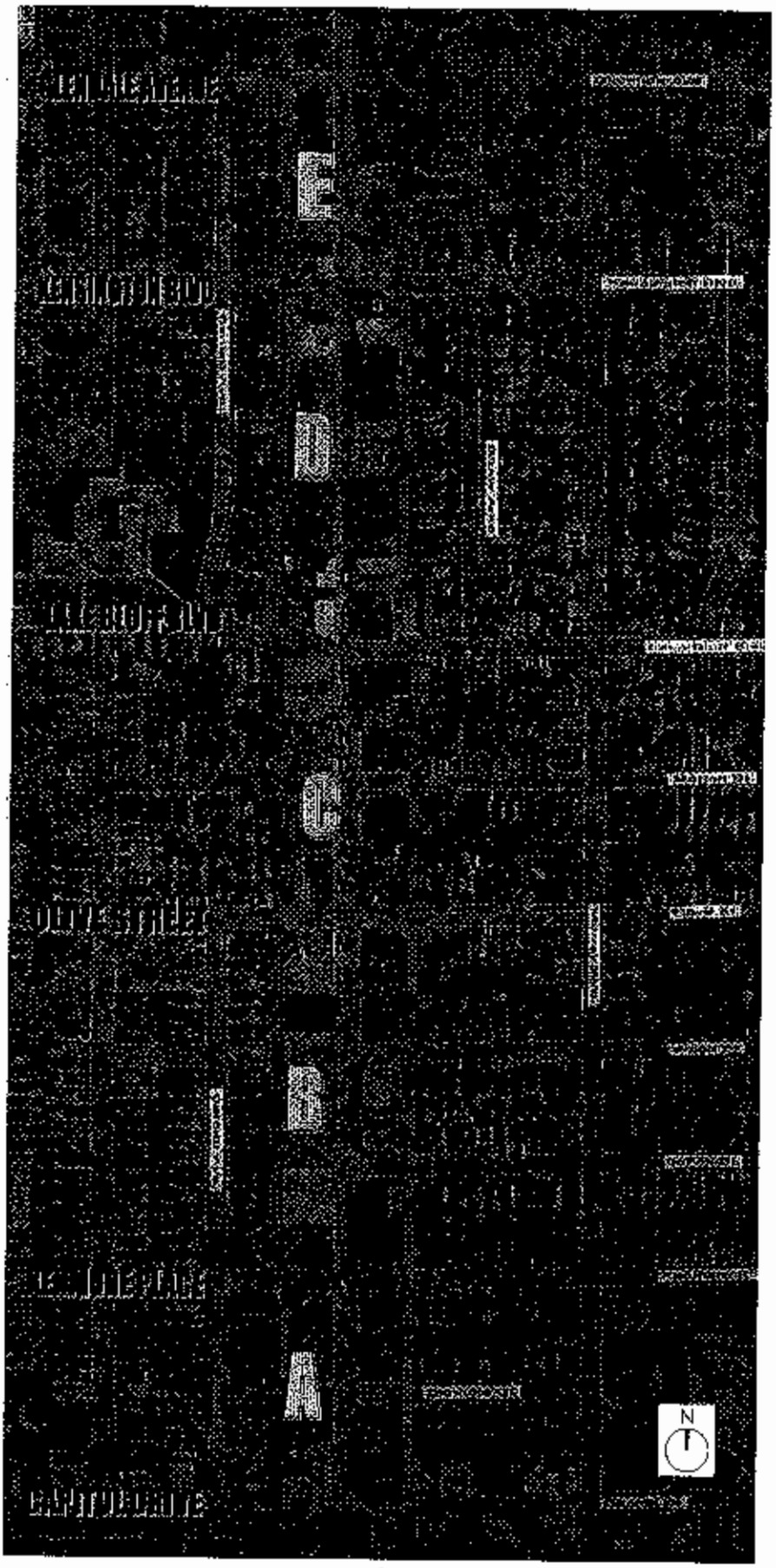


Figure 13: Parking Adequacy

E PEAK WEEKDAY: DECEMBER

EFFECTIVE SUPPLY:	ALL 81	3 AM 59
DEMAND:	101	51
SURPLUS (DEFICIT)	(20)	8

D PEAK WEEKDAY: DECEMBER

EFFECTIVE SUPPLY:	ALL 255	3 AM 194
DEMAND:	319	255
SURPLUS (DEFICIT)	(64)	(61)

C PEAK WEEKDAY: DECEMBER

EFFECTIVE SUPPLY:	ALL 136	3 AM 86
DEMAND:	188	152
SURPLUS (DEFICIT)	(52)	(66)

B PEAK WEEKDAY: DECEMBER

EFFECTIVE SUPPLY:	ALL 304	3 AM 253
DEMAND:	198	103
SURPLUS: (DEFICIT)	106	150

A PEAK WEEKDAY: DECEMBER

EFFECTIVE SUPPLY:	ALL 234	3 AM 177
DEMAND:	190	92
SURPLUS: (DEFICIT)	44	85

FUTURE PARKING CONDITIONS

FUTURE PARKING SUPPLY

The Metropolitan Development, located in sub-area D at Oakland and Kensington Boulevard, includes an underground parking garage and surface parking consisting of 43 new parking spaces. This is the only change that was reported to Walker as a future parking supply addition to the TIF District.

FUTURE PARKING DEMAND CONSIDERATIONS

The Village provided Walker with the following information on the Metropolitan Development project, which was in the final stages of construction during the data collection portion of the parking study.

Table 6: Metropolitan Development

Land Use	Quantity
Commercial	10,500 SF
Condominiums	22 Units

Source: Village of Shorewood

In addition to the Metropolitan Development, the Village is in the process of acquiring a group of properties in the E sub-area. Although the properties will likely be developed, a decision as to the type of development has not been determined at the time of this report. For the purposes of this report, future development considerations will consist of only of the Metropolitan Development.

Other factors in calculating the future parking demand include the driving ratio for residents. The shared parking driving ratio is increased from 80% to 90% throughout the area. The increase is to account for the growing trend in personal vehicle ownership. Based on discussions with the Village, apartment owners are finding it increasingly difficult to find renters without parking needs. This is also supported during the various visits to the community in "apartment for rent" signs. The increase to the driving ratio captures this increase to the parking demand.

FUTURE PARKING ADEQUACY

Based on the information supplied by the Village regarding future developments in the TIF District, Walker used our shared parking model to calculate the effective parking supply and parking demand. The projected adequacy is summarized in the following table.

Table 7: Future Parking Adequacy

Area	*Non-Restricted Hours* Effective Parking Supply		Peak Parking Demand		Surplus/ (Deficit)	*3:00 AM* Effective Parking Supply		Peak Parking Demand		Surplus/ (Deficit)
A	234	-	194	=	40	177	-	101	=	76
B	304	-	205	=	99	253	-	111	=	142
C	136	-	204	=	(68)	86	-	168	=	(82)
D	291	-	386	=	(95)	231	-	310	=	(79)
E	81	-	101	=	(20)	59	-	51	=	8
Totals	1,046	-	1,090	=	(44)	806	-	741	=	65
	Total Deficit Areas				*(183)*					*(161)*

Source: Walker Parking Consultants, Shared Parking Model

SUMMARY

Based on our analysis, there is a need to increase the parking capacity within sub-areas C, D, and E during non-restricted weekday hours and areas C and D during restricted weekday hours. Taking into account the effects of shared parking between areas, the most beneficial area to increase the parking supply is within the D sub-area. By locating new parking supply within sub-area D, areas C and E may benefit due to shared parking.

In order to supply the number of parking spaces to meet the calculated peak parking demand, Walker recommends adding approximately 180 spaces to the system to meet the calculated peak parking conditions during non-restricted time periods.

PARKING MANAGEMENT STRATEGIES

The Village of Shorewood has requested that Walker review the current parking management strategies and methods of operation for the Village parking system. This section provides a discussion on how the Village can continue to proactively address public needs through maximizing the use of existing parking resources.

VILLAGE PARKING LOT

The Village currently controls one parking lot within the TIF district, on a 24-hour basis. This lot is known as the Zien lot, located in sub-area D, at 4444-50 N. Oakland Avenue. The lot is consists of 58 marked parking spaces, of which about half are marked as compact spaces.

Walker reviewed this site to improve the layout, but any changes resulted in lowering the vehicle capacity. This is due to the fact that half of the parking lot is striped for compact vehicles. If, for example, the parking spaces were all uniformly striped at 8' 9' width stalls, the lot could accommodate about 52 vehicles. Although changing the compact half of the parking lot to a larger width would reduce the capacity, in Walker's opinion the lot would be more user friendly and provide nearly the same adequacy. Our experience with compact stalls indicates that they tend to be underutilized due to misparked vehicles (especially as vehicle sizes increase, as they have done). Our observation of the Village Parking Lot supports that understanding; under the current configuration the compact only half of the lot is not used to capacity because the final two or three spaces are simply too small to use once vehicles are parked in the remaining spaces. Thus, the lot is striped for 56 vehicles, but the actual peak occupancy is more like 53 or 54.

For this reason, Walker recommends that the next time the lot undergo seal coating and restriping, the number of compact-only parking spaces be reduced from half to no more than a quarter of the lot. These compact only spaces should be limited, uniformly spaced and signed to one area of the parking lot.

VILLAGE MANAGED PARKING LOTS

The remainder of the parking that the Village manages within the TIF district is managed for overnight parking only. The Village has been able to coordinate a long list of businesses willing to share the limited parking resources with the residents of Shorewood for overnight parking use.

The Village maintains a listing of overnight parking lots at the Village government center as well as on the Village web site. Permits cost $40.00 per month, plus a one-time $10.00 administration fee. Many of the parking lots are filled to capacity and have a waiting list. Residents can be placed on the waiting list for up to three parking lots for a registration fee of $50.00. When a space becomes available, the $50.00 covers the first month of parking plus the non-refundable $10.00 administration fee.

Time restrictions vary by parking lot, but are generally available for parking from 7:30 p.m. to 7:00 a.m. Monday through Thursday, with various weekend restrictions. A listing of the TIF District parking lots and restrictions is provided in the following table.

Table 8: Village Managed TIF District Parking Lots

Area	Block No.	Name/Address	Spaces	Restrictions	Weekends	November 2004 Availability	Waiting List
B	B16	Ogden 4100 N. Oakland	25	8 pm to 8 am In rear of lot	Not Clear	Full	No
C	C5	Einstein Bagels	15	7 pm to 7 am	Not Clear	3 Available	No
C	C4	TCF Bank	15	Mon-Thurs 6 pm to 7 am Fri 7:30 pm to 7 am No parking in TYME spots	Not Clear	3 Available	No
D	D12	North Shore Bank 4414 N. Oakland Ave	18	Mon-Thurs 7 pm to 7 am Fri 8 pm to 7 am Sat 7 pm to Mon 7 am	Saturdays Not Clear; Sundays, All Day	Full	No
D	D11	Zien Lot 4400 N. Oakland	56	None	No Restrictions	Full	No[1]
D	D6	Ullrich Building 4465 N. Oakland Ave	10	6 pm to 7:30 am No parking in northern half of lot	Not Clear	Full	No
D[2]	n/a	Lake Bluff School 1600 E. Lake Bluff	20	7:30 pm to 7 am	Not Clear	6 Available	No
E	E9	MRI 4601 N. Oakland Ave	8	10 pm to 7 am	Not Clear	8 Available	No

[1] Lot no longer maintains a waiting list due to the pending commitment of 20 spaces to the Metropolitan Development.

[2] Lake Bluff School is outside the TIF area, but utilized for parking.

Source: Village of Shorewood

Although the information is readily available from the Village government center and on the Village web site, the one area that is lacking is the defined restrictions for the weekends. Walker strongly encourages the weekend restrictions to be researched and posted as appropriate.

PARKING RESTRICTIONS

In addition to providing weekend parking restriction information, every effort should be made to relax the parking time restrictions during the week. The Ullrich Building lot offers best parking plan, with parking available from 6 pm to 7:30 am during the week. Based on discussions with the Village, this lot has proven to be one of the most popular due to the more generous time restrictions. The MRI Lot, located at the northern most point of the study area, is not used due to the very limited time restrictions and location (parking is permitted from 10:00 p.m. to 7 a.m.).

The current list of overnight parking lots that Shorewood is managing is a great start. There are still large parking lots within the TIF District that do not offer overnight parking, and sit virtually unused. These include parking lots in sub-areas A, B, and E. Every effort should be taken to encourage the business owners to allow overnight parking, either through the Village of Shorewood managing the overnight parking program or through individual entrepreneurial programs. The specific lots that were noted by Walker include: Walgreens and Pick n Save in sub-area B, and the Shorewest office building in sub-area D.

During the course of the parking study, some private lots were discovered to offer parking. These include Katz Properties, the UPS Store, Ozpies, Wick's Liquors, and the gas station on Kensington Boulevard. Although the Village does not manage these parking lots, they could be listed on the web site with contact information for additional information.

REVIEW OF PARKING REQUIREMENTS

The Village requested that Walker review and comment on the current Village code pertaining to parking requirements (Section 8-309 of the Shorewood Village Ordinances). The current city requirements are provided as reference in the appendix. The parking requirements that are reviewed are detailed in sub-section C: Schedule of Requirements,

and sub-section E: General Requirements for all Areas Used for the Parking of Vehicles.

Many of the Village parking requirements base the required number of parking spaces on the number of employees present at any given time. This is somewhat ambiguous, as the requirement is difficult to enforce or monitor. Typically requirements are based on square feet, number of units, or number of seats. These are readily verifiable, countable, and not subject to change without physically changing the property. Walker recommends the following standards in establishing parking space requirements and methods of measurements, based on national parking generation rates:

Table 9: Summary of Uses and Parking Space Requirements

Use	Parking Spaces Required
Residential	
Single Family Dwelling Unit	2 / Dwelling Unit
Multi-Family Dwelling Unit	
Studio or 1 bedroom	1.00 / Dwelling Unit + .25/Dwelling Unit for visitors
2 or more bedroom	2 / Dwelling Unit + .25/Dwelling Unit for visitors
Accessory Dwelling Unit	1 / Dwelling Unit
Sleeping Rooms	1 / Unit or Room plus 2 for owners/managers
Dormitories	0.33 / Bed
Hospitality/ Supervised Care Facilities	
Commercial Lodgings	1.25 / Sleeping Room or unit plus 10/1,000 sq ft GLA rest/lounge/meeting room plus 30/1,000 sq ft GLA convention/ballroom/exhibit space
Group, Convalescent and Nursing Homes	0.33 / Resident + 1 per employee (including part-time employees and volunteers) on maximum shift.
Hospital (non-teaching)	2.5 space / bed
Teaching Hospitals	3.5 spaces/bed
Retail Service	
General Retail	5/1000 sq ft GLA
Shopping Center	For centers up to 400,000 sq ft: 4 / 1,000 sq ft GLA;
	Between 400,000 and 600,000 sq ft GLA: 4.2 /1,000 sq ft GLA;
	For centers over 600,000 sq ft: 4.5/ 1,000 sq ft GLA

Miscellaneous Services

Personal Care Services	3 /station
Coin Operated Laundries	1 space / 2 washer and dryer machines
Temporary Uses	Parking shall conform to the same parking standard for the use when permanent construction
Motor Vehicle Sales and Service	2.5 / 1,000 sq ft of sales, office and administrative space
Motor Vehicle Laundries	Car Wash, Full Service - 5 stacking spaces per washing bay/line plus 3 spaces per employee. Car Wash, Self- Service - 3 stacking spaces per washing bay/line plus 1 space for drying per washing bay line.
Other Retail/Service Uses	As determined by the Building Official

Food and Beverage

Fast Food	10 / 1,000 sq ft GLA
Family Restaurant	12 / 1,000 sq ft GLA
Eating and Drinking	25 / 1,000 sq ft GLA
Outdoor Seating	0.5 / seat

Office and Business Services

General Business Offices	Up to 40,000 sq ft: 3.6 / 1,000 sq ft GLA; Between 40,000 and 100,000 sq ft GLA: 3.6 minus 0.01 per incremental 1,000 sq ft between 40,000 and 100,000 sq ft GLA; Over 100,000 sq ft: 3.0 / 1,000 sq ft GLA
Consumer Service Offices	Up to 40,000 sq ft: 4.0 / 1,000 sq ft GLA; Between 40,000 and 100,000 sq ft GLA: 4.0 minus 0.01 per incremental 1,000 sq between 40,000 and 100,000 sq ft GLA Over 100,000 sq ft: 3.0 / 1,000 sq ft GLA
Data Processing/ Telemarketing / Operations Offices	7 / 1,000 sq ft GLA
Medical Offices (not part of hospital campus)	Up to 5,000 sq ft: 6 / 1,000 sq ft GLA; Between 5,000 and 30,000 sq ft GFA: 6 minus 0.02 per incremental 1000 sq ft between 5,000 and 30,000 sq ft GLA; Over 30,000 sq ft: 5.5/1000 sq ft GLA
Medical Offices (on hospital campus)	Up to 5,000 sq ft: 5.5 / 1,000 sq ft GLA; Between 5,000 and 30,000 sq ft GLA: 5.5 minus 0.02 per incremental 1000 sq ft between 5,000 and 30,000 sq ft GLA; Over 30,000 sq ft: 5/1000 sq ft GLA

Utility

	0.5/1000 sq ft GLA plus any required spaces for offices, sales, etc.

Governmental

	As determined by the Plan Commission and Village Board

Educational

Pre-school – Kindergarten	2.5 spaces / 1000 sq ft. GLA.
Elementary and Middle Schools (Grades 1 – 8)	1.25 parking spaces / classroom, lab, office room (not counting cubicle spaces)
High School (Grades 9 – 12)	6.25 parking spaces / classroom, lab, office room (not counting cubicle spaces)
College and University	0.75 spaces/employee (faculty + staff) plus 0.5 spaces/ resident student plus 0.33 spaces/ commuter student plus 0.10 visitor spaces /employee plus spaces for cultural/recreational/ entertainment facilities per code for that land use.

Cultural / Recreational / Entertainment

Public Assembly: Open Configuration (non-fixed / non-defined seating)	10/1000 sq ft GLA
Performance Arts	Single auditorium: 1 space / 2 seats Up to 5 auditoriums: 1 space / 2.5 seats Over 5 auditoriums: 1 space / 3.0 seats
Arenas and Stadiums	1 space / 3 seats
Other Fixed/Defined Seating	1 space / 2 seats
Recreation Facilities	
Indoor	1.5 spaces per maximum number of players on each playing field or 7.5/1000 sq ft GLA, whichever is greater.
Outdoor	1.5 spaces per maximum number of players on each playing field

Source: Walker Parking Consultants

OPTIONS FOR NON-COMPLIANCE

Future developments that are unable to comply with the parking requirements could request a reduction in the required parking. Procedures to allow reductions to the parking requirements could be handled with the following options.

IMPACT FEE IN LIEU OF REQUIRED PARKING

In lieu of providing the required off-street parking space, the Village may approve that an applicant make a one-time payment to the Village equivalent to the estimated normal cost to the Village of providing required parking spaces to serve the contemplated use. Approval of the payment in lieu should be at the option of the Department of Community Development based on an assessment that the Village can reasonably construct the required parking at an appropriate site within a reasonable period of time before or after the occupancy of the use associated with the payment in lieu of parking.

Any off-street parking satisfied in this manner would run with the land and any subsequent change of use which requires more parking would require subsequent action to satisfy the additional parking requirement. No refund of such payments would be made when there is a change to a use requiring less parking. Prior to issuance of a building permit and/or business license, the applicant would deposit the in lieu payment in one lump sum payment, payable as directed by the Village Treasurer.

The amount of the payment should be fixed by resolution adopted from time to time by the Village Board. Funds derived from such payments should be deposited by the Village into a special fund, to be used to develop additional parking resources. Funds shall be used and expended exclusively for the purpose of planning, designing, acquiring and developing (but not maintaining and/or repairing) parking facilities designated by the Department of Community Development as serving the TIF District. The parking facilities account may also be used for alternatives to the provision of parking facilities in the district, including transportation demand management measures.

SHARED PARKING REDUCTION

Cumulative parking requirements for mixed use occupancies may be reduced where it can be demonstrated that the peak requirement of the individual occupancies occurs at different times of the day. The Shared Parking report published by the Urban Land Institute (most recent edition) may be used as a guideline in the adjustment of parking demand for shared parking operations in a site-specific situation, except that the base ratios before shared parking adjustment used in the analysis shall be in accordance with the parking. A qualified Traffic Engineer or Parking Consultant, approved in advance by the Village of Shorewood, should conduct the study. Any shared parking analysis and adjustment would be considered as a Conditional Use Permit and would be subject to approval by the Department of Community Development and Village Board. Where shared use involves property under multiple ownership, shared use agreements must be formalized via appropriate documents.

REVIEW OF LAYOUT REQUIREMENTS

The current code requires parking spaces to be no less than nine feet wide and 20 feet in length to accommodate a 1970 standard sized automobile, and parking spaces no less than 7 ½ feet wide and 16 feet in length to accommodate vehicles other than a 1970 standard sized automobile.

Walker recommends eliminating "small car only" parking spaces due to trends in automotive sales and the difficultly in enforcing small car only parking requirements. In addition, Walker recommends not using a 1970's standard size automobile as the representative vehicle. Rather, Walker provides the following pages that highlight recommended changes in determining the required parking stall width and drive aisle requirements.

Parking Stall and Layout Dimensions:

Parking layout should conform to the dimensions shown in Table 10.

Definitions

Angle (θ): The angle of rotation of the stall from a position parallel to the wall or edge of the module to the desired angle of parking, in degrees.

Stall Width Projection (WP): The running dimension parallel to the wall or module edge of a stall rotated to the associated angle. WP = stall width/sin θ.

Module (M): The out-to-out dimension of two rows of parked vehicles and the drive aisle between.

Vehicle Projection (VP): The rotation of a design vehicle 6'4" wide by 16'9" to the desired angle plus an allowance of 9" clear distance between the parked vehicle and the wall or module edge, measured perpendicular to the wall or module edge.

Aisle (A): The drive aisle serving rows of parked vehicles. A = M-2*VP.

Interlock (I): An adjustment of the module for a parking design, which has overlapping stalls.
I = SW/[2*cos θ]. Where stalls on only one side of the aisle are interlocked, Where stalls on both sides of the module are interlocked, M_{ADJ} = M-2*I.

Overhang (O): A dimension for the maximum permissible distance of a curb or wheel stop from the edge of the module so as to not reduce the effective dimensions below the minimum required. O = 2'6"/sin θ.

Wall offset (WO): The appropriate dimension to start the back end of a stall stripe from a wall, face of column or other delineation, in order to maintain the specified stall width.

Stripe Projections (SP): The recommended maximum projection of a stripe, perpendicular to the wall or edge of module. It is not necessary or appropriate to extend the stripe either to the VP or the full length of a stall rotated to the desired angle.

Stripe offset (SO): The projection parallel to the wall or module edge of a stall stripe extending to the stripe projection; used in laying out parking stalls to be sure that parked vehicles do not encroach on adjacent spaces, such as turning bays or aisles.

Where single-loaded parking aisles (ie, parking stalls on only one side of the drive aisle) are provided, M_{ADJ} = M-VP.

Table 10: Required Parking Dimensions

Angle of Parking	Stall Width 9'0" WP	Stall Width 8'6" WP	Module M	Vehicle Projection VP	Aisle A	Interlock I	Overhang O	Wall Offset WO	Stripe Offset SO
0	9'0"	NA	43'0"	NA	25'0"	NA	NA	NA	NA
45	12'9"	12'0"	49'6"	17'5"	14'8"	3'2"	1'9"	10'8"	16'6"
50	11'9"	11'1"	51'3"	18'0"	15'3"	2'11"	1'11"	9'5"	13'10"
55	11'0"	10'5"	52'6"	18'5"	15'8"	2'7"	2'1"	8'3"	11'7"
60	10'5"	9'10"	54'0"	18'9"	16'6"	2'3"	2'2"	7'2"	9'6"
65	9'11"	9'5"	55'3"	18'11"	17'5"	1'11"	2'3"	6'1"	7'8"
70	9'7"	9'1"	56'6"	19'0"	18'6"	1'6"	2'4"	5'0"	6'0"
75	9'4"	8'10"	57'6"	18'10"	19'10"	1'2"	2'5"	3'10"	4'5"
90	9'0"	8'6"	61'6"	17'9"	26'0"	0'0"	2'6"	1'0"	0'0"

Notes:

1 Add 1 ft to stall width where adjacent to walls, columns and other obstructions to door opening and turning movement.

2 9'0" stalls shall be used except that 8'6" stalls may be used for the following uses as defined herein: residential, general business offices, data processing/telemarketing/operations offices, utility, and educational (except for cultural/ recreational/ entertainment uses at educational use campuses).

3 Add one ft to stall width for stalls next to curbs and islands to reduce trip hazard.

4 Angles of parking between 76 and 89 degrees not permitted.

5 Dimensions may be interpolated for angles between 45 and 75.

6 Deduct 1 ft from aisle, and corresponding module, for parking in structures or where guides or curbs are provided for at least 25% of the stalls.

7 All commercial parking spaces to be "double-line" striped.

8 Light poles and columns may protrude into a parking module a maximum of 2 ft combined as long as they do not impact more than 25% of the stalls. For example, either a one ft encroachment on both sides of the aisle, or a 2 ft encroachment on one side only, is acceptable.

9 Interlock reductions cannot be taken where there is encroachment by columns, light poles or other obstructions for more than 25% of the stalls in the bay.

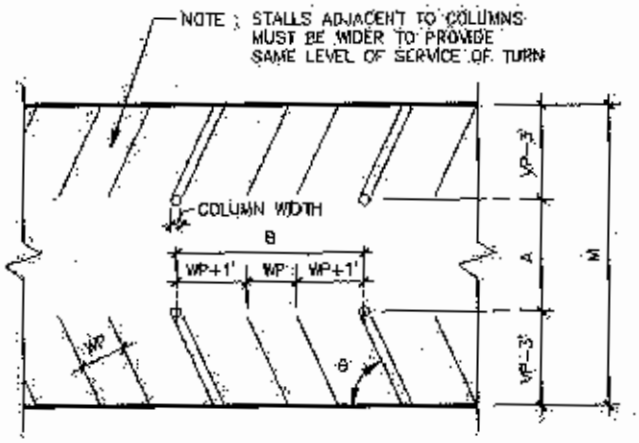
10 All dimensions rounded to the nearest inch.

11 Aisles and corresponding modules are for two-way traffic flow for 90 degree parking and one-way traffic flow for angled parking between 45 and 75 degrees.

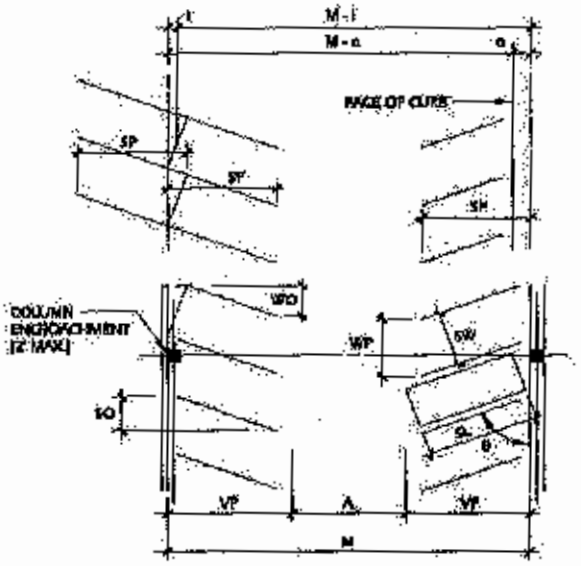
12 For two-way traffic flow and angled parking, a minimum 26 ft aisle is required. For parallel parking along a two-way drive, a minimum aisle of 25 ft is required.

13 Parallel parking stall length is 21'0".

Source: Walker Parking Consultants



SHORT SPAN CONSTRUCTION DETAILS



DEFINITION OF BASIC LAYOUT DIMENSIONS

θ = ANGLE OF PARK
M = MODULE
A = AISLE WIDTH
I = INTERLOCK REDUCTION
a = OVERHANG
DESIGN VEHICLE = 8'-4" x 18'-0"
SP' = WHEEL PROJECTION = 1'-6"
PARALLEL STALL LENGTH = 20'-0"
VP = VEHICLE PROJECTION
WP = WIDTH PROJECTION
SW = STALL WIDTH
SL = STALL LENGTH
WO = WALL OFFSET
SO = STRIPE OFFSET

Source: *Parking Structures, Third Edition*, Anthony Chrest et al. 2001

Improving the overall management of the parking resources within the Village of Shorewood may improve the parking experience for the residents of Shorewood; however, without actually increasing the parking supply within those areas that are projected to have a parking adequacy problem, the parking adequacy problem will still exist.

This section of the report looks at a variety of possible locations to increase the parking supply through structured and surface parking solutions. Ultimately the Village, with the input of its citizens, must decide on what course of action to take in order to address the shortage of parking. Because so much of the community was developed before parking requirements were put into place, many of the existing land uses do not have adequate parking. It is in the best interest of the current landowners to proactively work with the Village to address the current parking shortage.

ANGLED SIDE STREET PARKING

One idea that was previously brought up was to add angled parking on several side streets throughout the TIF District. Walker reviewed the idea and analyzed the potential impact to the parking supply and area in general. Although the supply would be positively impacted, most of the added parking supply would be located away from the areas that need it most. In addition, the added space, although angled, would in reality still be on-street parking. Thus, there would still be the issue of over-night parking.

Throughout the public comment process it was made clear that the citizens of Shorewood are not in favor of eliminating green space to selectively add a limited number of parking spaces away from the parking problems. However, there are two side-street areas that Walker feels should be considered for side-street angled parking. These are both to the west of Oakland Avenue, on the south side of Lake Bluff Boulevard and the south side of Marion Street. In either case, the adjacent land is commercial or apartment and no green space would be lost.

LIMITED ON STREET PARKING

The policy of not allowing overnight on street parking throughout the Village of Shorewood is unique in that residents are not exempted from this restriction. Residents may park on the street during the restricted period up to ten times per year with proper notification of the police

department. After the ten requests in one year, the resident may purchase a pass each night from the police department for a fee of $3.00. The passes are only good for the night purchased, and must be "renewed" each day.

Walker recommends the Village allow limited overnight parking in selected areas along Oakland Avenue. This includes Oakland Avenue from Lake Bluff Boulevard to Kensington Boulevard. (Area D) The permits should allow overnight parking from 8:00 p.m. to 8:00 a.m.

OPPORTUNITIES TO VALET PARK

The opportunity may exist for some business owners to offer seasonal valet parking to their restaurant/retail/entertainment customers. This alternative may increase the level of service provided by the local business and may increase the utilization of less desirable, unused parking spaces. For example, a church, office or grocery store parking lot may serve as a seasonal valet lot.

SURFACE/STRUCTURED PARKING

Walker studied various alternatives for both surface and structured parking solutions to supply the previously identified recommendation to increase the parking supply by approximately 180 parking spaces. In order to meet the desired parking supply increase a single development, a parking structure is necessary. Walker provides three alternatives to meet the 180-space goal through a parking structure. Also provided are alternatives for adding additional surface parking space. Although the surface parking space does not meet the 180-space goal, it does provide for a noticeable increase to the parking supply.

Throughout the process Walker was told to keep an open mind in selecting possible sites and that all ideas would be considered. With this in mind, Walker evaluated several options with the goal of having the greatest positive impact to the study area.

The following represent three potential areas as alternative sites for the development of a parking structure or surface parking.

ALTERNATIVE #1: AREA C PARKING STRUCTURE

Description: This alternative proposes the construction of a parking structure located in Area C. This option assumes developing a parking structure that generally encompass one block within the TIF District .

Opinion of Cost Per Space: $12,000 plus 25% for soft costs
Opinion of Cost Per Added Space: $16,230 (displaced spaces)
Opinion of Total Cost: $3,555,000 + land acquisition costs

Current Land Use: Commercial, mixed-use and residential.

Design Capacity:

- Assumes site of approximately 126' x 180'
- Displacement of approximately 18 existing parking spaces
- Potential for retail/commercial space at grade level
- Estimated potential capacity, no retail = 237 spaces
- Estimated potential capacity with retail at grade = 189 spaces
- Total capacity assumes 2 ½ level parking structure

ALTERNATIVE #2: AREA D PARKING STRUCTURE (ZIEN LOT SITE)

Description: This alternative proposes the construction of a parking structure located in Area D, on the site of the existing Zien Lot. The site provides added parking capacity to sub-areas C and D, both of which are calculated to have a parking deficit.

Opinion of Cost Per Space: $12,000 plus 25% for soft costs
Opinion of Cost Per Added Space: $69,000 (displaced spaces)
Opinion of Total Cost: $1,186,250

Current Land Use: Commercial, mixed-use, and residential.

Design Capacity:

- Assumes site of approximately 125' x 120'
- Displacement of approximately 56 existing parking spaces
- Estimated potential capacity, 73 total spaces
    - 52 Tandem, 21 Single space spaces
    - Spaces 9' wide
- Total capacity assumes surface plus one level parking structure

ALTERNATIVE #3: ADJACENT TO AREA D PARKING STRUCTURE

Description: This alternative proposes the construction of a new parking structure located adjacent to the TIF District. The site provides added parking capacity to sub-areas C and D, both of which are calculated to have a parking deficit. The lower level provides the opportunity to develop retail/commercial space on the ground level.

Opinion of Cost Per Space: $12,000 plus 25% for soft costs
Opinion of Cost Per Added Space: $15,000
Opinion of Total Cost: $3,735,000 + land acquisition costs
Current Land Use: Residential.

Design Capacity:

- Proposed site is approximately 114' x 205'
- Adjacent to the TIF District
- No displacement of existing parking spaces
- Potential for retail/commercial space at grade level
- Estimated potential capacity, no retail = 249 spaces
- Estimated potential capacity with retail at grade = 207 spaces
- Total capacity assumes 3 level parking structure

ALTERNATIVE #4 SURFACE LOT AREA D

Description: This alternative proposes the construction of a new surface parking lot on two typical parcels in area D.

Opinion of Cost Per Space: $2,500 plus 25% for soft costs
Opinion of Cost Per Added Space: $7,100 (displaces spaces)
Opinion of Total Cost: $106,250 + land acquisition costs
Current Land Use: Commercial, mixed-use, and residential.

Design Capacity:

- Assumes site of approximately 80' x 125'
- Displacement of approximately 19 existing parking spaces
- Estimated potential capacity = 34 spaces
- Located in Area D
- Assumes entry and exit through alley

ALTERNATIVE #4B: SURFACE LOT – AREA D PLUS

Description: This alternative is basically an extension to option 4A, with the addition of another typical parcel of land.

Opinion of Cost Per Space: $2,500 plus 25% for soft costs
Opinion of Cost Per Added Space: $4,800 (displaced spaces)
Opinion of Total Cost: $168,750 + land acquisition costs
Current Land Use: Commercial, mixed-use, and residential.

Design Capacity:

- Assumes site of approximately 120' x 125'
- Displacement of approximately 19 existing parking spaces
- Estimated potential capacity = 54 spaces
- Located in Area D
- Assumes entry and exit through alley

ALTERNATIVE #5: SURFACE LOT – AREA E

Description: This alternative proposes the construction of a new surface parking lot in Area E.

Opinion of Cost Per Space: $2,500 plus 25% for soft costs
Opinion of Cost Per Added Space: $3,300 (displaces 4 spaces)
Opinion of Total Cost: $203,125 + demolition of existing buildings
Current Land Use: Commercial, mixed-use, and residential.

Design Capacity:

- Assumes site of approximately 113' x 169'
- Displacement of approximately 4 existing parking spaces
- Estimated potential capacity = 65 spaces
- Located in Area E
- Assumes entry and exit through alley

ALTERNATIVE #6: SURFACE LOT ADJACENT TO AREA D

Description: This alternative is basically the same as Alternative 3, only as a surface lot. The location is adjacent to the TIF District.

Opinion of Cost Per Space: $2,500 plus 25% for soft costs
Opinion of Cost Per Added Space: $3,300
Opinion of Total Cost: $259,375 + land acquisition costs
Current Land Use: Residential.

Design Capacity:

- Assumes site of approximately 114' x 205'
- Adjacent to the TIF District
- No displacement of existing parking spaces
- Estimated potential capacity = 83 spaces

ALTERNATIVE SITE COMPARISON

A comparable ranking has been determined for the alternatives. The matrix shown in the following table displays a subjective evaluation of each structured parking alternative according to the following criteria:

Traffic Impact/Vehicular Access: This criterion ranks the site's ability to allow vehicles to enter and exit the facility without disrupting existing traffic conditions.

Future Expansion: The ease with which the facility could be expanded in the future, be it vertically or horizontally. Surrounding land uses impact this criterion as well as the original size of the structure.

Pedestrian Safety: This criterion involves two factors: the ability of vehicles to move to and from the area without pedestrian/vehicle conflict and, the ease of use by pedestrians with consideration of the walking path and distances to/from the facility.

Security: The ability to safeguard the personal safety and property of potential users. The key to security is visibility; those facilities with the best internal and external visibility are ranked the highest. Those parking alternatives on Oakland Avenue are more visible and thus have a better security score.

Proximity to Adequacy Deficit: This criterion considers the ability of each alternative to accommodate a reasonable percentage of the unmet parking demand within a two minute walking distance (approximately 500 foot radius) of a prospective site.

Impact on Surrounding Land Use: Each prospective site is evaluated for the environmental impact and appropriateness of the improvement to the site and surrounding area.

Projected Cost per Added Space: An assessment of the relative cost of each new space added to the study area.

Each alternative is scored subjectively for each criterion. Each criterion is weighted to reflect the relative importance. A value of 5 (excellent) down to 1 (poor) may be awarded. The alternatives are ranked according to the sum of total weighted and unweighted values.

A table of the comparison of the alternatives is found on the following page.

Table 11: Alternative Site Comparison

Alternative	Traffic Impact/ Vehicular Access	Future Expansion	Pedestrian Safety	Security	Proximity to Adequacy Deficit	Impact on Surrounding Land	Cost per Added Space	Unweighted Average Points	Unweighted Average Rank	Weighted Average Points	Weighted Average Rank
Weight	20%	10%	20%	10%	15%	15%	10%			100%	
Alternative 1	4	3	4	4	4	2	3	3.43	6	3.50	6
Alternative 2 (Zien Lot)	2	3	4	3	5	4	1	3.14	7	3.25	7
Alternative 3	4	4	4	4	4	2	4	3.71	4	3.70	5
Alternative 4A*	5	4	4	4	5	3	2	3.86	3	4.00	3
Alternative 4B*	5	4	4	4	5	3	3	4.00	1	4.10	1
Alternative 5 *	5	3	4	3	3	3	4	3.57	5	3.70	4
Alternative 6 *	5	5	4	3	4	3	4	4.00	1	4.05	2

5 = Excellent 4 = Very Good 3 = Average 2 = Fair 1 = Poor
* Surface lot, added space does not meet projected total parking supply need

MATRIX ANALYSIS CONCLUSIONS

Based on the projected future parking space deficit, Walker recommends constructing 180± parking spaces plus any displaced parking spaces.

The high cost per added space reduces the attractiveness of increasing the parking supply through a parking structure. The surface lot alternatives tended to rank the highest, however, no one surface lot will provide the entire 180 recommended parking spaces. The top three alternatives were 4B, 6, and 4A. The combined added parking capacity for these alternatives is about 118 parking spaces.

An unfortunate consequence of all but one site is the required relocation of existing land uses. Costs associated with land acquisition and relocation are not included in the final cost estimates. This cost can be considerable.

Alternative 2, the Zien Lot, as developed as a parking structure has very limited functionality options due to the restricted size. Because of the size limitations, Walker does not recommend building a structure on this site. The increased capacity is estimated at only 17, and this requires 52 spaces to be tandem. Tandem parking spaces are located one behind the other, so that the first vehicle parked is blocked in by the second. This may work for residential uses, but it would require valet assist during the day. In addition, the short span requires a fairly steep ramp to the second level.

The final determination of the relative attractiveness of the alternative solutions must rest with the Village of Shorewood leaders and the Village community. However, this site analysis provides a reasonable and supportable look at the criteria upon which to base such a decision. On the basis of this analysis, Alternatives 4B and 6 are the recommended alternatives to increasing the parking supply for the Village. If land parcels can be assembled in these areas and developed into surface parking and limited on-street parking along Oakland Avenue is allowed, approximately 160 spaces can be added to the parking supply.

PARKING CONSTRUCTION COSTS

For planning purposes Walker used a cost per space of $12,000 per structured parking space and $2,500 per surface lot space, with the exception of the Zien Lot, which used a slightly higher $13,000 per

space based on the foot print. This number is based on experience and will vary depending on the type of construction, footprint, and facade treatments. The final figure could be lower or higher depending on these variables. Added to the construction cost per space is 25% for soft costs. Soft costs include design fees, contingency fees, soil and materials testing, financing and legal fees.

Another important consideration in developing new parking are the costs for operating and maintaining the parking. The following table presents the average annual costs to operate a parking structure based on the Walker Parking Revenue and Expense Data Base.

Table 12: Average Operating Expenses for Parking Garages

Type	Median Per Space	Average Per Space
Cashiering Salaries	$199	$254
Management Fee	$11	$14
Security Cost	$49	$63
Utilities	$46	$59
Insurance	$11	$14
Supplies	$16	$20
Maintenance	$44	$56
Other	$45	$57
Total	$421	$537

Source: Walker Parking Consultants, Revenue and Expense Data Base

This provides a good starting point in evaluating the operating costs for a parking structure. Currently transient parking is free to visitors, with only time limits imposed. Taking this into consideration, it is safe to assume the staffing cost per space, which makes up the greatest portion of the operating costs, could be greatly reduced. There would still be some costs associated with monitoring the parking garage and providing basic maintenance. (such as sweeping and trash removal) Utilities and maintenance are influenced by the actual location.

Shorewood maintenance expenses may actually be higher, due to the volume of snow that must be removed. The bottom line is that a parking structure does not consist of a one-time expense. The costs are somewhat predictable and should be taken into consideration. For budgetary purposes, Walker recommends planning on operating costs of about $250 to $350 per space for an unattended parking structure.

Costs associated for an unattended surface lot are much lower. Typical expenses associated with a surface lot include: stripping, sweeping, landscape maintenance, snow removal, enforcement, liability insurance, etc. Based on the Village of Shorewood, Walker recommends budgeting $30 - $60 per space to cover these operating costs.

Another consideration is how much of the parking cost the Village is willing to absorb. The current monthly parking rate of $40.00 will most likely not be sufficient to cover the operating costs and annualized capital costs. Currently the Village only charges for overnight permit parking. Charging for public parking should be considered, but there may be opposition from the public to institute this change. Either way, it is an important consideration in the final decision as to which project is pursued to increase the parking supply.

CONCLUSIONS

The Village of Shorewood has a shortage of parking in the northern areas of the TIF District. The parking deficit is projected to be roughly 180 parking spaces within the next five years.

In order to improve the parking conditions, Walker recommends allowing limited on-street permit parking along Oakland Avenue between Lake Bluff Boulevard and Kensington Boulevard to residents. Any future developments should be required to provide sufficient parking to meet the projected peak parking generation of the development.

Steps should be taken to acquire and develop new parking supply in Area D. By allowing on-street permit parking and creating two surface parking lots, an estimated 160 parking spaces can be added to the system, greatly improving existing parking conditions. The new surface lots should be sold as permit lots with no reserved parking and as few restrictions to the permit holders as possible.

APPENDIX A

LAND USE DATA

APPENDIX A: LAND USE DATA

A	1	4001 N. Oakland	Retail.					2,464	
A	1	4007 N. Oakland	Retail					9,000	
A	1	4015 N. Oakland	Bank					8,850	
A	1	4027 N. Oakland	Grocery					9,468	
A	1	4048 N. Bartlett	Church				350		
A	1	1700 E. Capitol	Retail					2,500	
A	1	1706 E. Capitol	Retail					1,200	Solar Concepts, sf is est
A	1	1712 E. Capitol	Office					1,200	Tax Account, sf is est
A	1	1714 E. Capitol	MOB					1,000	(3 rooms, 250 sf waiting area)
A	1	1720 E. Capitol	Apartments	28					
A	18	1804 E. Elmdale	Apartments		7				
A	18	4042-44-46 N. Oakland	Retail					1,600	
A	18	4042-44-46 N. Oakland	Office					1,236	
A	18	4042-44-46 N. Oakland	Apartments	4					
A	18	4050 N. Oakland	Retail					1,200	sf is est
A	18	4060 N. Oakland	Office					2,528	
A	19	4000-04-06 N. Oakland	Office					4,953	
A	19	4000-04-06 N. Oakland	Restaurant					430	
A	19	4000-04-06 N. Oakland	Retail					430	
A	19	4000-04-06 N. Oakland	Apartments	8	1				
A	19	4010-12-14 N. Oakland	Retail					2,470	
A	19	4010-12-14 N. Oakland	Apartments	4	3	2			
A	19	4016-22 N. Oakland	Restaurant					2,982	
A	19	1805 E. Elmdale	Apartments	6					
A		Totals		50	11	2	350	53,511	

B	2	4081 N. Oakland	Retail					11,000	Walgreens
B	2	4093 N. Oakland	Retail					8,392	Schwartz Books
B	3	4145 N. Oakland	Grocery					14,224	
B	15	4170 N. Oakland	Restaurant					1,507	Ozpies
B	15	1807 E. Olive	Apartments	12					
B	15	4156-66 N. Oakland	Restaurant					3,183	Benji's
B	15	4156-66 N. Oakland	Office					2,146	Benji's
B	15	4156-66 N. Oakland	Retail					918	Salon, Benji's
B	15	4144 N. Oakland	Retail					1,107	Cleaners
B	15	1806 Wood Place	Apartments	12					
B	16	4114 N. Oakland	Retail					3,840	Galdes
B	16	4114 N. Oakland	Restaurant					1,076	Coffee Shop
B	16	4106-08 N. Oakland	Retail					3,660	Block Buster
B	17	1801 Jarvis	Apartments	9	3				
B	17	1807 Jarvis	Apartments	7	1				
B	17	1800 Kenmore	Apartments	7	1				
B	17	1806 Kenmore	Apartments	7	1				
B		Totals		54	6	0	0	51,053	

Source: Shorewood Parking Study, October 1988, with updates as noted by Walker

APPENDIX A: LAND USE DATA

C	4	4201 N. Oakland	Office					2,577	TCF Bank
C	4	4221 N. Oakland	Apartments	13	6				
C	4	4231 N. Oakland	Retail					4,982	Hollywood Video
C	5	4301 N. Oakland	Restaurant					2,520	Einstein Bagels
C	5	4333 N. Oakland	Apartments	42	6				
C	13	1809 Lake Bluff Blvd	Apartments	10	2				
C	13	4312-22 N. Oakland	Retail					5,864	Multiple Shops
C	13	4312-22 N. Oakland	Restaurant					960	
C	13	4312-22 N. Oakland	Retail					3,180	Bakery
C	13	4300 N. Oakland	Retail					2,425	Queens Cleaners
C	14	1809 Marion St.	Apartments	22	2				
C	14	4230 N. Oakland	Retail					500	UPS Store, est sf
C	14	4214-16 N. Oakland	Apartments		2				Duplex - 2 family home
C	14	4208 N. Oakland	Retail					100	(from last survey)
C	14	4210 N. Oakland	Apartments			1			
C	14	4212 N. Oakland	Apartments		1	1			
C	14	1800 Olive Street	Apartments	6	6				
C		Totals		93	25	2	0	23,108	

Source: Shorewood Parking Study, October 1988, with updates as noted by Walker

WALKER PARKING CONSULTANTS

APPENDIX A: LAND USE DATA

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
D	6	4401-11 N. Oakland	Retail					2,844	
D	6	4401-11 N. Oakland	Restaurant					759	
D	6	4401-11 N. Oakland	Retail					2,392	Gallery
D	6	4413-17 N. Oakland	Retail					504	Barber
D	6	4413-17 N. Oakland	Apartments		2				
D	6	4419 N. Oakland	Retail					1,688	
D	6	4419 N. Oakland	Retail					825	
D	6	4419 N. Oakland	Office					300	
D	6	4425-29 N. Oakland	Retail					1,264	
D	6	4425-29 N. Oakland	Office					600	
D	6	4425-29 N. Oakland	Apartments	2	2				
D	6	4433 N. Oakland	Retail					7,763	Dry Cleaner etc.
D	6	4443 N. Oakland	Residential			1			SFH
D	6	4447 N. Oakland	Office					1,792	
D	6	4447 N. Oakland	Medical					1,792	
D	6	4447 N. Oakland	Retail					1,792	
D	6	1720 Lake Bluff	Medical					2,500	est
D	7	4449-53 N. Oakland	Retail					1,564	
D	7	4449-53 N. Oakland	Apartments	1	1				
D	7	4455 N. Oakland	Apartments	24					
D	7	4459 N. Oakland	Apartments	18					
D	7	4465 N. Oakland	Office					12,216	
D	7	4473-79 N. Oakland	Restaurant					3,548	Shorewood Inn
D	7	Metropolitan Dev	Retail						8000
D	7	Metropolitan Dev	Condo						22 units
D	11	4496 N. Oakland	Retail					600	Liq Store
D	11	4496 N. Oakland	Apartments	2					
D	11	4488 N. Oakland	Restaurant					2,220	Village Pub
D	11	4488 N. Oakland	Apartments	1	2				
D	11	4484 N. Oakland	Office					2,413	
D	11	4480 N. Oakland	Apartments	22	2				
D	11	4474 N. Oakland	Apartments	13	5				
D	11	4468 N. Oakland	Apartments	18					
D	11	4460 N. Oakland	Apartments	16	2				
D	12	4442 N. Oakland	Apartments	23	2				
D	12	4434 N. Oakland	Apartments	11	2				
D	12	4428 N. Oakland	Apartments	11	2				
D	12	4422 N. Oakland	Apartments	11	2				
D	12	4414 N. Oakland	Bank					10,454	North Shore Bank
D		Totals		173	24	1	0	59,830	

Source: Shorewood Parking Study, October 1998, with updates as noted by Walker

APPENDIX A: LAND USE DATA

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
E	8	1714 Kensington	Apartments		6				
E	8	4501-03 N. Oakland	Restaurant					992	
E	8	4501-03 N. Oakland	Retail					888	
E	8	4507 N. Oakland	Office					1,613	
E	8	4511-17 N. Oakland	Retail					2,373	
E	8	4511-17 N. Oakland	Restaurant					6,667	
E	8	4525 N. Oakland	Residential			1			
E	8	4533-35 N. Oakland	Medical					1,793	
E	8	4533-35 N. Oakland	Apartments			1			
E	8	4541 N. Oakland	Residential			1			SFH
E	8	4559 N. Oakland	Office					7,976	Shorewest Reality
E	9	4601 N. Oakland	Medical					3,500	est
E	10	4514 N. Oakland	Retail					1,955	Gas Station
				0	6	3	0	27,757	

Source: Shorewood Parking Study, October 1988, with updates as noted by Walker

APPENDIX B

ESTIMATED PEAK PARKING DEMAND AND ADEQUACY

APPENDIX B: ESTIMATED PEAK PARKING DEMAND AND ADEQUACY

Peak Weekday		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Study Area	Peak Demand	921	918	946	939	956	953	948	957	940	954	960	996
	Effective Supply	1,010	1,010	1,010	1,010	1,010	1,010	1,010	1,010	1,010	1,010	1,010	1,010
	Adequacy	89	92	64	71	54	57	62	53	70	56	50	14
Sub Area A	Peak Demand	172	171	176	174	178	176	175	176	176	177	180	190
1:00 PM	Effective Supply	234	234	234	234	234	234	234	234	234	234	234	234
	Adequacy	62	63	58	60	56	58	59	58	58	57	54	44
Sub Area B	Peak Demand	173	171	179	177	182	182	181	183	178	181	185	198
6:00 PM	Effective Supply	304	304	304	304	304	304	304	304	304	304	304	304
	Adequacy	131	133	125	127	122	122	123	121	126	123	119	106
Sub Area C	Peak Demand	180	180	184	183	185	185	184	186	183	185	185	188
8:00 PM	Effective Supply	136	136	136	136	136	136	136	136	136	136	136	136
	Adequacy	(44)	(44)	(48)	(47)	(49)	(49)	(48)	(50)	(47)	(49)	(49)	(52)
Sub Area D	Peak Demand	306	306	311	310	313	313	312	314	309	313	314	319
7:00 PM	Effective Supply	255	255	255	255	255	255	255	255	255	255	255	255
	Adequacy	(51)	(51)	(56)	(55)	(58)	(58)	(57)	(59)	(54)	(58)	(59)	(64)
Sub Area E	Peak Demand	90	90	96	95	98	97	96	98	94	98	96	101
7:00 PM	Effective Supply	81	81	81	81	81	81	81	81	81	81	81	81
	Adequacy	(9)	(9)	(15)	(14)	(17)	(16)	(15)	(17)	(13)	(17)	(15)	(20)

Peak 3:00 a.m. Period		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Study Area	Peak Demand	632	632	646	642	648	647	649	652	643	648	645	653
	Effective Supply	769	769	769	769	769	769	769	769	769	769	769	769
	Adequacy	137	137	123	127	121	122	120	117	126	121	124	116
Sub Area A	Peak Demand	88	88	91	89	91	91	91	91	90	91	91	92
	Effective Supply	177	177	177	177	177	177	177	177	177	177	177	177
	Adequacy	89	89	86	88	86	86	86	86	87	86	86	85
Sub Area B	Peak Demand	99	99	101	101	102	102	102	103	101	102	101	103
	Effective Supply	253	253	253	253	253	253	253	253	253	253	253	253
	Adequacy	154	154	152	152	151	151	151	150	152	151	152	150
Sub Area C	Peak Demand	150	150	151	151	151	151	152	152	151	151	151	152
	Effective Supply	86	86	86	86	86	86	86	86	86	86	86	86
	Adequacy	(64)	(64)	(65)	(65)	(65)	(65)	(66)	(66)	(65)	(65)	(65)	(66)
Sub Area D	Peak Demand	250	250	254	253	254	254	254	255	253	254	253	255
	Effective Supply	194	194	194	194	194	194	194	194	194	194	194	194
	Adequacy	(56)	(56)	(60)	(59)	(60)	(60)	(60)	(61)	(59)	(60)	(59)	(61)
Sub Area E	Peak Demand	45	45	49	48	50	49	50	51	48	50	49	51
	Effective Supply	59	59	59	59	59	59	59	59	59	59	59	59
	Adequacy	14	14	10	11	9	10	9	8	11	9	10	8

APPENDIX C

VILLAGE OF SHOREWOOD PARKING REQUIREMENTS

Section 8-309 Offstreet Parking

A. **Definitions**

1. **EMPLOYEES, NUMBER OF.** Number of employees as used in this section means the greatest number of persons to be employed at any one period during the day or night on the premises.

2. **FLOOR AREA,** unless otherwise specified herein, shall mean the sum of the gross horizontal area of the several floors of the building or structure, excluding all areas that are devoted exclusively to storage or other accessory uses; all horizontal dimensions shall be measured from the inside of the exterior walls.

3. **MOBILE HOME** shall mean a vehicle designed to be driven or drawn upon a highway by a motor vehicle and designed, equipped and used or intended to be used primarily for sleeping, eating and living quarters, and shall include trailers, campers, motor homes and the like.

4. **MULTI-FAMILY DWELLINGS** shall mean housing facilities for more than two families, including apartment houses, cooperatives, condominiums, row houses, town houses and similar dwellings.

5. **NUISANCE** shall mean the act of spreading or depositing stones, rocks, loose materials or dust from or upon said parking facilities, lots or spaces; or permitting, causing or making disturbing noises resulting from the use of said parking facilities, lots or spaces; or lighting of said parking facilities, lots or spaces or the use of vehicular lights which shall be so bright or glaring as to disturb the comfort, quiet and repose of persons in the vicinity; or permitting, causing or allowing said parking facilities, lots or spaces or surrounding areas or vehicles parked or stored thereon to become unsightly or in disrepair due to inadequate maintenance. Each such act is hereby declared to be detrimental to the public health, safety and welfare.

6. **NURSING HOME** shall mean any place which is devoted primarily to the maintenance and operation of facilities for the care of the elderly, chronically ill, infirm individuals or incurable persons, or a place of rest for those persons suffering bodily disorders, in which three or more persons, not members of the family residing on the premises, are received and provided with food, shelter and care, but such facilities shall not include hospitals, clinics, diagnostic treatment centers, or other like uses.

7. **OCCUPANTS, TOTAL NUMBER OF.** Total number of occupants under this section shall mean and include all employees plus any other person or persons frequenting or occupying the building, structure or premises at any one time for which parking is to be provided.

8. **PARKING FACILITY** shall mean an area used for the parking of vehicles contained in a building or structure designed or adopted for the purpose of parking vehicles, or an area of land where the parking of vehicles is

permitted under Village ordinances and subject to all of the provisions and conditions thereof.

9. **PARKING LOT** shall mean any outdoor area or uncovered plot, place or parcel of land or any portion thereof, where more than two vehicles may be parked, but shall not include approved driveways thereunder, and shall be permitted in accordance with the provisions of Sec. 8-305G of this article.

10. **PARKING SPACE** shall mean an area used for the parking of a vehicle.

11. **SUBSTANTIAL** shall mean more than 50 per cent of the assessed value, as equalized, of the building or structure affected.

12. **VEHICLE** shall mean every device, in, upon or by which any person or property is or may be transported or drawn upon a highway, and shall include boats and mobile homes but not bicycles for which separate storage space shall be provided.

B. **Authority to Require Parking Facilities.** No building permit shall be issued for a new building or for substantial alterations or enlargements for any existing building unless there is included with the application and plans for such structure, alteration or enlargement, a plot plan showing the required special purpose off-street parking spaces, in accordance with Subsection C hereof. No occupancy or use permit shall be issued wherever required unless the required parking spaces shall have been provided on the approved plan or as hereinafter allowed.

A permit shall be obtained by an owner or agent for the construction of any parking space, parking lot, parking facility, or appurtenance thereto, and for any driveway. A permit fee of not less than $20.00 shall be payable upon the filing of an application for such permit unless the amount of said fee is otherwise provided under the schedule of permit fees in the Wisconsin Uniform Building Code, in which case such schedule of fees shall govern.

C. **Schedule of Requirements**

1. Dwelling and Lodging Uses

a. Apartment hotels, hotels, motels and private clubs:

One parking space per room or suite of rooms comprising a lodging unit, plus such additional spaces as may be required herein for affiliated uses such as restaurant and bar facilities, meeting rooms and retail sales areas.

b. Multi-Family Dwelling Units:

(1) Efficiency and 1-bedroom units - One parking space per dwelling unit.

(2) Two-bedroom dwelling units - 1.25 parking spaces per

dwelling unit.

(3) Three or more bedroom units - I-I/2 parking spaces per dwelling unit

(4) In addition to the above requirements - one parking space per ten units for guest parking and servicing the facility.

(5) All required parking for multi-family dwelling units, except guest parking, to be provided in an approved garage.

c. One-and-Two-Family Dwellings:

(1) Single-Family Dwellings - Two parking spaces in an approved garage.

(2) Two-Family Dwellings - One parking space in an approved garage per dwelling unit.

(3) No vehicle except an automobile may be parked in the front setback or between adjacent residences when the parking area parallels an existing residence on the adjoining property. In addition, on corner lots, no vehicle except an automobile may be parked within the front setback of the property where located nor the front setback of any adjacent property.

2. Schools, Institutions, Auditoriums and Other Places of Assembly.

a. Auditoriums, gymnasiums, stadiums, grandstands, meeting halls, exhibition halls and said categories as accessory uses to schools, churches and other institutional establishments:

(1) One parking space for every five seats or for each 90 lineal inches of seating space in the main auditorium or assembly hall.

(2) When such facilities for public assembly are accessory to a school, church or other institution, and when approved by the Dept. of Community Development, the required number of parking spaces may be reduced by the number of spaces provided as herein required for the applicable school, church or other institution.

b. Churches. One parking space for every six seats, or for each 108 lineal inches of seating space.

c. Hospitals. One parking space for each four beds, plus one parking space for each staff or visiting doctor, plus one parking space for each four employees.

d. Libraries, museums, art galleries and aquariums. One parking space for every 500 square feet of floor area.

e. Nursing Homes. One parking space for every six beds, plus one parking space for every four employees, based on the maximum number of employees present at any one period during the day or night on the premises.

f. Schools.

(1) Colleges, universities, junior colleges, high schools and other institutions for higher learning: One parking space for every seven students, based upon the maximum number of students that can be accommodated in accordance with designed capacity, and one space for each faculty member or other employee.

(2) Junior high schools, elementary schools and nursery schools: One parking space for each faculty member or other employee.

3. Recreational Uses - Commercial or Non-Commercial. One parking space for every four persons as per the designed capacity of the facility, plus one parking space for each employee.

4. Business, Commercial and Industrial Uses

a. **Automobile Laundries**: One parking space for each 1.5 employees plus reservoir offstreet standing spaces to accommodate automobiles awaiting entrance to the automobile laundry, equal in number to five times the maximum capacity of the automobile laundry. Maximum capacity in this instance shall mean the greatest possible number of automobiles undergoing some phase of laundering at the same time.

b. **Automobile Service Stations**: One parking space for each island of gasoline pumps, plus three parking spaces for each service stall.

c. **Banks and Savings and Loan Associations**: One parking space for every 300 sq. ft. of floor area, plus one parking space for every three employees.

d. **Beauty Parlors**: One parking space for every 100 square feet of floor area.

e. **Business Professional and Office Buildings**, excluding Medical and Dental Offices: One parking space for every employee present at any one time.

f. **Public Utilities or Public Service Buildings containing machinery and equipment**: One parking space for every employee present at any one time (minimum of three spaces) plus adequate loading and unloading space.

g. **Food Stores, Department Stores, Drugstores and Discount Houses:** One parking space for every 100 square feet of floor area, plus one parking space for every four employees, plus adequate loading and unloading space.

h. **Funeral Homes:** One parking space for every 100 square feet of floor area.

i. **Furniture and Appliance Stores and establishments for repair of household equipment or furniture:** One parking space for every 400 square feet of floor area.

j. **Manufacturing, Fabricating, Cleaning, Testing, Assembling, Repairing or Servicing Establishments as permitted In the B-1, B-2, B-3 and B-4 Districts:** One parking space for each two employees plus adequate loading and unloading space.

k. **Medical and Dental Offices:** Two parking spaces for each office, examining room and treatment room, plus one parking space for each 40 square feet of floor area contained in the reception room or waiting lobby.

l. **Motor Vehicle Sales and Service:** One parking space per 150 square feet of showroom floor area including conference rooms and offices, plus four parking spaces for each service stall or service area.

m. **Restaurants and Bar Areas:** One parking space for each four employees plus one parking space for every four seats available for patrons' use.

n. **Theaters:** One parking space for every four seats.

o. **Warehouse, Storage, Wholesale and Mail Order Establishments:** Four parking spaces for servicing, plus one parking space for every two employees, plus one parking space for every 100 square feet of retail sales area, plus adequate loading and unloading space.

p. **Other Uses:** Parking spaces for other permitted uses not listed herein shall be provided in accordance with the requirements of the use most similar to the use proposed to be determined by the Building Inspector.

D. **Nuisances.**

1. All parking facilities, lots or spaces shall be constructed and maintained so as not to cause, create or permit a nuisance as defined in this section.

2. In the event any parking facility, lot or space becomes a nuisance as defined herein, the Building Inspector shall notify the owners or persons in charge of the parking facility, lot or space, by certified mail, to maintain,

repair or beautify the same. If such notice is not complied with in a reasonable time from the date thereof, the Building Inspector shall maintain, repair, remove or replace, as the case may require, either by contract or by Village forces, and shall certify the costs thereof as

provided by law, to have them levied as special charges against such property, and the Village Clerk is hereby authorized and directed to enter such charges onto the tax roll.

E. **General Requirements for all Areas Used for the Parking of Vehicles**

1. All parking spaces shall be directly accessible to driveways, alleys or streets without passing through other parking spaces. Driveways, truck loading spaces and other required work and open spaces shall not be considered as parking spaces.

2. At least 75 per cent of all parking facilities or spaces required hereunder shall be located on the same premises as the building to which assigned, and shall either be owned by the person, firm or corporation required to provide such parking facilities or spaces pursuant to this article, or such person, firm or corporation shall have use of such parking facilities or spaces during normal business hours and for so long a period as the use exists for which the parking spaces or facilities are required. No more than 25 per cent of the parking facilities or spaces required herein shall be located off of the premises of the building to which assigned, and in no case more than 300 feet from said building. More than one person, firm, or corporation may share a parking facility or space required hereunder, but in no event shall the total number of spaces available be less than the total number required under this article for each person, firm, or corporation sharing such facility. Further, in those cases where the person, firm, or corporation required to provide parking facilities or spaces must lease or rent them in order to comply with the parking code provisions, no building or occupancy permit shall be issued until a copy of a written agreement to lease said required facilities or spaces is filed with the Village; said agreement shall be kept in full force and effect for so long as said use and occupancy shall continue.

3. All parking facilities, lots and spaces, and driveways serving same, shall be hard surfaced, having a good and sufficient sub-base with a concrete or asphaltic concrete overlay or asphaltic penetrating coat thereon, free of dust, loose stones or gravel; said facilities, lots or spaces shall be adequately drained, subject to the approval of the Building Inspector.

4. There shall be sufficient space and sight distance provided at all times to permit safe and ready access to each parking space and to the public highway; the premises shall be provided with a minimum number of entrances and exits, the width of which shall be in accordance with accepted design standards; that which is included under this subsection shall be subject to the approval of the Building Inspector.

5. In the Business Districts, where illumination from street lights to adjacent parking facilities, lots or spaces is no less than one foot-candle power, no

additional illumination of the premises will be required. Where such illumination is not available, a minimum illumination of one-foot candle power of such premises shall be provided, installed and maintained in a manner so as not to reflect or glare onto adjoining streets or premises. When night parking is permitted on such premises, the same shall at all times be adequately lighted, as herein required.

6. Parking facilities shall provide marked parking spaces no less than nine feet wide and 20 feet in length to accommodate a 1970 standard, full-sized automobile and parking spaces no less than 7-1/2 feet wide and 16 feet in length to accommodate vehicles other than a 1970 standard full-sized automobile, the number of each space size to be controlled by market considerations and to be determined by the Department of Community Development.

7. Parking lots shall conform to the following additional requirements and regulations:

   a. To prevent the extension of any part of the parked vehicle into or onto any required setback, side yard, adjacent premises or public way, an adequate and approved wheel stop or bumper shall be provided for each space. It shall be a violation of this article if any vehicle is not parked within the lines of a marked parking space or if parked in more than one marked space. Excepted from the parking space dimensions set forth herein shall be spaces located in the parking lots not governed by the use requirements of Sec. 8-309C of this article. In such cases, market considerations shall control the size of parking spaces in parking lots as determined by the Department of Community Development of the Village, but subject to approval of the Village Board.

   b. The premises shall be screened from any public street upon which it abuts or from any adjoining residential property except for openings for ingress and egress, by:

      (1) a decorative wall or fence; or
      (2) a substantial growth of shrubbery; or
      (3) a berm;

      provided, however, that the height of said screening shall be approximately 42 inches, but in no event more than 48 inches; providing further, that any wall or fence constructed hereunder shall be of a natural or manufactured material which shall be compatible with adjacent or adjoining structures, so that such wall or fence will not adversely affect the aesthetic quality or character of the area. Such screening as required hereunder shall all be subject to the approval of the Building Inspector.

8. a. Parking on a lot is prohibited, except on approved driveways or approved parking spaces.

b. Parking of vehicles other than automobiles, is prohibited, except in the rear yard of a lot.

c. Outdoor parking spaces other than approved driveways, shall not be constructed in the front yard or side yard of a lot, provided, however, on corner lots outdoor parking spaces may be constructed in a side yard of a lot.

d. Parking spaces to accommodate more than one motor vehicle outside of a garage on a lot in the R-1 through R-6 Residential Districts, are prohibited, except on approved driveways.

e. Parking spaces adjacent to the public way or to another residential lot shall be screened as provided in Sec. 8-309E.7.b of the Village Code. Screening of parking spaces located in the rear yard of a lot, by means of a decorative wall or fence, or a substantial growth of shrubbery or a berm, shall be no less than four feet in height nor more than six feet in height.

f. Parking in the public way is prohibited, except upon the public highway where permitted.

9. It shall be unlawful for any person to park any vehicle at any time on any land of which he is not the owner, without the owner's permission.

10. The parking of mobile homes or any other vehicle in the Village of Shorewood while the same are being used or occupied as living quarters by any person or persons, is expressly prohibited.

11. The parking of mobile homes or other vehicles unless legally licensed under Wisconsin Statutes on any land in the Village of Shorewood, shall be prohibited except on licensed used car lots, as provided for in Chapter 10 of this code.

12. The parking facilities, lots or spaces required pursuant to this section shall be provided and maintained so long as the use exists for which the same are designed.

13. Such use for which parking facilities, lots or spaces are provided shall not be changed to any use requiring more parking space, unless additional parking space is provided as required herein.

14. The control of abandoned and inoperable motor vehicles shall be subject to the provisions of Article 9 of Chapter 12 of the Village Code.

F. **Existing and Nonconforming Uses**. The provisions of this ordinance related to required parking facilities, lots or spaces shall apply only to new buildings or structures and to substantially altered buildings or structures. However, all

facilities, lots or spaces used for the parking of vehicles shall be used, maintained and operated as required under this ordinance.

G. **Special Exceptions**

1. The Board of Appeals, upon application as required herein, may grant a special exception to the provisions and requirements of Sec. 8-309.

2. Prior to granting a special exception, the Board shall consider:

   a. The effect the granting of the exception will have on adjacent parking and traffic conditions;

   b. The effect the granting of the exception will have on the appearance and character of applicant's property, adjacent property and neighboring property;

   c. The effect the granting of the exception will have on the property values of applicant's property, adjacent property and neighboring property;

   d. Whether the granting of the exception will serve a public or desirable or useful purpose;

   e. Whether the spirit and intent of the requirements of Sec. 8-309 are being carried out;

   f. Recommendations of such other boards or committees to which the Board of Appeals shall refer the application for advice;

   g. Such other matters as the Board of Appeals deems relevant and material.

3. Application for a special exception permit may be obtained from the Building Inspector upon the payment of a fee of $50.00, which shall not be refundable.

4. The matter shall be set for hearing before the Board of Appeals as soon after the application has been filed as a hearing can reasonably be scheduled. The Building Inspector shall notify all interested parties by certified mail or personal service of said hearing before the Board of Appeals. Within a reasonable time after said hearing, the Board of Appeals shall either approve or disapprove the application for a special exception hereunder, in accordance with the provisions of this section.

APPENDIX D

ARTICLE: THE ART OF MAXIMIZING YOUR PROFITS

the ART of MAXIMIZING your profits:

a study of parking revenue and expenses

BY JON MARTENS

To succeed in battle, you must understand and anticipate your enemy. To succeed in maximizing parking facility profits, you must understand where and how revenue and expenses are generated and how they compare with your competitors.

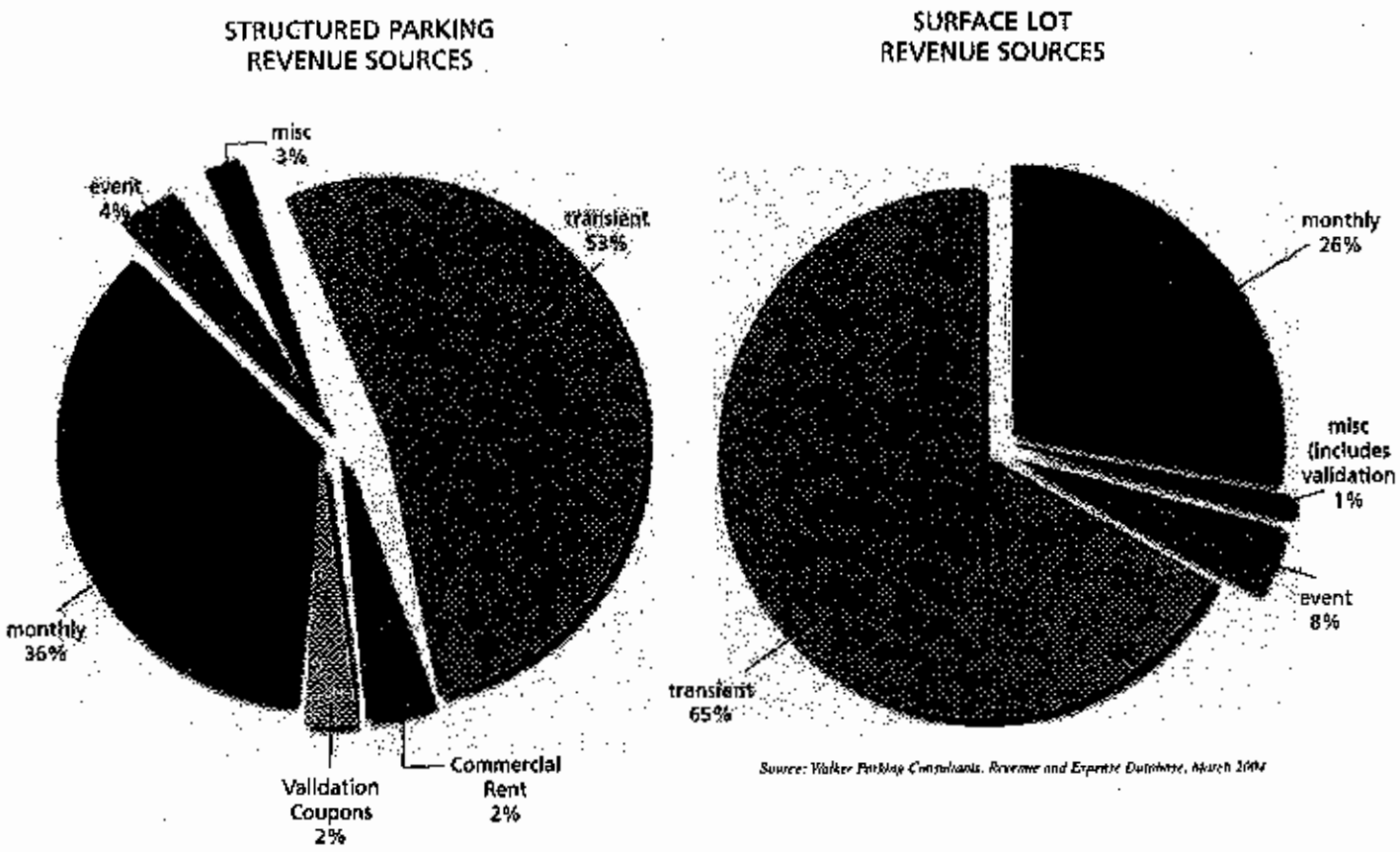
Having been on the front lines of the parking business for many years and now serving as a parking consultant, I can appreciate the process of understanding my enemy (expenses) while learning to maximize my own forces (revenues). My understanding was honed while scrutinizing many a monthly profit and loss statement. Being on the front lines meant my actions, as a manager, could directly influence the profitability of a location. It was certainly rewarding to make adjustments to an operation and see the profitability go from a marginal or losing status to an attractive and profitable one. Many of the adjustments made were based on my understanding of a specific location, the market, and historical performance of facilities under my control. I often longed for accurate and up-to-date intelligence on how our performance compared with our opposition.

This article presents fresh baseline information on parking facility revenue and expenses. The information is drawn from Walker Parking Consultants' continually updated database of actual operating revenue and expenses from over 180 parking facilities located across the United States.

DESCRIPTION OF INFORMATION

The Walker Parking Consultants database is designed to broaden the knowledge base of operating revenue and expense sources associated with parking and to validate future projections for new parking facilities. The data are segregated into structured and surface lot facilities for comparison. Facility size ranges from a 14-space surface lot to a 3,850-space garage. The median number of striped parking spaces within the Walker database is 104 for surface lots and 738 for parking structures. The current database represents a total of over 110,000 spaces.

FIGURE 1: Breakout of Revenue Sources



Source: Walker Parking Consultants, Revenue and Expense Database, March 2004

REVENUE DATA

Revenue sources within a facility vary from location to location, but generally include monthly, transient, validation, and event sources. Some facilities may also have leaseable retail space that provides an additional revenue stream. Because revenue is directly impacted by the rates in the area, and geographic location of the facility, it may be most useful to compare the sources of revenue by the type of revenue rather than the actual revenue values. The data confirm the importance of satisfying the transient and monthly parker as these customers were found to be the main revenue source for both structured and surface lot facilities, combining for over 90% of the revenue collected by both types of locations.

Obviously, every location is unique. Revenue is directly impacted by supply and demand. People don't pay to park for the pure enjoyment of parking their vehicle in a nice facility. Parking is an amenity to a destination, not a destination unto itself. By focusing on the strengths of potential revenue enhancement strategies, you can see a positive result in your net operating income. Strategies for improving revenue may include an Early Bird Special to attract all day parkers with a low rate, selling discount validation coupons, or targeting large groups to park monthly by offering a volume discount.

EXPENSE DATA

Typical expenses associated with the operation of any parking facility include wages, payroll taxes, management fees, uniform costs, tickets and printing, utilities, supplies, maintenance, security, insurance and other miscellaneous expenses. To consolidate the data into a more manageable format, expenses are divided into the following six major categories.

■ ***Cashiering & Management Expense*** includes the wages and salaries paid to staff to operate the facility. Also included in this figure are the taxes, and benefits associated with the labor costs. The management fee is the cost paid to an operator for managing the parking structure. This cost is typically related to revenue collected or the net operating income of a particular location.

■ ***Utility Expense*** includes basic utility costs associated with a parking facility. Logically, the highest expense is for lighting. In addition, utility costs can include water, sewer and gas, depending on the facility.

TABLE 1: Detail of Expense Categories

CASHIERING & MANAGEMENT	UTILITIES	MAINTENANCE	MISCELLANEOUS	SECURITY	INSURANCE
Salaries & Wages	Electricity	Snow Removal	Uniforms	Security Costs	Workers Compensation
Contracted Expense	Water/Sewer	Routine Maintenance	Accounting		General Liability Insurance
Administration Salaries	Gas	Elevator Maintenance	Supplies		Garage Keepers Insurance
Benefits & Taxes	Telephone	PARCS Maintenance	Printing & Tickets		
Management Fees		Structural Maintenance	Credit Card Fees		
			Auto Damage		
			Marketing		
			Other Expense		

Source: Walker Parking Consultants, Revenue and Expense Database

■ ***Maintenance Expense*** includes routine daily maintenance costs associated with sweeping, dusting, trash removal, etc. Also included in the maintenance figure are the costs to service the revenue control equipment, elevator maintenance, painting, and snow removal. These costs will vary based on the size and location of the facility.

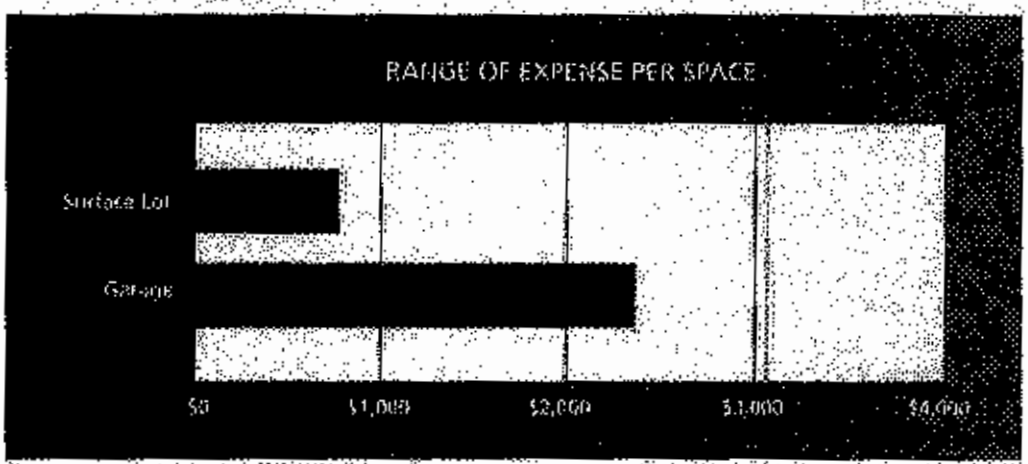
■ ***Security Expense*** includes security patrols and monitoring systems. These costs can vary significantly from location to location based on the level of security provided. Since 9/11, security has become an increasing concern for a number of parking facilities.

■ ***Insurance Expense*** for parking facilities includes General Liability Insurance, Garage Keepers Liability Insurance, and workers compensation.

■ ***Miscellaneous Expense*** is the catch-all for any other expenses. Included in this figure are the costs for uniforms, supplies, accounting, printing & tickets, and marketing to name a few.

The large variance in operating expenses for both garages and surface lots is an indication of the broad range of uses for structures. Costs are directly related to level of service and the user group that the parking is designed to serve. Just as revenue is impacted by the geographic location of a parking facility, geographic location also impacts the expense to operate a parking facility. Northern states that experience harsh winter conditions and freeze-thaw cycles should be prepared for higher maintenance costs versus southern states with mild winters. The highest operating cost per space, within our sample, is $2,323 per

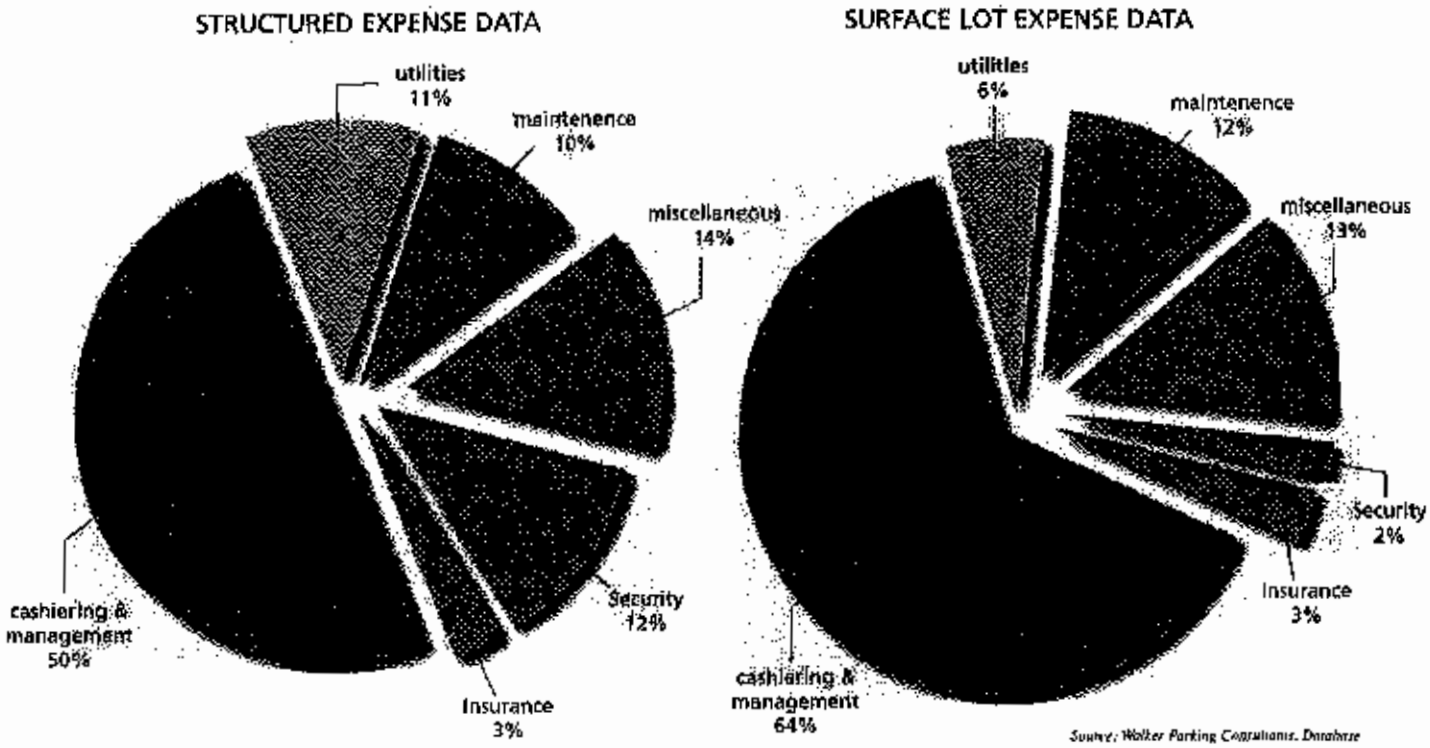
TABLE 2: Range of Total Annual Expense Per Space



Type	Minimum	Maximum	Median	Average	Sample Size
Garage	$54	$2,323	$424	$536	110
Surface Lot	$10	$626	$87	$130	73

Source: Walker Parking Consultants, Revenue and Expense Database

FIGURE 2: Operating Expense Breakout



space. This represents a valet assisted garage, operated seven days per week, located on the West Coast. By comparison, the lowest cost per space is $54 for a garage with limited hours of operation, no staffing, and located in the Mid West. The range of operating expenses for surface lots also varies significantly. The lowest cost per space of $10 is for a lot devoted to permit parking with no staffing.

The database confirms and quantifies the fact that the largest expense in operating a parking facility is generated by cashiering and management costs. Cashiering & management expenses comprised 50 percent of the expenses for garages and 64 percent of the expenses for surface lots. The remaining expense categories of maintenance, utilities, insurance, and security make up the remaining share of expense. Based on the survey, security costs impact structured parking at a much higher rate than surface lots, which is reasonable, as security is typically more of a concern in structured parking rather than open, more visible, surface parking.

KNOWLEDGE IS POWER

Understanding what, where, and how the revenues and expenses for your facility are generated and controlled is an important step to controlling and managing them. By understanding your greatest potential impact points to create a positive change to your profitability, you have a greater opportunity to succeed. Knowing that cashiering and wages consume such a large portion of the annual expenses, it may be time to consider alternative methods for collecting revenue, such as pay-on-foot or central cashiering stations. Focusing on increasing your revenue stream by attracting new business opportunities will provide you with a competitive edge and improve your chances of increasing your bottom line. The database provides an important starting point for understanding and comparing revenue and expense ranges. If your numbers are well above the average, it may be wise to invest in analyzing your weak points and take proactive action to defend your bottom line. ■

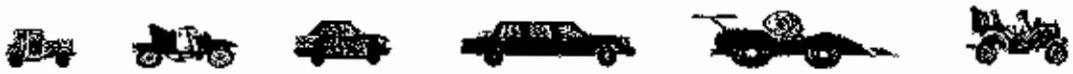
Jon Martens is a parking consultant with Walker Parking Consultants based out of Indianapolis. Prior to joining Walker, Martens spent over eight years operating and managing various parking facilities for a national operator. He can be reached at 317-842-6890 x162 or via e-mail: jon.martens@walkerparking.com

APPENDIX E

SHOREWOOD PUBLIC MEETING MINUTES

NOTICE

PARKING STUDY MEETING



Dear Resident/Property Owner

In 1994 the Village of Shorewood created Tax Incremental Finance District Number One which lies on both sides of North Oakland Avenue from East Capitol Drive to the north Village limits. The step was taken in response to concerns regarding the deteriorating condition of the business area and its future direction. Since that time significant public improvements including the reconstruction and beautification of the street in the subject area have been made. As a result of these improvements and other redevelopment activities, new businesses have been attracted. In addition, expansion of existing businesses and other uses have also taken place.

In a continuing effort to have a positive impact upon the district and the surrounding area, and in response to concerns raised, the Village is conducting a study of parking issues. The firm of Walker Parking Consultants has been asked to conduct the parking study. The study will include a parking supply and demand analysis and a review of parking management strategies, resulting in the development of alternative parking solutions for identified parking problems. As part of the initial phase of the study, an input gathering effort will be conducted. To accomplish this, an input/informational meeting has been scheduled by the consultant for **WEDNESDAY, SEPTEMBER 22, 2004 at 7:00 P.M. in the Village Center, 3920 N. Murray Avenue.** At this meeting, Residents and Property Owners in the affected area are encouraged to offer their insight on issues of concern related to parking within the subject area. If you have any questions regarding this study, you are encouraged to attend the meeting. You may also call the Department of Community Development at (414) 847-2640.

MEETING MINUTES – INPUT/INFORMATIONAL VILLAGE MEETING

WALKER PARKING CONSULTANTS

PROJECT NO. 31-6310.00

DATE OF MEETING: September 22, 2004

MINUTES BY: Jon Martens

A hard copy of these meeting minutes will not be sent.

PARTICIPANTS:

NAME	TITLE	E-MAIL ADDRESS	VOICE #
James Lynch	Director, Community Development	jlynch@villageofshorewood.org	414.847.2640
Rich Klatt	Senior Parking Consultant	rich.klatt@walkerparking.com	847.697-2640
Jon Martens	Parking Consultant	jon.martens@walkerparking.com	317.842.6890

CC: PARTICIPANTS:

NAME	COMPANY	E-MAIL ADDRESS	VOICE #
Gary Koch	Walker Parking Consultants	gary.koch@walkerparking.com	847.697-2640

Walker Parking Consultants (Walker), held this public meeting to provide the TIF District stakeholders an opportunity to share their thoughts and concerns regarding parking issues. The meeting was held on Wednesday, September 22nd, beginning at 7:00 p.m. and lasting for just over two hours. Approximately 76 individuals, representing various interests, attended the meeting. These included single-family homeowners, business owners, renters, apartment and condo owners, and city officials. Based on the public response to the meeting, it is clear that there is a passion for the parking issue and strong feelings for the Village as a whole.

Rich Klatt, with Walker, opened the meeting with a brief description of the study area and the objectives. Jon Martens, also with Walker, provided a brief explanation of the data collection process that was to take place that next day. Following the introduction, the audience members were allowed to speak in turn. Participants were asked to identify their relationship to the area, i.e. business owner, renter, home owner, etc., and state their concerns or recommendations. The following list details the items that were brought up as well as the group they represented.

In addition to the discussion at the meeting, Walker provided comment cards for participants to write their concerns or suggestions. At this time, we have 30 comment cards.

REPRESENTING	CONCERN OR SUGGESTION
Resident	There is a problem with the traffic flow, not just parking
Duplex Owner (Wood Place)	More parking is not needed. Do not want to look at cars and do not want to lose any trees or green space.
Home Owner (Elmdale Ct)	Traffic is more of a problem than parking. We need a traffic study. Many people drive through Elmdale Court to avoid Capitol and Oakland intersection.
Landlord	A 2003 survey of landlords shows that there is a 600 parking space deficit for renters in the area. This leads to vacancy problems for landlords and fewer people shopping in the Shorewood businesses. A copy of the survey was provided to Walker for consideration.
Business Owner	Problem brought on by the Village by allowing development of new business and condo

MEETING MINUTES – INPUT/INFORMATIONAL VILLAGE MEETING

WALKER PARKING CONSULTANTS

PROJECT NO. 31-6310.00

REPRESENTING	CONCERN OR SUGGESTION
	units without requiring new parking per city code.
Single Family Home Owner	Want to keep tree-lined streets, walkable community, two-way traffic, and no overnight on-street parking.
Duplex Owner	• Keep the no-overnight on-street parking policy. • Apartment owners knew when they bought their property that parking was limited and overnight parking was prohibited. • The Village is trying to build the tax base at the expense of the residents. • Keep everything the way it is now. • How about using the Pick & Save or other business parking lots for overnight parking? Use eminent domain if the businesses don't agree.
Single Family Dwelling (Elmdale Ct)	How can Walker complete the parking study with one day of observation? Who hired Walker?
Single Family Home Owner (Wood Place)	• Safety concerns for small children • Too much traffic • Don't reduce green space
Single Family Home Owner	Opposed to mini-lots, which in their opinions, would not supply sufficient parking.
Duplex Owner	Parking is not a problem for her tenant with two cars. Promised a green barrier for the Ogden development from Jarvis Street, which has yet to be seen. There is a human factor that must be considered. Shorewood residents have a passion for their community.
Duplex Owner (Kenmore Place)	What are the objectives? How about using the Atwater School parking lot? Look at the lot at night for possible overnight parking availability. Also, consider requiring the "big lot" owners to share their parking when they don't use it.
Renter	• The study area may be too limited, as parking problems go beyond TIF District. • Majority of apartments without parking are grouped in one district. • Likes no overnight on-street parking • How about limited on-street permit parking on Oakland and Capitol. • There needs to be clear communication to the public on whats going on in the Village • Communication should be two-way
Renter (Health Board Member)	• Opposed to Mini-lots • Too much traffic • Does not feel that parking is a problem on her street • There is a greater need for housing in the Village than parking • Safe, clean, residential neighborhoods with tree lined streets and grass are desired, not parking lots
Owner and Renter	Partners would like overnight on-street parking, but as a resident she opposes overnight on-street parking. There are two issues, nighttime parking and daytime parking. Husband

MEETING MINUTES – INPUT/INFORMATIONAL VILLAGE MEETING

WALKER PARKING CONSULTANTS

PROJECT NO. 31-6310.00

REPRESENTING	CONCERN OR SUGGESTION
	works nights and needs to park during the day; however, parking is limited to 2-hours, which is a problem.
	The Village does not need more parking.
unknown	The Village is allowing new development that will generate additional parking demand. There should be a plan as to how to accommodate the parking needs before the development is allowed.
Resident	People in this room are not interested in development. Shorewood is known as a "Hot Shopping District". The shopping should be for the neighborhood only. What is the vision of Shorewood? It seems to be building more stores and adding more residents. People don't want it to change.
Renter/Business Owner and with Village	The Village listened to the residents and voted down the Mini lots. Want to keep the TIF area a walkable community. The existing buildings (apartments) were built in the 1920's and '30's, when people rode the trolley that ran through Oakland Ave. Now people have cars and there is no trolley, thus there are parking problems.
Single Family Owner (Kenmore)	Angle parking in Mini lots not practical due to the size (length) of cars. They would extend into the street. Also, what about in the winter? Streets would be dangerously narrow.
Apartment Owner	Parking was not a problem until Metropolitan Development took away gravel lot. Now the Village is allowing some overnight parking, at least on Oakland avenue.
Resident (Wood Place)	How did Metropolitan development get approved without necessary parking?
Answer – (Bill Meinhardt)	Development went to Board of Architecture three times before being approved. There was to be a garage on the Zein lot, but that did not happen. The development as 8,800 square feet of commercial development and condos, with less than 1 parking space per dwelling unit in the basement.
Resident	Village allows development to be built without enough parking.
Renter	There is more than enough parking at Goldi's, lot is only 2/3 full at night. More than enough parking.
Apartment Owner (Wood Place)	Knew parking was prohibited on street when property was purchased 12 years ago; however, parking has become more difficult to find. Does not want Mini lot or any other solution that would reduce green space. Suggests that the Village work to arrange overnight parking deals with local businesses, such as the Walgreens, Pick & Save, etc.
Renter	I do not drive, and I love to walk. Seems like the 4400 block of Oakland is the problem area due to the concentration of apartments. The intersection of Oakland and Jarvis is very dangerous. The Village should look at traffic issues as well as parking. The Village of Shorewood should pressure Walgreens and Pick & Save to permit overnight parking.
Condo Owner (4400 block)	Parking garage will be a source of air pollution and crime, and detract from the value of Shorewood property. Don't build a parking garage.
Home Owner (4500 block of Bartlett Ave)	Keep things the way they are. We like Shorewood the way it is.

MEETING MINUTES – INPUT/INFORMATIONAL
VILLAGE MEETING

WALKER PARKING CONSULTANTS

PROJECT NO. 31-6310.00

REPRESENTING	CONCERN OR SUGGESTION
Renter	The parking ordinance needs to be reviewed. You can actually park overnight on weekends. Parking should be checked at this time to see how it would impact the weekdays. You can also call the police department to get permission to park on-street overnight for $60 per month. There are loopholes to the ordinance.
Police	Provided clarification to "loopholes" Each vehicle is permitted 10 free overnight parking times during the year. After that you have to go to the police department and pay $3 each night you want to park overnight. There is no $60 permits that allow monthly night parking.
Resident	Who hired the consultants? The people that hired the consultants should be present at this meeting.
Dave Drews B of A	Need to review parking code. Don't want the Village to look like a parking lot. Suggest keeping an open mind regarding the issues. Don't put blind faith in existing parking code. Look at Culver's restaurant if you want to see what the parking code requirements require.
Resident	Parking problem is not just in the TIF area. You will cause values to go down throughout the Village if you eliminate the ban on overnight parking.
Resident	Postpone field study of parking until the high school is back in session. Fire is causing the H.S. to be closed on the study day. High school students will be in the study area parking cars and hanging out. This will result in inaccurate data.
Resident	There is overflow parking from UWM.
Renter	Who will get cars off the lot if renters don't move? Where do business employees park?
Resident	Shorewood has a great bus service along Oakland Avenue. The apartment owners should point this out to renters.
Resident	Is the Shorewood High School parking lot used for overnight parking? Could it be used?
Kellie Lange	Will the study look at environmental impact of parking?
Answer Rich Klait	No.
Bill Meinhardt	The problem is people have to park on Bartlett Avenue to go to his business. This is too far away. People won't walk two or three blocks for long and will eat somewhere else.
Soleczak	Over 50% of the duplexes are rental units. Look at both viewpoints.
Resident	Why are we looking at only the TIF area? It is a problem for the entire Village.
Answered - (Kellie Lange)	Because the money is coming from the TIF fund, thus the study is limited to the TIF area.
Rep of Landlord (who owns several buildings)	One building has sufficient parking and is 100% occupied. Other buildings do not have enough parking and have vacancies. This costs over $100,000 / year.
Resident	Do not want parking solution that goes into or affects blocks adjacent to the TIF.
Meinhardt	There should be a moratorium on building more condos until a solution is reached. CDA is running the Village.
Safety Board	You must get involved with the local government. Go to the meetings and express your views. Get out and vote!

MEETING MINUTES – INPUT/INFORMATIONAL VILLAGE MEETING

WALKER PARKING CONSULTANTS

PROJECT NO. 31-6310.00

Following the meeting it was decided that the "data collection day" would be postponed until the High School was back in session.

The preceding minutes represent the author's understanding of the various participants. I welcome your input to the notes prior to finalizing.

Respectfully,

Jon Martens