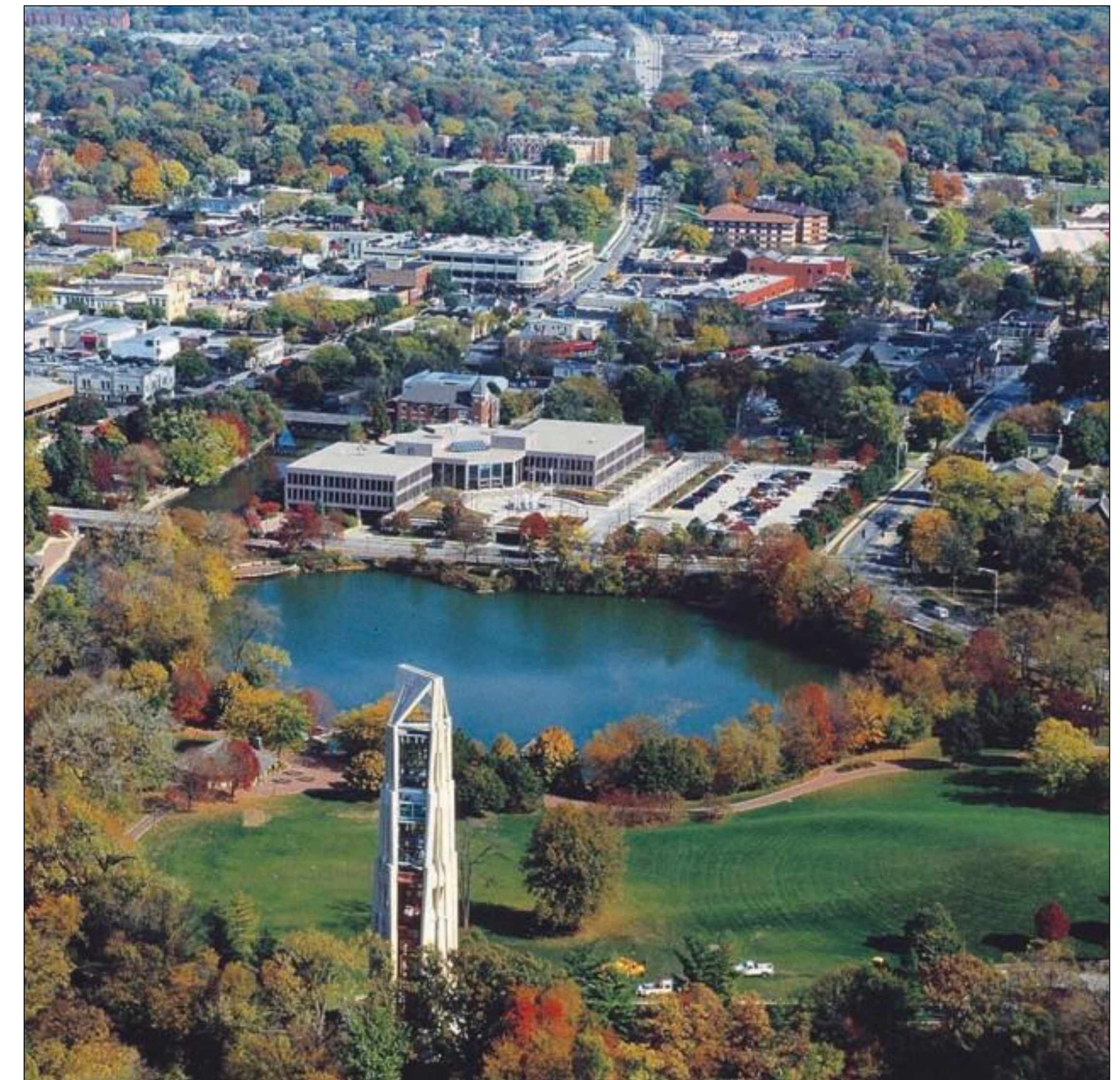


# WELCOME!

Thank you for attending the Downtown Naperville Parking Open House.

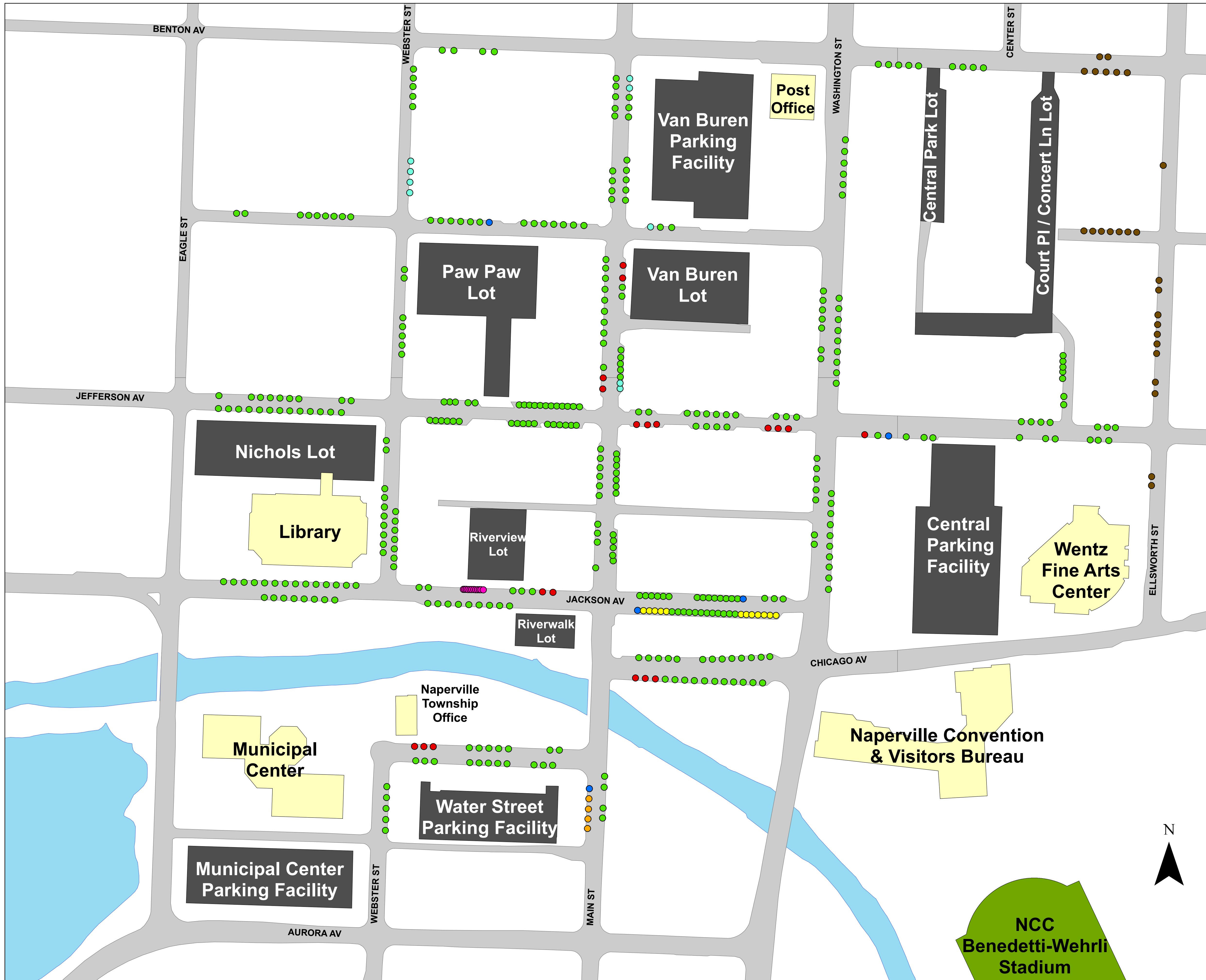
- The purpose of this meeting is to discuss how the City can maximize the use of existing downtown parking spaces.
- Please visit the stations around the room to learn about downtown parking and the key principles that guide the management of downtown parking.
- Your input is appreciated! Please complete a comment form before you leave.



# Downtown Parking By The Numbers

- Total parking spaces = 4,044
  - Public parking spaces = 3,052
  - Privately owned parking spaces = 992
- Off-street parking spaces = 3,527
  - Located in four parking decks and numerous surface lots
  - Accommodate longer visits and downtown employee parking
  - Most spaces are for three-hour parking, with all-day parking/downtown employee parking located in the upper levels of the decks and in remote lots
- On-street parking spaces = 517
  - Accommodate short-term trips for retail and business visitors
  - Most spaces are for two-hour parking, with some designated as shorter-term loading zones with various time limits

# Downtown Naperville Parking



## Available On-Street Parking

- Multi-Use Loading Zone
- 15 Minute Parking
- 30 Minute Parking
- 2 Hour Parking
- 4 Hour Parking
- ADA Parking
- Motorcycle Parking
- Truck Loading Zone

\* On-street parking spaces on map only represent those located within the CIM area.

## Available Off-Street Parking

### Public Parking Lots:

- Central Park Lot (26 Spaces)
- Court Place/Concert Lane (79 Spaces)
- Nichols Lot (130 Spaces)
- Paw Paw Lot (119 Spaces)
- Riverview Lot (48 Spaces)
- Riverwalk Lot (24 Spaces)
- Van Buren Lot (114 Spaces)

### Public Parking Garages:

- Central Parking Facility (553 Spaces)
- Municipal Center Facility (355 Spaces)
- Van Buren Parking Facility (792 Spaces)
- Water St. Parking Facility (520 Spaces)



# Downtown Parking Funding

- Principle #1: Downtown parking is free to patrons. *Public parking within downtown Naperville has been free to patrons and visitors since 1976. The public parking system is currently funded by the City, Special Service Areas and the Downtown Food and Beverage Tax.*
- A Special Service Area (SSA) is a taxing mechanism used to fund specific services for a defined geographic area. Since 1976 SSAs have been used to fund the construction and maintenance of downtown parking.
- The Downtown Food and Beverage Tax was established in 2008 to fund construction and maintenance of parking facilities within the downtown. The current rate is 1.0% and all taxes collected are deposited into the Downtown Parking Fund.

Survey Question #1: Should downtown parking continue to be free to patrons?

# Downtown Parking Supply Management

- Principle #2: Convenient patron parking is the top priority. *When managing the downtown parking supply, the experience of the downtown visitors and patrons is the top priority. The Central Business District (CBD) employee hang tag program provides downtown employees with all-day parking at designated locations within the decks and more remote lots. CBD employees should utilize these spaces so that the prime on-street and surface lot spaces are available for patrons.*
- CBD Employee Hang Tag Program
  - The program is administered by the City.
  - Property owners and business managers must apply for the hang tags and distribute to their employees.
  - Hang tags are \$5 each and are valid for the calendar year.

Survey Question #2: Should patron convenience be the top parking priority?

# Downtown Parking Supply Management

- Principle #3: Efficient management of the downtown parking supply requires a strong public and private partnership. *There are 4,044 existing parking spaces in downtown Naperville. The City controls 75% of the spaces. To efficiently manage the overall parking supply, usage of the private spaces needs to be maximized. Marketing of the downtown parking supply should be a coordinated effort. Private transportation enterprises, such as valet and eTuk shuttles, can reduce the need for additional parking, particularly during peak periods, and can be useful parking management tools.*
- Peak and average occupancy rates for private spaces are typically significantly lower than the public spaces.
  - Downtown patron satisfaction could improve if private parking utilization is increased.
  - Coordinated marketing efforts regarding availability of spaces and partnerships to share private spaces should be pursued.

# Downtown Parking Supply Management

Where do you typically park when visiting Downtown Naperville?

<u>Location</u>									
<u>Purpose for Visit</u>	On-street	Public Parking Lot	Private Parking Lot	Van Buren Parking Facility	Central Parking Facility	Water Street Parking Facility	Municipal Center Parking Facility	Valet	Other
Shopping									
Dining/Drinks									
Work									
Other									

# Land Use and Parking Demand

- Principle #4: Downtown parking is shared to maximize the use of the land and create an inviting downtown atmosphere. *Shared parking facilities within the downtown provide the parking supply needed to meet the needs of a dense downtown setting while minimizing the impact on the vibrancy of the downtown and the pedestrian environment. Patrons are encouraged to park once and visit multiple destinations within the downtown.*
- Principle #5: Parking should be captured on the perimeter of the downtown to the extent possible. *Parking decks provide the necessary shared facilities and are strategically located on the perimeter of the downtown to encourage less vehicular circulation and reduce pedestrian dead zones through the downtown core. Public information related to downtown parking, such as the Parking Guidance System, wayfinding and the City website, should promote the availability of deck parking.*
- Surveys conducted in 2012 and 2015 indicated that 74% of downtown patrons visit more than one destination per trip.

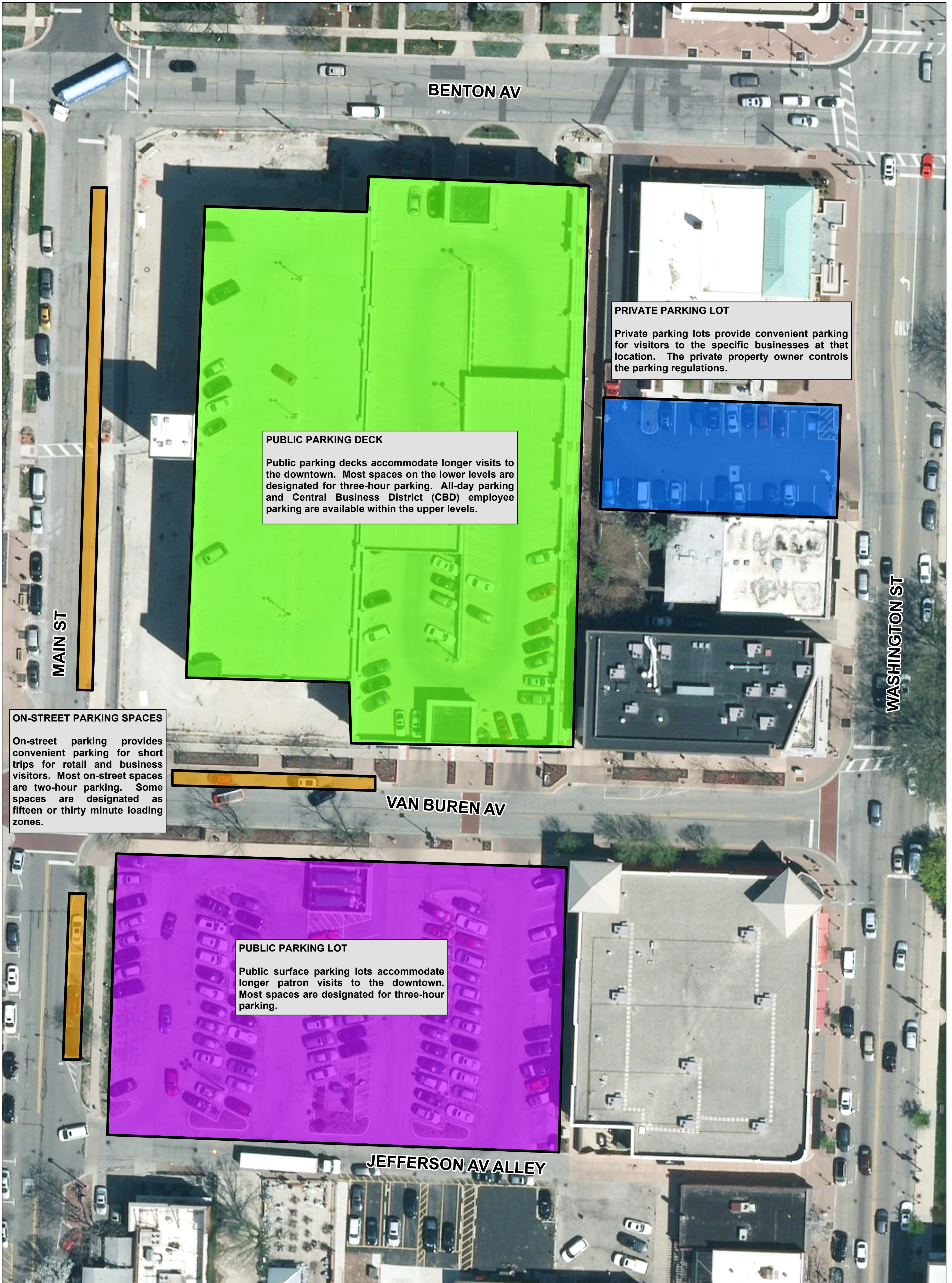


# Land Use and Parking Demand

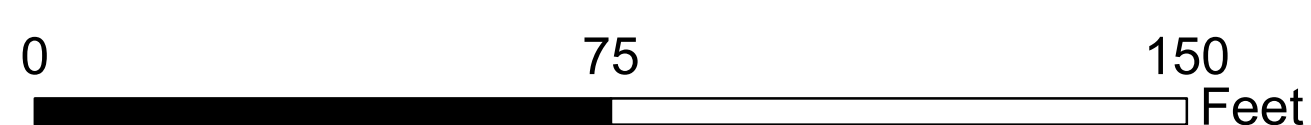
- Principle #6: A combination of parking types and regulations are needed for patron convenience. *The downtown parking supply is comprised of a mix of short- and long-term parking as well as loading zones to meet the needs of the downtown patrons and businesses. On-street parking is intended to serve short-term trips for retail and business visitors. The parking lots and decks are intended to accommodate longer visits to the downtown.*
- Different parking types (on-street, lots, decks) and parking time regulations are available throughout the downtown.
- The map of the Van Buren block provides an example of the available parking types and regulations.

[Survey Question #3: Does the current mix of time regulations meet your parking needs?](#)

# City of Naperville Downtown Parking Types



Transportation, Engineering and  
Development Business Group  
Questions Contact (630) 420-6100  
[www.naperville.il.us](http://www.naperville.il.us)  
February 2017



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# Land Use and Parking Demand

- Principle #7: The Continuous Improvement Model for Downtown Parking is the City's tool for managing the parking supply. Conducted since 2001, the Continuous Improvement Model (CIM) provides a basis for policy decisions to address the long-term parking needs of the downtown and to determine the impacts of parking management strategies. Year-over-year, the CIM provides valuable data on parking demand patterns and user perception. The CIM also establishes the downtown parking generation rate.
- The CIM consists of three components:
  - Existing parking supply and occupancy data collected through hourly counts on Friday and Saturday
  - Customer satisfaction data collected through verbal surveys of downtown patrons on Friday
  - Assessment of the parking impacts of future development and redevelopment based on the downtown parking generation rate

Location: Example Interviewer: \_\_\_\_\_

TIME OF INTERVIEW: \_\_\_\_\_

1) Today only, how satisfied are you with parking in downtown Naperville? (Check one)

Satisfied       Neutral       Dissatisfied

2) Where did you park today? (Check one)

On-Street       Parking Lot       Other  
 Parking Deck       Valet

3) What is your primary purpose for your visit to downtown today? (Check one)

Shopping       Work  
 Dining/Drinks       Other

4) How many downtown destinations do you intend to visit today (example: restaurant, retail store, Centennial Beach)? (Check one)

1       2       3 or more

5) How long did it take you to find a parking space today? (Check one)

Less than 2 minutes       5 to 10 minutes  
 2 to 5 minutes       Over 10 minutes

6) Based on your experience, how long do you expect to look for a parking spot in downtown Naperville? (Check one)

Less than 2 minutes       5 to 10 minutes  
 2 to 5 minutes       Over 10 minutes

7) How long do you plan to be downtown today? (Check one)

Less than 1 hour       2 to 3 hours  
 1 to 2 hours       More than 3 hours

8) How often do you generally come to downtown Naperville? (Check one)


At least once a week       At least once a year  
 At least once a month       Less than once a year (infrequently)

9) Which of the following technologies do you use to help you find parking in downtown Naperville? (Check all that apply)

Parking Guidance System       GPS  
 City of Naperville Website       Other (Please specify): \_\_\_\_\_  
 Mapping Website (e.g. Google Maps)       None

10) What is your zip code? \_\_\_\_\_

COMMENTS

  
Parking Guidance System

# Downtown Parking Utilization

- Parking utilization and patron experience can be influenced by:
  - Marketing – Coordinated marketing efforts promote the availability of parking options.
  - Wayfinding – Guidance signage helps visitors located parking in the downtown.
  - Technology – Parking Guidance Systems help patrons find open parking spaces.
  - Enforcement – Compliance with posted regulations promotes turnover of parking spaces allowing higher utilization.

Survey Questions #4 and #5: What tools and technology do you use to find a parking space? What tools and technology would you like to see the City implement?

- Principle #8: Parking enforcement is an important tool for managing and maximizing the downtown parking supply. *The goal of parking enforcement is to promote compliance with parking regulations to ensure maximum efficiency of public parking utilization. Parking enforcement is often viewed negatively, therefore friendly enforcement and education should be the focus when possible.*