



WICKER PARK BUCKTOWN SPECIAL SERVICE AREA #33

Addressing Parking Challenges: Innovative Parking Solutions for a Vibrant Community



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CMAP is the region's official comprehensive planning organization. Its GO TO 2040 plan is helping the seven counties and 284 communities of northeastern Illinois to implement strategies that address transportation, housing, economic development, open space, the environment, and other quality-of-life issues.

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Chicago Metropolitan
Agency for Planning

Metropolitan **Planning** Council

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Photo by the Chicago Metropolitan Agency for Planning.

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10:00 P.M.
Friday / Saturday
night is the worst
time to find parking



60%

of survey respondents
said that the availability of
parking affects where they
shop



7%

said that driving
is the only form of
transportation
they'll use⁵



WESTERN

4
Aldermanic
Wards

17
Divvy
Stations

235
Divvy docks



39
Shared Cars

386
neighborhood shops,
restaurants, bars, and
other businesses

3,076
people use
Metra every
weekday in
WPB⁶

40,230

people ride CTA buses
every weekday in WPB⁴

21%

of WPB
households do not
own a car

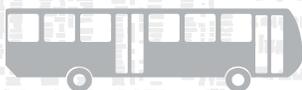


Bloomington Trail - "The 606"

1.8

average
hours spent
parked in
a metered
space²

149
CTA bus stops



45%
of WPB households
are car-lite*

ASHLAND

NORTH

3.2

average hours
spent parked
in a loading
zone²

11,650

73%
are free,
unrestricted
spaces

on-street parking
spaces in WPB

48,000

vehicles pass through the
intersection of
North / Damen / Milwaukee
in a day³



3
CTA "L" stops



4.6

average
hours spent
parked in a
free parking
space²

covering an area bigger than
**10 Wicker
Parks**

31,825
people live in
1.5
square miles



17,864
people get on the
CTA "L" every
weekday in WPB¹

DIVISION

1. RTAmS, CTA station entries for October 1, 2012.

2. Based on 7-hour surveys of Milwaukee Avenue between Ashland and Damen and Division Street between Ashland and Damen, CMAP, 2013.

3. Average Annual Daily Traffic, IDOT.

4. CTA bus boardings and alightings, October 2012.

5. CMAP MetroQuest Survey results with 488 participants.

6. RTAmS, Metra Ridership, 2006.

*Households of two or more that have only one car, and single-person households that do not have a car. Data source: U.S. Census, American Community Survey, 2010.

Executive Summary

In an effort to improve the parking and transportation conditions in the area to better support local businesses and residents, the Wicker Park Bucktown Special Services Area #33 (WPB SSA) partnered with CMAP and the Metropolitan Planning Council (MPC) to review existing conditions and provide strategic recommendations for parking management. Parking management can benefit everyone — even people who don't drive. Good parking management balances the needs of drivers, businesses, and their customers with overall transportation efficiency and community impact. It's not an easy task; the goals of different groups can be conflicting.

In 2009, the WPB SSA adopted The WPB Master Plan to “balance that good that comes from increased prosperity...with the strong desire to preserve local attitude and diversity and reinforce local arts, ecology, heritage, affordability, and values: drive less, bike more, buy local, go green, inhabit the sidewalks, indulge in urban eye candy, honor the past, welcome a progressive future, and do so as a unified community.” Developed through a broad public process, the plan includes a vision for the future of Wicker Park and Bucktown and identifies recommendations for achieving that vision, with one section dedicated to parking.

In the WPB neighborhood, more than 20 percent of households do not own a car, and about 45 percent are “car-lite” households, where households of two or more have no more than one car and single-person households do not have a car.¹ Many features of the area enable a car-free or a “car-lite” lifestyle, and future planning decisions should be sure to consider this demographic. Making the conscious decision to attract more residents who are interested in living car free or “car-lite” can increase the tax base without significantly endangering scarce parking resources, and residents who spend less on transportation can put their savings toward local businesses.

Parking is a complex and often contentious issue that affects everyone, no matter how they choose to get around. Local businesses want their customers to be able to find a spot close to their store, drivers want a convenient and cheap parking space; local residents don't want their residential streets filled with parked cars from outside the area; bus riders don't want to be stuck in traffic behind drivers searching for parking; people who appreciate the walkability of the area don't want to see giant parking lots or garages.

When parking is managed effectively, there are always a few prime spaces available, and drivers with more urgent needs can quickly find a space without circling the block and causing congestion. When parking is not efficiently managed, there may be overcrowding in certain areas, with drivers circling the block while other spaces sit underutilized. Providing an excess of supply without appropriate pricing can entice more people to drive and harm the walkability and the character of the area.

1. American Community Survey, U.S. Census 2010, Household Size by Vehicles Available.

To satisfy various parking goals, professionals recommend implementing parking strategies to achieve a parking occupancy rate of about 85 percent at any time. This means that about one of every seven spaces is available, and a customer can easily find a parking space. This is most often achieved by demand-based pricing to incentivize long-term parkers to park in less desirable parking spaces.

During the planning process for the WPB Master Plan, in 2008, the Chicago City Council approved a deal to lease the City’s parking meters to a private company for 75 years. Shortly thereafter, the neighborhood parking meters went from an undeniably low \$0.25 / hour to \$2.00 / hour. While the meter prices needed to be raised, the 800 percent price increase was significant. The higher prices have created parking availability in congested areas during hours of enforcement, but in many areas, the pendulum has swung too far.

Occupancy rates are lower than desirable in prime retail corridors, nearby streets with free parking are clogged with cars avoiding the meters, and meters are not enforced when WPB sees the most traffic — late on Friday and Saturday nights — causing complete parking congestion. Recent changes to the parking meter concession agreement made Sunday parking free, causing more congestion in WPB during prime shopping hours (although this may soon be changed).

In the report, we talk about the “success” of the neighborhood. The vision of success is based on the goals and values espoused in the WPB Master Plan. Some of the strongest attractions to WPB are the unique local businesses, high numbers of pedestrians and bicyclists, an active arts community, and a variety of housing options. WPB is a vibrant, yet “gritty” neighborhood whose history has a diverse and colorful background. Keeping WPB colorful, helping local businesses thrive, and getting more people on the sidewalks everyday are desirable signs of “success.”



Clockwise from top left: Residential permit parking, people crossing Milwaukee Avenue at Damen Avenue, Western Avenue Car dealer parking on the sidewalk, bike lane on Damen Avenue. Photos by the Chicago Metropolitan Agency for Planning.

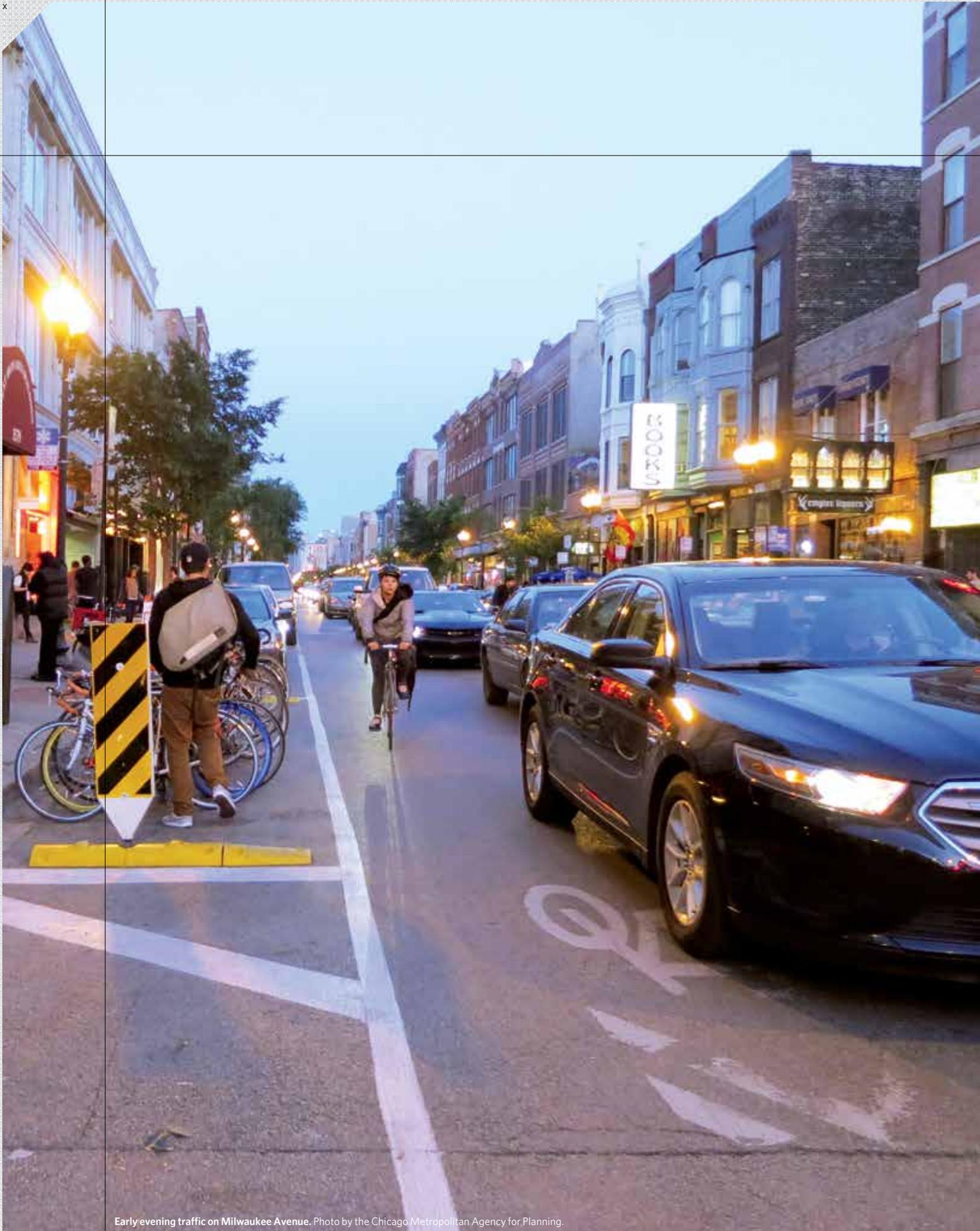
Many of the opportunities for improvement in parking that were identified in the 2009 Master Plan are echoed in this report. Below are the eight identified priority goals for improving parking in WPB:

1. Balance parking supply and demand with pricing, paying particular attention to when and where WPB is most congested.
2. Improve utilization of loading zones and valet parking spaces through education and enforcement.
3. Use technology, apps, and signage to better inform people about parking, particularly to highlight streets with underutilized parking.
4. Explore changes to the residential permit system to prevent permits from becoming merely “hunting licenses.”
5. Increase shared parking arrangements to better utilize the existing parking supply, particularly with institutional uses in the study area.
6. Improve the safety of bicycling and walking, and continue to promote active transportation.
7. Improve the safety and quality of public transportation to increase the attractiveness of transit as an alternative to driving.
8. Investigate the feasibility of a taxi stand near the Milwaukee / Damen / North intersection.

The following report details the process used to identify these goals, more explanation as to why we need to manage parking, case studies from other cities, an examination of the current parking conditions in WPB, descriptions of various parking strategies, and the implementation strategies associated with each goal.



Creative Commons photo by Ben Husmann: <http://bit.ly/1i512J>.



Early evening traffic on Milwaukee Avenue. Photo by the Chicago Metropolitan Agency for Planning.

Introduction

The Chicago neighborhoods of Wicker Park and Bucktown (WPB) are widely recognized for their diverse residents, vibrant local businesses, restaurants, culture, nightlife, and engaged community organizations. WPB's prime location, just three miles northwest of the Loop, with easy access via various modes of transportation, and great pedestrian environment, make WPB a prosperous and desirable area in which to live and visit.

Why create a parking plan?

These are only a few of the many assets that contribute to the unique richness of WPB, attracting visitors from all over the region (and even internationally). It is a good problem to have, but it leaves local leaders with the challenge of accommodating the influx of people who live in WPB or travel to the area to work, shop, dine, and partake in the popular neighborhood events. The WPB Master Plan adopted in 2009 highlights goals to improve parking and active transit in an effort to overcome the present day challenges that the neighborhoods face. The next step is to take a more detailed look at innovative ways to tackle this challenge.

To balance the good that comes from increased traffic with the needs of the neighborhood and local business owners, the Chicago Metropolitan Agency for Planning (CMAP), in collaboration with the Wicker Park Bucktown Chamber of Commerce/Special Service Area #33 (WPB SSA) and the Metropolitan Planning Council (MPC), thoroughly researched the parking patterns of WPB and examined successful parking plans implemented throughout the country. The analyses aided in developing the Wicker Park Bucktown Innovation in Parking Management Plan, which addresses the identified parking issues and potential opportunities to balance diverse community needs and support local businesses through strategic parking recommendations.

Community Involvement

An important component in developing the parking plan was to understand the WPB community perspective on the current parking system and identify what residents and business owners see as existing opportunities to address identified issues. To accomplish this, a series of public outreach and engagement opportunities were designed to gather input from different stakeholders who are affected by current parking regulations. This plan provides a snapshot of outreach strategies employed—a more comprehensive overview of this process can be found in Appendix 2.

During the first phase of the project, CMAP staff conducted key person interviews with 17 community stakeholders who represented distinct groups and constituencies in the community including residents, business owners, WPB SSA staff, and elected officials. These confidential stakeholder interviews served to gather information about the issues and strengths that each stakeholder group faces with the existing parking system in WPB.

To elevate community engagement in the planning process and ensure that all stakeholders are heard, a kickoff public workshop was held on June 26, 2013 at the Bucktown-Wicker Park Library. At the workshop, participants learned about the project, identified existing assets and challenges facing the neighborhood, and discussed parking strategies that would improve the WPB neighborhoods and help support local businesses.



Workshop attendees describe their priorities for WPB. Photo by the Chicago Metropolitan Agency for Planning.

Metroquest on-line survey screenshot

Innovation in Parking Management

The screenshot shows a web-based survey interface. At the top, it says 'Getting Around Tell us how you get around WPB.' There are navigation tabs for 'Parking' and 'Active Transportation'. A sidebar on the left has five steps: 1. WELCOME, 2. TRAVEL PRIORITIES, 3. SURVEY (current), 4. MAP, and 5. STAY INVOLVED. The main content area has a menu with 'Car travel', 'Driving Destinations', 'Parking Experience' (selected), and 'Parking Comments'. The survey question is: 'Have you ever abandoned a trip because you couldn't find parking?' with 'Yes' and 'No' buttons. Below are four Likert scale questions: 'It's easy to find parking in WPB:', 'The 2-hour parking limit makes me spend less time in WPB:', 'The availability of parking determines where I shop:', and 'Driving is the only form of transportation I'll use:'. Each scale ranges from 'Disagree' to 'Agree'. A 'Next' button is at the bottom right. A progress bar at the top right shows the survey is partially completed. Social media sharing icons for Facebook, Twitter, and email are on the right sidebar.

Source: Chicago Metropolitan Agency for Planning.

To engage stakeholders unable to attend the workshops and reach a broader audience, an interactive on-line survey was created. The goal of the survey was to introduce the project to the wider WPB community, initiate conversations surrounding the topic of parking and active transportation, learn about travel priorities, and gather input to develop the strategic recommendations ultimately included in this plan. The survey was available on-line from June 25 to August 25, 2013. During this time, 448 participants provided detailed feedback about travel priorities and mode of travel to and around the WPB neighborhood. Survey takers also had the opportunity to identify places in the neighborhood that they enjoy and areas they believe need improvement to help inform where potential strategies may be appropriate.

To tie together the research, analyses and public input gathered in the development of the Wicker Park Bucktown Innovation in Parking Management Plan, a public open house was held to display the proposed parking recommendations for WPB. The open house was an opportunity for the WPB community to learn about the proposed strategies that will help address the parking challenge, support active transportation, and provide feedback before it goes to the WPB SSA Board for approval. Any necessary revisions were incorporated into this document and a newer version is available on the project web page.

Figure 1. WPB Study Area



Source: Chicago Metropolitan Agency for Planning.

Purpose of the Plan

Based on comments received throughout the planning process, it is clear that the present parking system in WPB isn't ideal and could potentially hinder the future success of WPB. Frustrations expressed by stakeholders — ranging from the lack of available parking at various times of the day to a decline in clientele due to the time-restrictive meters — validate the importance of developing a comprehensive and strategic parking plan that addresses the concerns of residents, businesses, and visitors.

Without understanding the complexities of parking, its role in the transportation system, or the astronomical costs of building structured parking, people often say, “Just build more parking!” The key to this plan is a focus on managing the use of existing spaces more efficiently through different innovative approaches to alleviate parking challenges and increasing the mode share for active transportation before looking at major financial investments for the community. The recommendations focus on streets in the WPB SSA area, as well as neighboring streets.

By taking a closer look at the type of parking and multi-modal transportation options that already exist in WPB — the close proximity to multiple transit options, bicycling infrastructure, and walkable streets — cost-efficient strategies can be put forth and implemented with the support of elected officials, community groups, and business owners. The management of existing parking spaces consists of balancing parking supply and demand with pricing, developing an efficient permit parking system, and improving the safety and quality of public transportation, bicycling and walking, among other actions.

This plan details numerous short-, mid-, and long-term strategies that can be implemented to address parking management in WPB based on data collection and public input and ideas gathered throughout the planning process. The strategies included in this report will assist in strengthening and preserving the unique character and central goals of the WPB community as set forth in the WPB Master Plan.

Organization of the Plan

The document is organized into the following sections:

- Executive Summary
- Introduction
- Section 1: Background Data
 - History of parking regulations in Chicago
 - Why a conventional parking approach won't work
 - Comparison Case Studies
 - Implications for WPB
- Section 2: Current Parking Conditions
 - Free on-street parking
 - Metered parking
 - Permit parking
 - Loading/ Standing zones
 - Park Once in Walkable Communities
- Section 3: Parking Management Strategies
 - Pricing Strategies
 - Non-pricing strategies
 - What motivates parkers?
 - Time limits and other regulations
- Section 4: Implementation Recommendations
- Conclusion
- Appendices
 - Implementation Matrix
 - Outreach and Steering Committee summary
 - Existing Transportation Network Overview
 - Parking Occupancy Data



Photo by the Chicago Metropolitan Agency for Planning.

Section 1

Background Data

This section includes an overview of the history of parking requirements in WPB and how they have affected local development, as well as case studies of neighborhoods in other cities that are addressing similar parking challenges and how we can learn from them.

History of Parking Regulations in Chicago

In Chicago, like many places, municipal zoning code determines the amount of parking that a developer must provide according to use and intensity of use. Chicago's first zoning ordinance was adopted in 1923.¹ Zoning was initially envisioned as a tool to protect the health and welfare of residents, to keep polluting industrial uses away from residential areas. Over time, zoning evolved to consider many other aspects of the built environment, such as aesthetics, property values, the natural environment, and parking.²

In 1957, a major overhaul of Chicago's zoning ordinance, with emphasis on floor-area-ratios, planned developments, and density significantly changed how new developments impacted the surrounding areas. Among many changes, the 1957 code instituted minimum parking requirements for new developments and prescribed the number of parking spaces according to use. Many of the changes to the zoning code were brought about to address the challenges that Chicago neighborhoods were experiencing as a result of a significant rise in automobile traffic.

These changes in parking regulations had a strong impact on newer development in the City, but did not have much of an impact on WPB until development started to pick up in the late 1990s. As WPB slowly became more of a destination and a trendy neighborhood, things changed. This is apparent when looking at the architecture of the neighborhood. Post-1957 developments, which adhered to the zoning standards set forth in the 1957 ordinance, are set back from the street and have parking lots and a lower building-to-parcel ratio. This type of development is drastically different from the 19th Century architecture that makes up most of the commercial corridors. The development style of newer buildings reduces walkability and is designed in a way that encourages automobile use. However, the WPB neighborhood has maintained a high level of compact development (though vacancy rates have fluctuated over the years), high transit ridership, and minimal off-street parking.

1. The 1923 Chicago Zoning Code is available online: <https://archive.org/details/ChicagoZoningCode1923>.

2. Schwieterman, Joseph P. and Dana Caspell. Encyclopedia of Chicago. "Zoning." <http://www.encyclopedia.chicagohistory.org/pages/1401.html>.



As new construction began to increase throughout the City in the 1990s, community members and elected officials began to realize the need for an update to the 1957 ordinance. In the early 2000s, Mayor Richard Daley initiated a process to review the zoning regulations and propose changes. In 2004, a new zoning ordinance was approved and remains in effect today. The new code included strategies and exemptions meant to enhance walkability and preserve neighborhood character. Some streets became designated “Pedestrian Streets” with restrictions on auto-oriented uses, parking, and curb cuts. The new code also included provisions for historic districts and six corner intersections, such as the North / Milwaukee / Damen intersection, density bonuses for affordable housing development, and protections for open space, among other changes.

The variations in parking requirements are found in Chapter 17-10 of the 2004 Chicago Zoning Ordinance³; they assign required parking per gross floor area or per unit (such as housing units), according to use. In September of 2013, Mayor Rahm Emanuel introduced a transit-oriented development (TOD) ordinance, which was developed to encourage higher density development close to transit stations. While it mainly deals with density, floor area ratios, and building height, it also includes parking reductions (up to 50 percent for residential, and up to 100 percent for non-residential sites) within 600 feet of transit and within 1,200 feet of transit for sites along a designated Pedestrian Street.

Many of the buildings in WPB are non-conforming uses because they do not meet the parking requirements established in 1957. Their equivalent could not be constructed today without large parking lots or garages. For example, the Home Bank & Trust Building at Ashland and Division does not fulfill the parking requirements of the 1957 code. Under the 2013 TOD ordinance, this building would be allowed since it is within 600 feet of the Chicago Transit Authority (CTA) Division Blue Line station. Unfortunately, as critics have been quick to point out, the new ordinance does not go far enough.⁴ A new residential building next to a transit station is still required to provide parking, albeit a reduced amount. And a building located 601 feet from a transit station, and not along a designated Pedestrian Street, still needs to provide all the required parking. For example, the apartments above Lillie Q’s would be illegal because there is no off-street parking. While they are across the street from a bike shop, along a major bus route, and only two blocks from a major transit station and two additional bus routes, they are more than 600 feet away from the rail station and they are not on a designated Pedestrian Street (North Avenue is a Pedestrian Street between Hoyne and Wolcott Avenues).



A result of the 1957 zoning changes: newer buildings in WPB with setbacks, parking lots, and lower building-to-parcel ratios.

Photos by the Chicago Metropolitan Agency for Planning.



3. Available online: <http://bikechicago.info/files/parking.pdf>.

4. “Mind the Gap: Chicago’s Transit-Oriented Development Ordinance Doesn’t Go Far Enough,” Center for Neighborhood Technology, accessed March 28, 2014, <http://www.cnt.org/2013/09/03/mind-the-gap-chicagos-transit-oriented-development-ordinance-doesnt-go-far-enough/>.

Many policy experts, including the Center for Neighborhood Technology, expand a TOD zone to one-half mile — an area 20 times as large as what was approved through this ordinance. Most able-bodied transit users consider a half-mile to be a walkable distance, and this would render most of the WPB area as a TOD. The University of California Los Angeles parking “guru” Donald Shoup would argue that parking requirements should be eliminated entirely, as they encourage driving, increase housing costs, and reduce the amount of revenue-generating activity allowed on a site. Along those lines, increasing the residential area immediately surrounding “E” stations with a transition to parking maximums (from parking minimums) would reduce auto trips and encourage a more vibrant pedestrian-oriented retail environment.

The parking requirements set forth in the 1957 code still form the basis for most of the parking requirements in the city and they have placed excessive burden on the private sector and deterred development, or encouraged development that discourages walking and prioritizes driving. There is not sufficient land area for large parking lots in the WPB area and land value is generally too high to rationalize using it for vehicle storage.

Many argue that we should simply construct more parking garages to consolidate parking and build up, rather than out. Unfortunately, parking garages cost approximately \$30,000 per space — a lot more than what most people in the area are willing to pay for a parking spot (when nearly three-fourths of the on-street parking is free). Of course, constructing garages is not outside the ability of a private entity, but the ability to make a profit is limited.

As communities grow, their parking needs and demands also undergo transformations, requiring different types of parking management. Over the last several decades, the types of business in WPB have changed along with the habits of customers. These changes are often reflected in the types of development that have occurred; in areas where more parking has been created, more people are driving. In areas with limited parking, great transit access and bicycle infrastructure, as well as shared cars, the trend finds more people forgoing personal vehicle ownership. This also enables many people to come to the neighborhood without driving. However, there are many people — customers and employees — who come to WPB from locations outside of the area by car.

Driving and parking make up just one facet of a community’s transportation infrastructure, and addressing the parking problems should be part of a comprehensive multi-modal transportation system plan. While cars will continue to be the primary mode of transportation for many, increases in the mode share of more active forms of transportation — like walking, bicycling, and transit — can help alleviate parking problems, improve safety, and help residents lead healthier lives.



Why a conventional parking approach won't work

The conventional approach to parking that has been popular for the last several decades is to make it free in order to attract customers. This free parking entices customers, employees, and commuters to drive and leave their car parked for long periods of time. This strategy can work in communities without a significant amount of commercial activity, or in areas where land is plentiful and cheap, allowing surface parking to expand outward. But this approach does not work in walkable neighborhoods where a large number of amenities and activities occupy a small area. The expansive parking in conventional development, like the big box retail development found along North Avenue, spreads destinations out to a point where a walkable urban district isn't possible. Needless to say, the WPB neighborhood doesn't have much vacant land available to build an expansive surface parking lot.

Many people in WPB wonder why the City of Chicago doesn't just build more parking garages like so many suburban downtowns when there is an obvious demand for parking in the neighborhood. That demand is for free parking, but constructing those spaces is not free. As mentioned, each parking space in a structure can cost about \$30,000 — and sometimes more. When drivers are avoiding metered parking to fill up all the free parking spaces, it does not mean that more parking is needed. The City of Chicago cannot afford to build parking that does not pay for itself, and that is why private companies have been slow to build parking garages in neighborhoods outside of the Loop. There is also strong local opposition to the construction of parking garages for fear of the traffic that might be generated by users who have the option of taking another mode, but instead choose to drive because there is new, ample parking. A general rule of thumb is that when the cost to park on-street would pay for the daily cost to construct and maintain a garage over its lifetime, and those parking spaces are consistently full, a parking garage can be justified.

Parking is not usually a primary land use in historic, walkable areas, which inevitably leads to parking congestion, where most spaces are full at peak hours. Time limits, parking meters, and parking permits are some strategies that have evolved to combat this problem.

Typically, a combination of strategies are used to manage parking in a community, but each has its own pros and cons. Time limits are costly to enforce and end up penalizing customers for wanting to spend time in WPB. If time limits aren't enforced regularly, drivers will take advantage and park longer than allowed.

In WPB, the meters have time limits of two hours. While the City of Chicago enforces meter compliance checking to see if the meter has been paid, it is practically unheard of for anyone to receive a ticket for meter-feeding. Since metered spaces are rarely at capacity during daytime enforcement hours, this is not a problem that is affecting parking supply; the time limits only serves as a hindrance to shoppers and diners who don't want to get a parking ticket. When it comes to free parking spaces, local employees and rail commuters seeking the cheapest, closest parking spaces often leave their car for the duration of the day. Essentially, any free, unrestricted parking is fair game for extended parking. The only spaces that are not available for daytime parkers are the 24-hour permit-restricted spaces.

Comparison Case Studies

The parking problems identified above are not exclusive to WPB. When looking at other cities across the U.S., there are multiple cities that have experienced similar issues and implemented various parking policies and programs to help address local parking challenges. The communities in the following examples are considered destinations within their respective regions and have executed programs dealing with congested residential permit parking, signage clarity, loading zone abuse, and meter time restrictions.

Boulder, CO: Improved Signage

Despite the variety of retail, entertainment, and commercial activities located in downtown Boulder, CO, many residents avoided this area, claiming there was not enough parking provided in the central business district. After conducting a series of stakeholder interviews, the City realized there was a disconnect between the public's awareness of parking availability and the existing supply. This discrepancy was addressed in 2004, when the city implemented a series of aggressive parking signage and marketing initiatives throughout Boulders downtown.

Signage was improved to clearly direct drivers to lower occupancy garages; this was done with new and improved entryway canopies over all parking structures. Additional signs were also placed along roads approaching lots and garages, directing more drivers to available spaces from a greater distance. Marketing campaigns targeted drivers by creating distinct advertisements in a variety of media formats; these included placing parking banners on several of the businesses websites, distributing additional maps throughout the downtown, and introducing a parking validation program with selected tenants.

One of the most successful campaigns was titled “Know Your Numbers” in which the city created a series of fliers presenting hard facts about the existing parking conditions, such as the number of spaces in underutilized garages and the central business districts average parking occupancy rate, concisely demonstrating to users that parking was not — after all — an issue downtown. Through implementing these campaigns and initiatives, Boulder was able to successfully eliminate the negative parking perception associated with its downtown, increase the occupancy rate of underutilized lots and structure, and enable more customers to utilize the variety of retail, entertainment, and commercial activities present.



Parking signage in downtown Boulder.
Creative Commons photo by Payton Chung: <http://bit.ly/1eFcKXG>.

Cincinnati, OH: Residential Permit Program

The neighborhoods of Clifton Heights, University Heights, and Fairview (CUF) in Cincinnati had been experiencing significant congestion from incoming residents, employees, and students enrolled at the University of Cincinnati. To mitigate these issues, the CUF Neighborhood Association formed a committee in the summer of 2010 that proposed a market-based approach to allocating on-street permit spaces. The new program introduced monthly permits and credit-card enabled smart meters (intended for shorter term parking) for the roughly 3,000 on-street spaces in the area.

These spaces were monitored each month and priced for the targeted 85 percent to 90 percent occupancy rate. Prices favored neighborhood residents and ensured that no one would be hunting for permitted or metered spaces within the CUF neighborhood. Revenue from permit sales is projected to pay for constant enforcement while increasing parking revenues. Overall, the CUF approach to permitted parking has decreased congestion, allowed more people to utilize existing spaces, and increased parking revenue.



A complete street in Cincinnati. Creative Commons photo by Mark Stosberg: <http://bit.ly/1m5JwTK>.



Delivery trucks in New York City. Creative Commons photo by Joe Mazzola: <http://bit.ly/1kuvAAo>.

New York, NY: Loading Zones

Greenwich Village, New York experienced similar issues and inefficiencies with their loading zones as are found in WPB. To combat this problem, the city conducted a series of PARK Smart pilot programs in which market-rate pricing was applied to curbside loading zones with an escalated price schedule. Rates for trucks and commercial vehicles were changed to be \$2.50 for one hour, \$5 for two hours, and \$9 for three hours of parking. Although the extent of the program's effects varied by community area, results showed that traffic volumes declined, vehicular turnover improved, and parking availability increased. Businesses also reported that the progressive pricing schedule incentivized deliveries to take place during non-business hours, allowing employees to be available for daytime business hours and assist more customers.

At the end of the pilot program, the community and delivery industry voted in favor of making PARK Smart permanent and to expand the peak rate to the rest of the metered parking spaces in the neighborhoods. The commercial parking rates now cover the majority of commercial parking spaces in Manhattan between 60th and 14th Streets, Chinatown, and the surrounding area. Overall, the program has allowed loading zones to successfully function in an urban environment without causing congestion.

San Francisco, CA: Extending Parking Meter Hours

Like WPB, the City of San Francisco experienced excessive occupancy rates outside of enforcement hours (10:00 a.m. to 6:00 p.m.), with cars remaining in spaces for extended periods of time as prevailing business hours went later and nightlife became more prevalent. To address this issue, the city implemented a pilot program which established new parking meter hours within the central business district; enforcement hours on Friday and Saturday were extended to 9:00 p.m. and remained enforced until 6:00 p.m. Sunday through Thursday. The pilot program found that there is a clear relationship between parking availability and meter enforcement; congestion along the city's streets decreased and parking spaces became available for all users. Extending meter hours was recognized as a vital parking management tool that can enhance availability and balance demand. The pilot was extended within the San Francisco Bay area and is presently undergoing final time adjustments.

Implications for WPB

Visibility

One of the most important aspects of parking is the integration of persistent and distinctive signage that makes drivers aware of the parking areas and lures them to underutilized parking lots or facilities. Several studies have shown that drivers are more likely to have greater knowledge of parking facilities when advertisements are dispersed in several different forms of signage and marketing tactics. The Boulder case study did not find that one single method was particularly successful, but rather the diversity of places and forms of advertising received the most attention from the public. This relates to WPB since, based upon this study's data collection, there are almost always unnoticed lots or streets sitting empty and used inefficiently in the WPB study area.

Residential Permit Parking

Permitted areas within WPB vary by ward, time, and duration, with the goal of ensuring that local residents in the area have a place to park. However, when the price of a permit does not correlate to demand in dense neighborhoods, permits can quickly become "hunting licenses," meaning that drivers with a permit can search for a spot but may not be able to find one. Permits are often oversold, so that there are more permits out there than available spaces, as opposed to being used as an effective tool that balances parking demand. Another issue faced by WPB is that many of the spaces reserved for permit parking are underutilized during daytime hours when drivers head to work, leaving many spots empty that visitors or employers could otherwise use.

Loading

With limited alleyways and very few loading docks within the SSA, large shipments to businesses and restaurants are often delivered using curbside parking. This is managed by issuing designated parking spots in front of businesses to be exclusively used for loading and unloading goods. In addition to limiting the existing parking supply, the loading zones in WPB were often found to be abused by business owners or employees who park their personal vehicles in the loading zone during their shift. When personal vehicles are illegally parked in the loading zone, delivery trucks are often forced to double-park, adding to congestion, slowing traffic, and creating unsafe conditions for bicyclists and pedestrians. In New York City, charging for parking in a commercial loading zone increased their efficiency of use and shifted the payment from the local businesses (as is done in Chicago) and onto the delivery trucks using the parking. If enforcing existing laws in WPB is unsuccessful, this strategy could prove useful.

Extended Meter Hours

Since WPB is known throughout metropolitan Chicago for its entertainment and nightlife, many people drive to WPB in the evening, especially on Friday and Saturday nights. One of the main issues with WPB's current parking situation is that parking meters in the study area are not enforced after 10:00 p.m. Many drivers arrive shortly before the meters expire, pay for a short amount of time and remain in prime spaces the whole night, decreasing the turnover rate, and forcing drivers to cruise streets for parking. These additional cars create extensive congestion within the study area.

When asking WPB residents, visitors, and employees what they value most in parking, many stated parking availability. To guarantee adequate availability, it is critical to ensure that WPB is efficiently using its existing parking supply through increased awareness and pricing strategies. This can be accomplished by looking holistically at the transportation system and supporting all modes of transportation, exploring changes to residential permit system, better using technology, and ultimately balance parking supply and demand within the WPB area.

Moving Forward

When asking WPB residents, visitors, and employees what they value most in parking, many stated availability. To guarantee adequate availability, it is critical to ensure that WPB is efficiently using its existing parking supply through increased awareness and pricing strategies. This can be accomplished by looking holistically at the transportation system and supporting all modes of transportation, exploring changes to residential permit system, better using technology, and ultimately balance parking supply and demand within the WPB area.

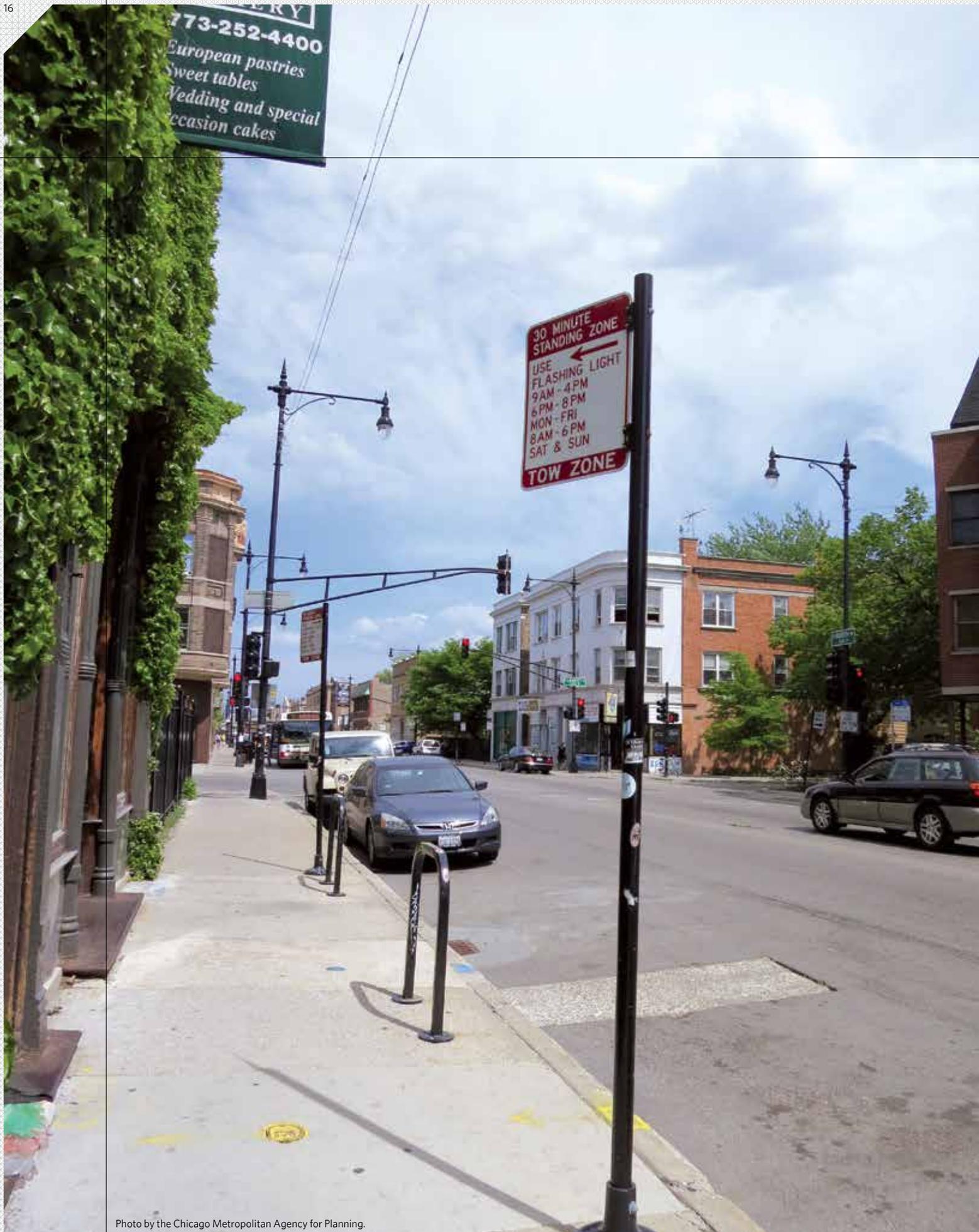


Photo by the Chicago Metropolitan Agency for Planning.

Section 2

Current Parking Conditions

This section gives an overview of the current parking conditions in the study area. More detailed analysis is found in Appendix D, which was taken from the Existing Conditions Report.

While some newer developments in the area have large surface parking lots, the majority of public parking spaces in WPB are found on local streets. This presents challenges when everyone wants to park in the closest space. The primary types of parking areas in WPB include: permit parking (residential permit and handicapped permit), free on-street parking, metered parking (on-street and off-street), private parking lots, loading and standing zones. Off-street parking lots were not counted due to time constraints, and because they are mostly private access lots. There are approximately 11,650 on-street parking spaces, and 73 percent of those spots are free to park in at any time (Figure 2).

The study area was divided into quadrants and each quadrant has unique challenges or conditions that affect parking. In Quadrant 1, many of the streets are one-way, which appears to contribute to lower parking occupancy compared to other quadrants. Quadrant 2 borders the Clybourn Metra station, creating demand from daily Metra commuters. Quadrant 3 has many institutional uses with large surface parking lots, creating lower demand for the nearby on-street spaces. Quadrant 4 has the largest amount of commercial and mixed use development in the study area and the majority of residential permit parking — combined, these factors contribute to the highest average parking occupancy in the study area. More maps showing occupancy at different times of day are found in Appendix D: Parking Occupancy Data.

Free on-street parking

As mentioned previously, on-street parking is free for the majority of the study area (73 percent). Most of the streets with free parking are residential streets with limited commercial activity, with exceptions along Damen Avenue north of Churchill Street, a short section of Division Avenue, Western Avenue, North Avenue west of Leavitt, Ashland Avenue, and Armitage Avenue. To assist in understanding how parking is being utilized, it was helpful to look at clusters of businesses and attractions together. Using business locations, we created an area of “activity” that covers one-eighth of a mile from business and attraction clusters (defined as groups of 10 or more locations in close proximity). The one-eighth of a mile area around businesses is represented on the map (Figure 2) by dark grey polygons (“Walk Shed”) that nearly connect along commercial corridors. These areas of activity have a strong correlation with parking congestion, except for the businesses along Western Avenue. Streets that have free parking and are close to an activity center are more likely to have parking congestion than areas farther from activity centers. Paulina Street south of Cortland Street is

an exception to this pattern as it is outside of the activity center, but its high parking occupancy rates may be explained by Metra commuters who drive to the area via Cortland and turn onto the street closest to the station with free parking — Paulina — and park all day long (Figure 3).

Table 1. Approximate breakdown of the WPB parking supply

PARKING TYPE	NUMBER OF SPACES
Free	8,553
Permit	1,775
Metered	1,025
Loading	186
15 Minute Standing	83
30 Minute Standing	28
Total spaces	11,650

Source: Chicago Metropolitan Agency for Planning.



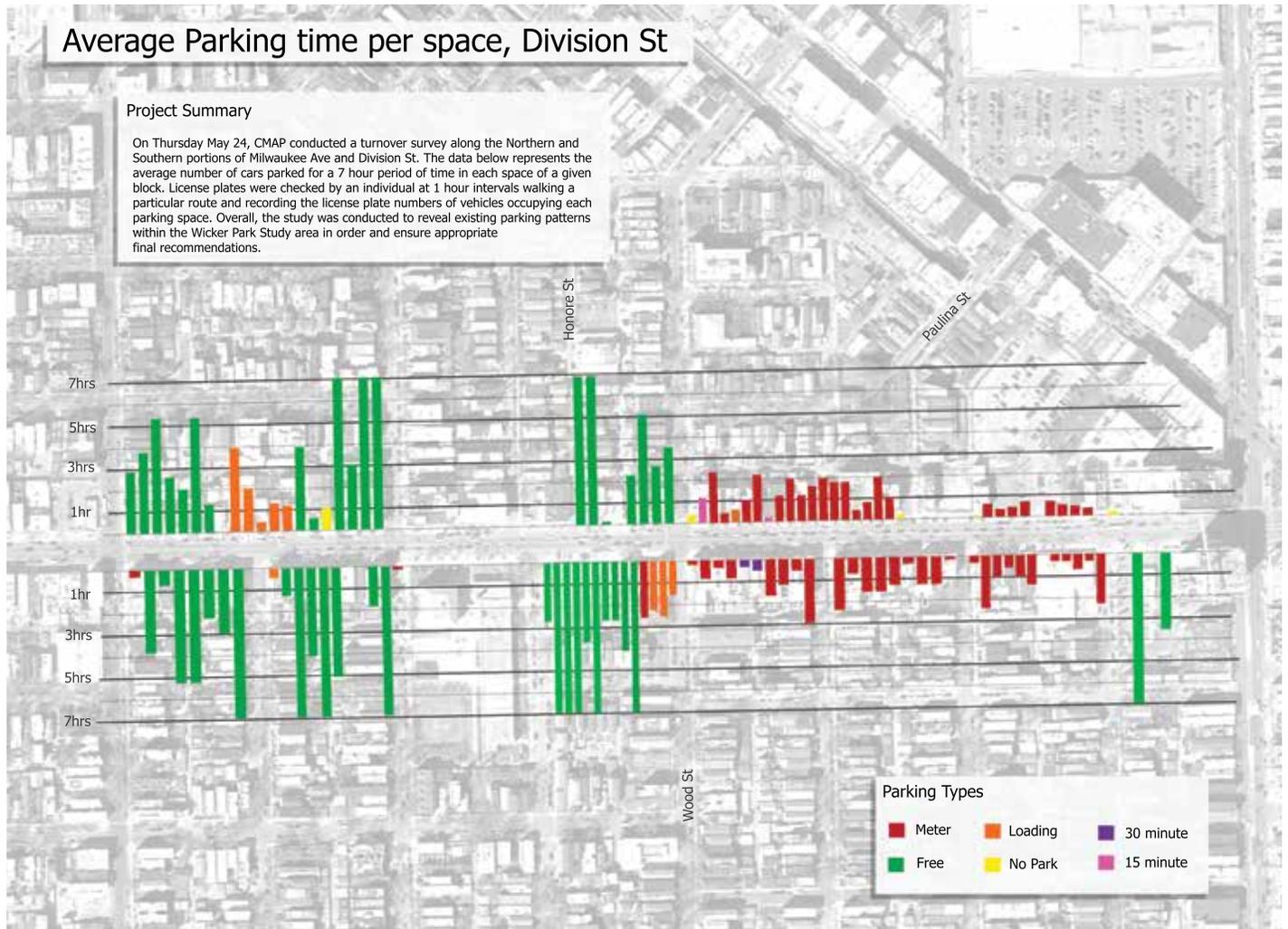
Photo by the Chicago Metropolitan Agency for Planning.

The “Walk Shed” was created by calculating a one-eighth of a mile walking buffer around concentrations of businesses.

Surprisingly, some sections of free parking on Damen Avenue and Armitage have lower parking occupancy rates than perpendicular side streets. One speculation is that people are avoiding having to parallel park on a busy arterial. On streets with many destinations and high retail activity, the free parking is often taken over by residents and employees who leave their cars for extended periods of time — or all day.

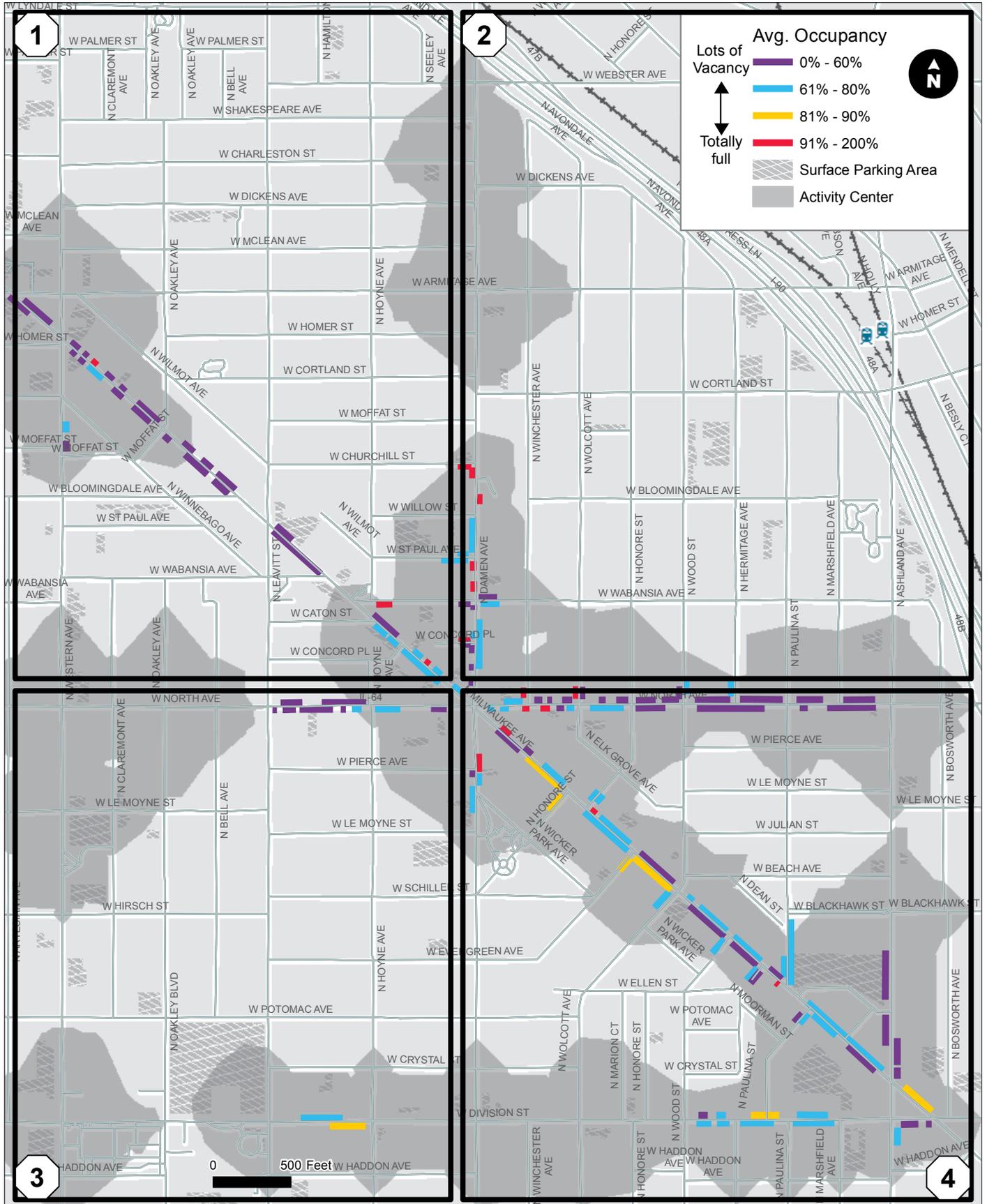
This was evidenced in the turnover survey on Division Street between Ashland and Damen, where about half the area surveyed is metered and half is free. None of the cars in the metered spaces stayed for longer than three hours, while most of the cars in the free spaces stayed for at least three hours, and 17 cars were parked for the entire seven hour duration of the survey. In this way, the free parking is damaging to local businesses whose customers struggle to find a parking spot in front of their destination.

Figure 4. Parking turnover survey results on Division Street



Source: Chicago Metropolitan Agency for Planning.

Figure 5. Average parking occupancy of metered parking spaces



Source: Chicago Metropolitan Agency for Planning.

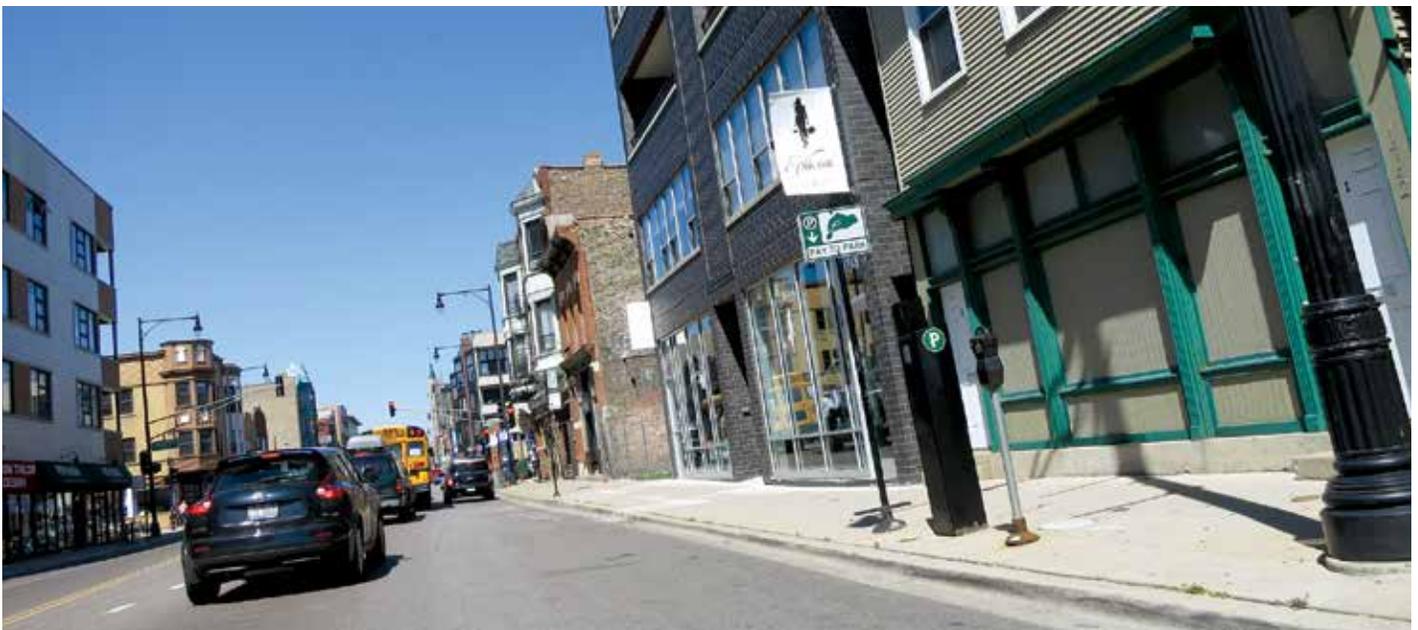
Metered parking

The vast majority of WPB's supply of public parking is on local streets, rather than in off-street parking lots. For this reason, balancing the utilization of on-street parking is essential to address the supply and demand challenges. The primary purpose of pricing parking through meters should be to manage demand of the limited supply of parking. Unfortunately, the SSA does not have the ability to adjust the meter prices to manage demand. Covered in more detail in the chapter on parking pricing, the parking meters in the study area are run through the City of Chicago and Chicago Parking Meters, LLC. While there are variations in price from the Loop, the Central Business District, and outer neighborhoods, the rates and enforcement hours neglect the differing demands of local neighborhoods. When most streets in the area are free, the price of \$2.00 per hour seems extreme and most drivers choose to spend time looking for a free space rather than pay. Or, they may also be looking for a place to park for longer than two hours and the meters don't allow for that (unless you return to your car and purchase additional time).

In WPB, this creates an unbalanced parking supply where the streets with the primary destinations have abundant parking availability during hours of parking meter enforcement. This begins to change in the evenings, and especially on Friday and Saturday nights. Many people drive to the area for dinner and late-night entertainment, paying for the last couple of hours of meter enforcement, and the streets remain completely full into the early morning hours. The map below shows the average parking occupancy of metered parking spaces in the study area. At the ideal rate of 85 percent full, these streets would be yellow but most metered streets have underutilized parking and are blue (61 percent to 80 percent occupied) or purple (0 percent to 60 percent occupied).

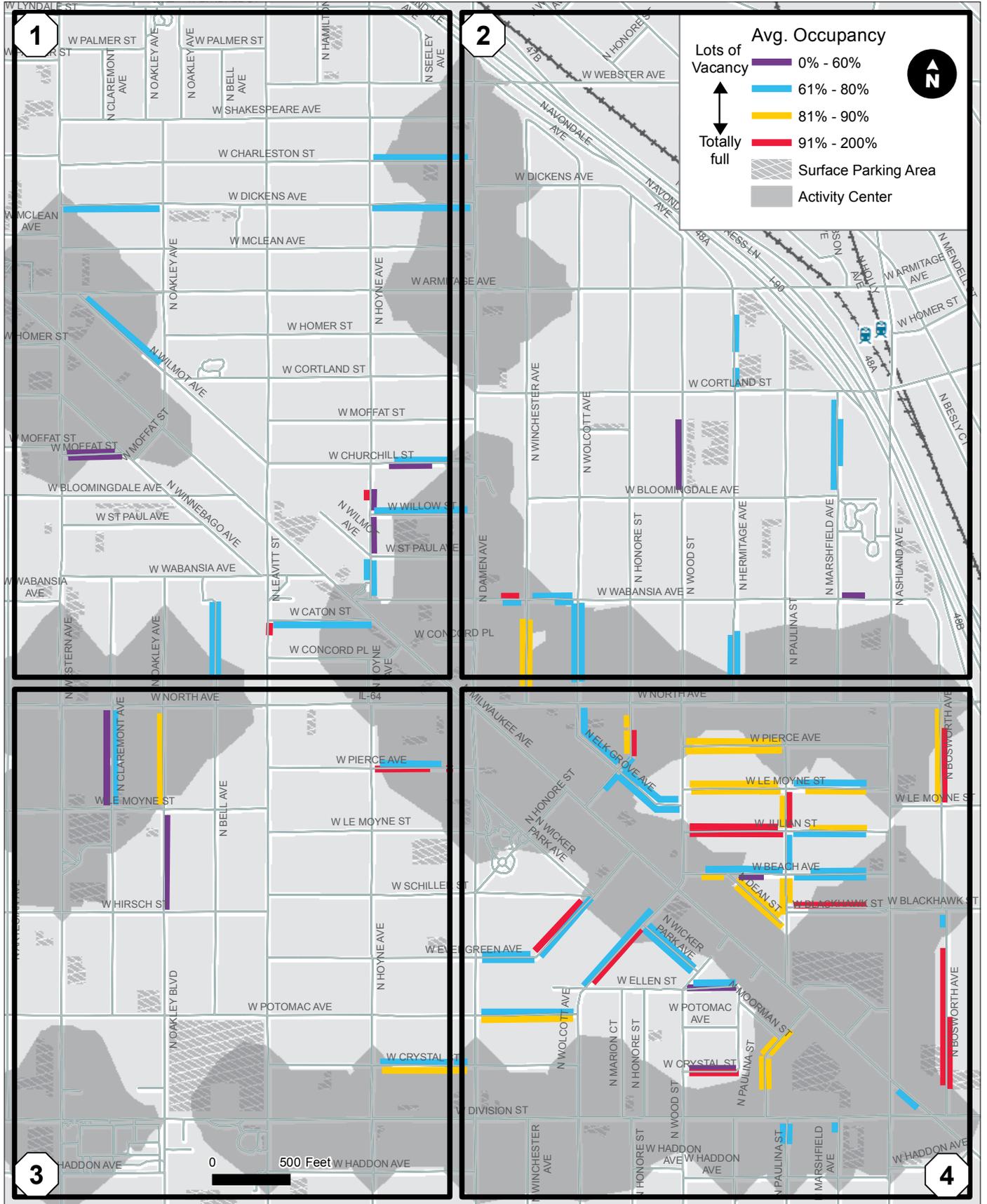


Parking meter paybox. Photo by the Chicago Metropolitan Agency for Planning.



Underutilized metered parking. Photo by the Chicago Metropolitan Agency for Planning.

Figure 6. Average parking occupancy of residential permit parking spaces



Source: Chicago Metropolitan Agency for Planning.

Permit parking

Most of the permit parking in the study area is on-street residential permit parking. There is a public parking lot on Bosworth that sells monthly permit parking passes. The Bosworth lot was not part of the survey, but is often vacant. There are also a number of handicapped permit parking spaces throughout the study area but for the most part, when referring to permit parking, this paper is referring to the residential on-street parking permit program. The permit spaces in Quadrant 4 frequently exceed ideal occupancy.



Residential permit parking. Photo by the Chicago Metropolitan Agency for Planning.

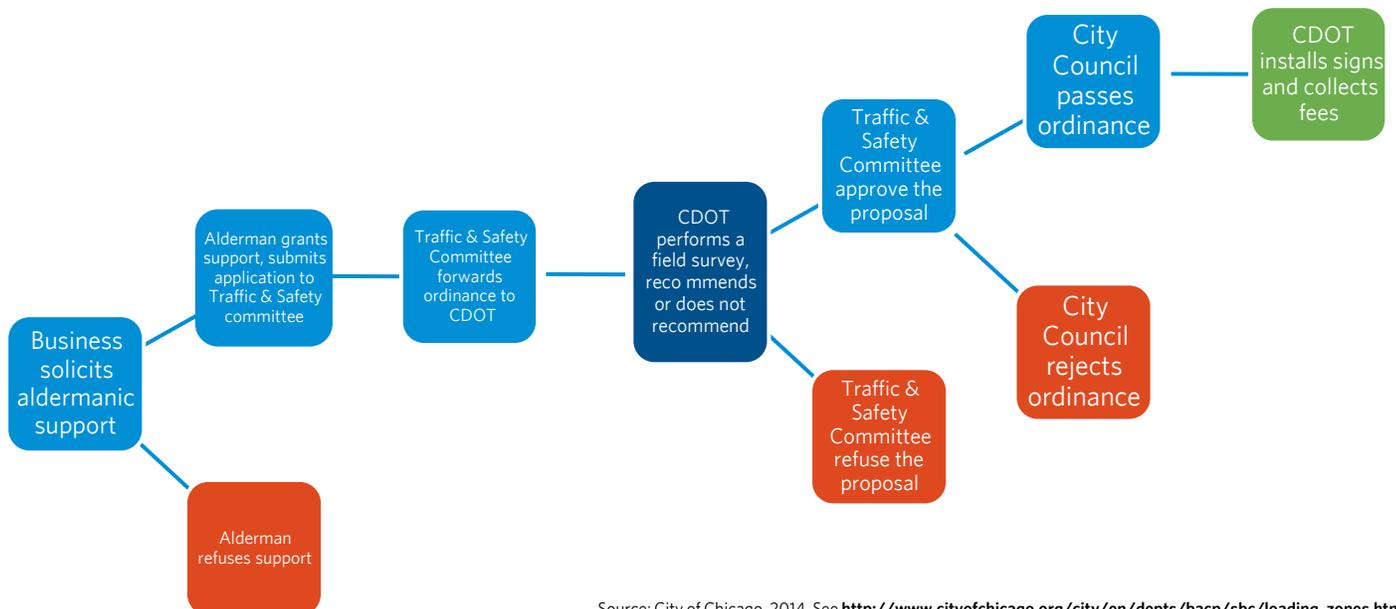
Loading/Standing zones

People are often confused about the various restrictions and parking terms used to describe different spaces. The three types of loading zones in the study area are general loading zones, standing zones, and valet spaces. General loading zones are only for commercial vehicles engaged in the process of loading or unloading goods or vehicles which hold a valid Non-Commercial Loading Zone Permit and are in the process of loading or unloading. Drivers do not have to be in their car and flashing lights are not necessary. If a business wants a loading zone, they must pay for it, but the use is not limited to their businesses. The cost of a loading zone depends on the size of the space. Since 2012, the annual fee for 20 feet of linear curb space has been \$110. There is an additional fee of \$50 per each additional linear foot of curb. Many loading zones are 25 feet long and were previously charged \$110 for installation and a \$50 annual fee; many businesses have requested a reduction in the size of their loading zones to avoid paying more. The application process takes approximately nine months from the time of requesting a loading zone. A diagram of the process is shown below.

A standing zone is for the short-term loading and unloading of goods or passengers. In the WPB study area, there are 15-minute standing zones and 30-minute standing zones. The driver does not need to be inside the vehicle, but in the immediate vicinity. Some spaces indicate that flashing lights are necessary. A valet parking spot is a loading zone that allows for restaurants to use the space for patron pick-up and drop-off during certain hours. Some signs indicate that the parking space is a general loading zone at all other hours.

Unless otherwise posted, a passenger vehicle may legally park at a general loading zone, a standing zone or a valet zone if it is outside of the applicable hours. For example, if the sign says Loading Zone 7:00 a.m. to 4:00 p.m., a passenger vehicle may park there from 4:00 p.m. to 7:00 a.m.

Figure 7. Process to allocate and remove loading zones.

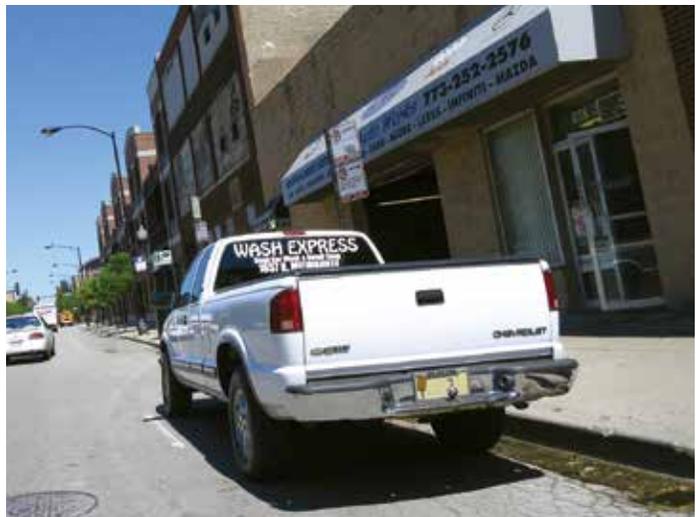


The WPB Master Plan section on Parking has a good summary of the conditions and reasons for loading zones (2008)⁴:

Loading zones are designated on-street parking spaces used exclusively by businesses on the commercial corridors of the study area. When properly used, they provide locations for deliveries, valet, and other occurrences that require immediate and relatively quick on-street parking in close proximity to the business. When improperly used however, owners and employees park for extended periods and valet services use them for longer term staging. The result of this misuse is oftentimes congestion and even unsafe situations when the real need for loading then occurs as double-parking on the commercial corridor.

Surveys conducted by CMAP in 2013 reveal that conditions have not changed much since the Master Plan was written. The majority of occupied loading zones were being used illegally by passenger vehicles not in the act of loading. During stakeholder interviews with local businesses, many expressed that when the CTA removed parking spaces under the “El” tracks, many business owners felt as though they didn’t have any other options for parking near their businesses. These business owners pay for a loading zone space, and feel entitled to use it for their personal vehicles. This defeats the purpose of a loading zone, and leads to double-parked loading vehicles.

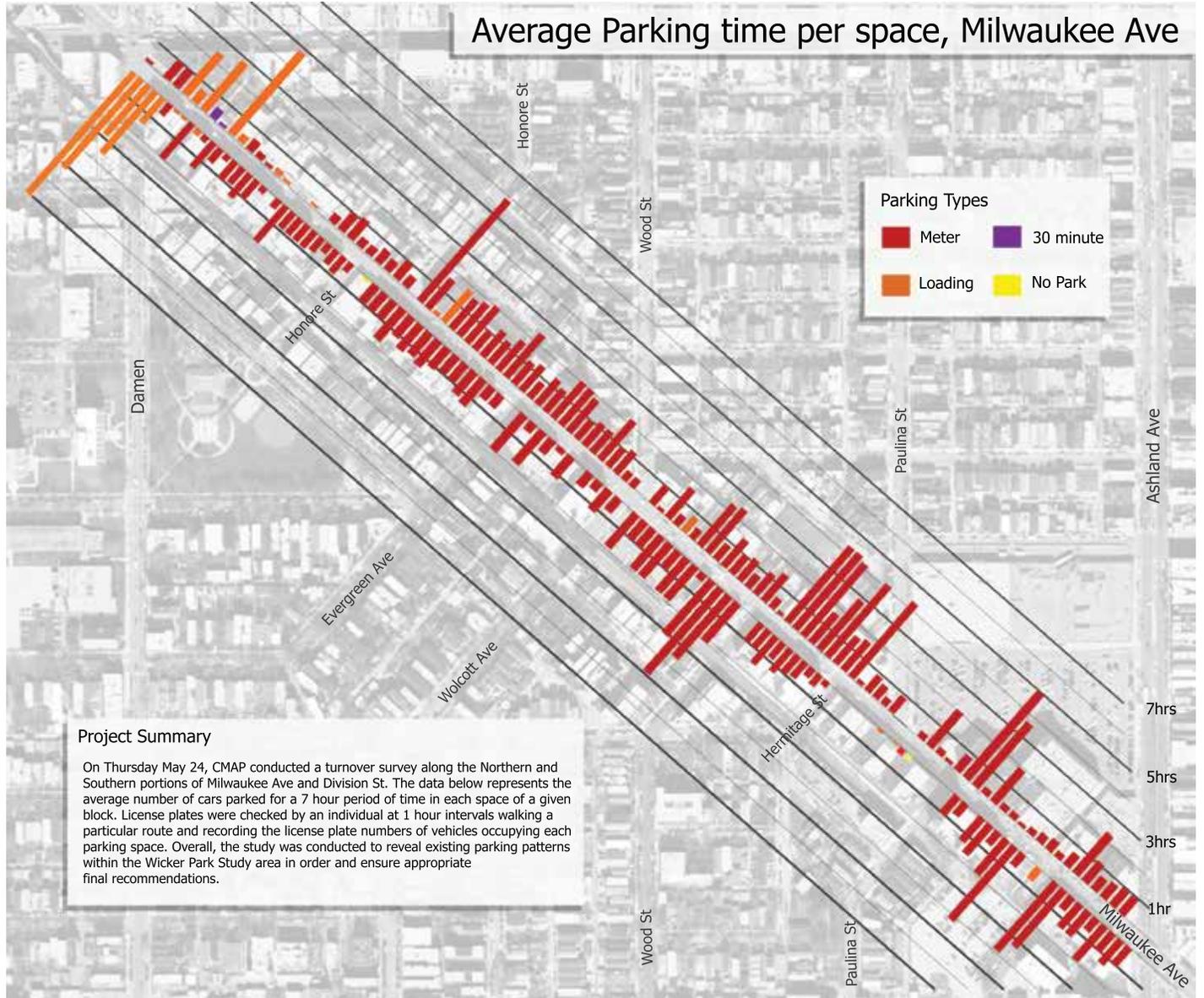
A loading zone is not for the proprietary use of the business that pays for its installation; a loading zone can be used by neighboring businesses that have loading needs. Over the course of several weeks of data collection, we did not see a single ticket issued while there were obvious infractions on a daily basis. It is unclear if the parking enforcement officers are only trained to enforce meter payments or if this is something that the City of Chicago does not enforce. Either way, the lack of enforcement encourages abuse and creates traffic flow and congestion problems.



Examples of personal vehicles parked in loading zones during enforceable hours. Photos by the Chicago Metropolitan Agency for Planning.

4. Available on-line: <http://wickerparkbucktown.org/site/wp-content/uploads/2011/12/part-iib-wpb-parking-summary.pdf>.

Figure 8. Parking turnover survey results on Milwaukee Avenue



Source: Chicago Metropolitan Agency for Planning.

In the turnover survey conducted on Milwaukee Avenue; the only space used for the entire seven hour period was a car parked in a loading zone, while the metered spots were predominately occupied for one to three hours (**Figure 8**).

Since the installation and removal of loading and standing zones is entirely at the discretion of the Alderman, and a business district like WPB can have several different aldermen, it is challenging to implement a consistent policy.

The unique nature of parking in walkable urban areas

One of the main reasons people are attracted to WPB is because of its unique character and mix of eclectic businesses and arts attractions. On a warm summer night, the first impression of WPB will be the sheer number of people out and about: people walking or sitting at sidewalk cafes, bicycles locked to bike racks and street signs, vibrant shops, restaurants, galleries, drivers searching for parking, and buses stuck in traffic. In contrast, the first impression of a big-box shopping area or a strip mall is usually a long march through a parking lot. Despite the frenzied nature of activity in WPB, many visitors still expect to have free parking available very close to their destination. Since that is rarely the case, there is a large gap between what people want and what people get, often leading to confusion, congestion, and frustration while driving and parking in WPB.

Park once

One of the most valuable aspects of a compact business district is that drivers are able to park once and complete a variety of tasks within a single area. For example, a shopper might come to WPB to grab lunch with a friend at Big Star, go to a yoga class at Cheetah Gym, do some shopping at City Soles, and grab a coffee at Starbucks on the way out — all within the same few blocks.

Ideally, a driver would be able to do all those things while only using one parking space. With the current meters and time limits, this person would have to move his or her car multiple times, or park far from these destinations. Neighborhoods function best when drivers arrive, park once to complete all errands and tasks on foot, and leave. For business owners, having frequent turnover of parking spaces closest to the business is essential. The key is to have parking priced so that drivers who will spend more time shopping and walking will park slightly further than the drivers hoping to make a quick stop. It is also more convenient to the patrons if they don't have to run out of the gym mid-session to move the car or feed the meter, or they don't have to skip part of lunch for fear of getting a ticket.

The park once strategy allows people to complete tasks quickly, conveniently, and in a lively and safe environment while encouraging walking and social interaction. The particular characteristics that enable people to do a lot of different things in a small area are distinctly what make neighborhoods such as WPB attractive places to visit: density, a mix of uses, and walkability.

Density

Density can be related to the number of people or amenities/destinations within the area. Human-scaled density does not have to include high-rises or giant apartment complexes. In WPB the large number of retail, housing, and amenities within the area make it easy for shoppers to walk from one shop to the next, eliminating the need to drive to each destination separately. On the other hand, a lower density development pattern, with large parking lots between each building, would make walking between stores a burdensome chore, if not a dangerous task.



The medium-high density of WPB creates pleasant pedestrian experience. Creative Commons photo by Joselito Tagarao: <http://bit.ly/1n9tloW>.

Mix of Uses

Density alone does not make a successful neighborhood. Thriving neighborhoods are also mixed use in nature, creating a variety of uses in proximity to one another. A mixed use neighborhood might have an ice cream store, real estate office, bank, apartment complex, salon, and wine shop all in the same block. When uses are separated and located further from each other, it becomes more difficult to walk between them.

Walkability

Density and mixed-use downtowns provide users with activities that motivate them to go to these areas. The third characteristic — walkability — creates an environment that is enticing to users, luring them from one activity to the next. Successful neighborhoods are walkable when there are a variety of elements catering to pedestrians at a human scale, creating a comfortable, safe, and interesting environment. This typically includes amenities such as wide sidewalks, short blocks, street trees, benches, consistent building façades, retail window displays, and good pedestrian-level lighting. This creates a microenvironment for the pedestrian, where they are protected from fast moving cars, and able to enjoy a varied and diverse streetscape.



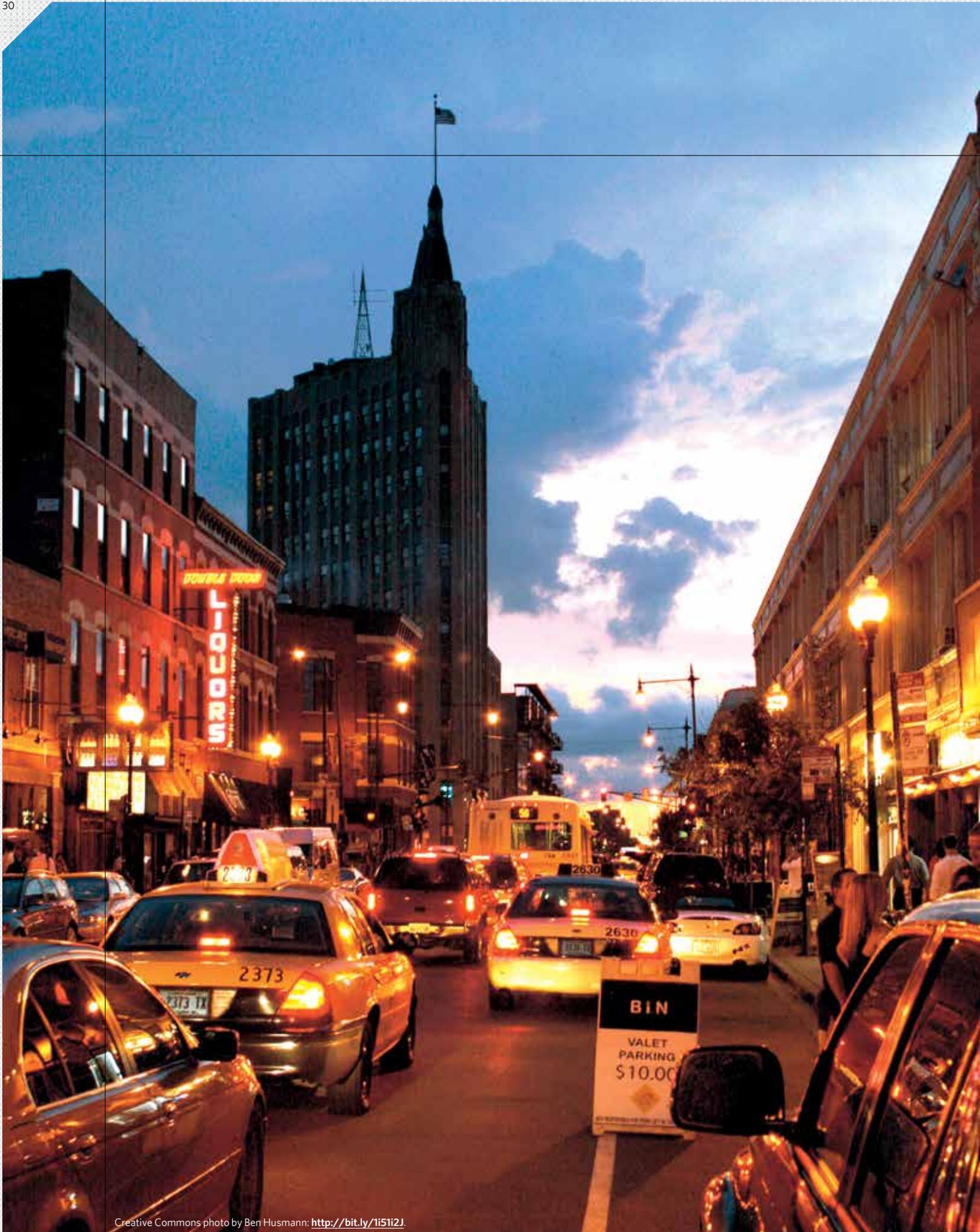
The wide sidewalks, street trees, and mix of uses make walking along Division Street an enjoyable experience. Photos by the Chicago Metropolitan Agency for Planning.

The WPB neighborhood serves as an excellent example of how and when all of these characteristics are present they create a thriving destination that lures a variety of users. For parking, when these components are combined, they enable a “Park Once” environment. When a customer is able to park once and visit many locations, it adds life to the sidewalks. People on the sidewalks are important for a number of reasons — walking customers are more likely to visit a shop on a whim, more people on the street adds a sense of safety, and neighborhood activity contributes to the area’s overall appeal.

Unfortunately, the time limits at metered spaces (intended to keep commuters and employees from parking for an extended amount of time), mean that shoppers and visitors have to move their car every two hours, risk getting a ticket, or park on a side street with free, unrestricted parking. Many visits to the neighborhood take longer than two hours, especially if there’s food involved.

Through improved parking management strategies and initiatives, WPB could further enhance its commercial core and leverage the many advantages a park-once environment enjoys. These include:

- **Decreased need to build more parking spaces.** Clustering a variety of shops and uses together allows drivers to park in just one space (without time limits), versus the non-walkable urban environments that scatter tenants and their individual parking lots, where it is necessary to drive between stores with large parking lots.
- **Saving money.** The more parking that is built, the more money that WPB business owners and property owners spend on parking construction and maintenance. By choosing not to construct additional parking, money is saved and land can be used for more productive, tax-generating activities to take place within the area.
- **Helping small local businesses.** When tenants are located in proximity to one another, customers are more likely to stop by and shop in a neighboring store while walking back to their vehicle, such as the customer that grabs an afternoon coffee after stopping by a local boutique.
- **Creating a more attractive and walkable environment.** With a variety of stores concentrated in a small area, users are able to park within a reasonable distance of their destination and lots of other stores or restaurants.
- **Creating a sense of community.** Increasing the number of people on the sidewalk cultivates a sense of place, and makes for a safer neighborhood. The more often you walk in your neighborhood, the more likely you are to run into someone you know. Cumulative interactions allow people within the neighborhood to form connections with one another and form a community, creating more interest and enthusiasm in the neighborhood as a whole.



Section 3

Parking Management Strategies

This section covers a range of potential parking management strategies and their pros and cons. The main strategy proposed is a balanced approach to pricing, followed by an assortment of non-pricing strategies.

Parking management is the oversight of a community's parking resources, with the goal of balancing supply and demand through pricing, time limits, and other regulations. *Why manage parking in the first place?* Well-designed parking policies will ensure the continued health and vibrancy of a neighborhood. If all the prime parking spaces are full all the time, this will be frustrating to potential customers and visitors, and will cause many to give up on their trip to the neighborhood, ultimately hurting businesses. If most of the spaces are full, yet there is always a space or two available per block, the needs of most visitors will be satisfied. Parking management strategies can be classified as pricing strategies or non-pricing strategies. Pricing is the most effective method of managing parking demand, but other strategies can be used to target specific parking problems and motivate users to change behaviors.

Pricing strategies

To solve a community's parking problems it is important to think more like an economist (supply and demand) and less like an engineer (how can we add more supply). When the supply of any commodity is limited and the demand for it is high, the price goes up. If the commodity is free, it will be quickly used up by the first people who get to it, regardless of who might need it or want it more and be willing to pay a premium. Imagine a gas station offering free gasoline for one day, or a high school handing out free pizza. In these situations, supply is the only thing dictating how much will be consumed.

The same economic principles apply to parking, and this is why getting parking pricing right matters — to help manage demand for spaces, and reduce traffic congestion and pollution. A parking problem is a good problem to have — it means that people want to come to the community. The main reason to charge the right price for parking is to ration a limited supply of a coveted good — a convenient parking space. When parking is priced too low, demand exceeds supply, causing drivers to circle the block looking for a space. All of these idling cars add up to clogged streets, dirty air, and harm the vibrancy of a neighborhood. The solution is to set an appropriate price for parking — which varies, depending on the market — to create 15 percent parking availability at all times, to balance supply with the demand.

When demand and supply are balanced, someone choosing to drive will be able to quickly find a spot, while others will park further from the high demand area or move from spaces quickly in order to pay as little as possible, leaving premium spaces available to those willing to pay. As a result, the same number of spaces can serve a greater number of visitors. Some will choose to forgo the parking expense altogether and take transit, walk, or ride their bikes instead. The amenities widely available in WPB help to reduce overall congestion and offer another means of bringing people to the neighborhood.

Ideally, the parking occupancy on all the streets in WPB would be close to 85 percent full, indicating a high level of street activity without complete parking congestion. The goal of pricing is to free up about one of every seven spaces per block, and shift the long-term parkers from high-demand spaces. While we can agree that merchants and employees shouldn't park in prime spaces, they do, and pricing is the only proven disincentive to employees parking in customer spaces.⁵

The alternative of continuing to supply the highly demanded good of parking without improving management of the existing supply through pricing is extremely expensive, and would threaten those very features that make WPB attractive, namely its vibrancy, compactness, and walkability.

5. City of Redwood City. "The Downtown Redwood City Parking Management Plan." <http://www.redwoodcity.org/bit/transportation/parking/pdf/DowntownRedwoodCityParkingPlan.pdf> (Accessed December 13, 2013).



Friday night traffic on Milwaukee Avenue. Photo by the Chicago Metropolitan Agency for Planning.

Struggling downtowns often have an overabundance of parking, and almost always have spaces available. Such places do not need to charge for parking and shouldn't. Malls typically have a greater supply of parking than is needed and don't need to charge for parking either (although the Bolingbrook Promenade Mall installed parking meters in the "main street" of their mall to prevent employees from parking in those closer spaces). Some local communities have invested millions of dollars in building downtown parking garages, only to find the same problems that WPB has: people want to park on-street in front of the businesses, so their garages sit underutilized. Others have built parking garages that fill up with commuters, and leave the shoppers short-changed.

The true test is whether or not the garages' monthly parking payments cover maintenance costs and debt service. In some cases, like downtown Chicago where demand and prices are high, structured parking may be making a profit. However, if demand is high because the price is low, or free, in addition to being out tens of millions of dollars, the community may be back to where they started.

Variable priced parking and the Chicago parking meter concession agreement

On Tuesday, Dec. 2, 2008, Chicago Mayor Richard M. Daley unveiled a \$1.156 billion bid that would hand over operations of the City's 36,000 parking meter spaces to Chicago Parking Meters LLC, (CPM) a private company owned by a consortium of Morgan Stanley, Allianz SE's Allianz Capital Partners and the Abu Dhabi Investment Authority. The following Thursday, City Council approved the 75-year deal in a 40 to 5 vote.

In exchange for the up-front payment, CPM won the right to keep all revenue from the parking meters for 75 years. In return, CPM was required to replace the individual coin based meters with multi space pay and display meters that accept cash, credit and debit cards and maintain and operate the meters throughout the life of the contract.

Rates and hours

The City fully retains control of parking regulations, enforcement, fine collection and associated revenues as well as meter rates and hours of operation, called Reserved Powers. However, the contract required an increase in hourly parking rates each of the first five years — regardless of occupancy rates, differing by three zones. Hourly rates increased from \$0.25 per hour in 2008 to \$2.00 per hour in 2013 in most City neighborhoods, \$4.00 per hour in some neighborhoods close to the Loop and \$6.50 per hour in the Loop.

In the 2008 deal, parking remained free from 9:00 p.m. to 8:00 a.m., but in a 2013 concession renegotiation by Mayor Rahm Emanuel, the City agreed to extend meter hours, from 9:00 p.m. until 10:00 p.m. and until midnight on the Near North Side (not affecting WPB). In exchange, the revised deal included free parking on Sundays except for the area north of Roosevelt Road, south of North Avenue, and east of Halsted Street to Lake Michigan. It also requires CPM to allow motorists to pay via a cellphone app, though a "convenience fee" of 35 cents is applied to any purchase less than two hours and accounts must be set up with a minimum initial balance of \$20, which should be available to motorists in May of 2014.

The free parking on Sundays has inevitably hurt some retail areas where drivers can now park their car on Saturday evening and leave it in a prime parking space until Monday morning, without paying. Several aldermen have requested that Mayor Emanuel reinstate paid parking on Sundays in retail areas that depend on parking turnover and availability. Aldermen Waguespack and Fioretti have submitted an ordinance for paid Sunday parking in WPB. Business owners in Lakeview, Wicker Park, Bucktown, Lincoln Park, and Portage Park have expressed a desire to do away with free Sunday parking.



Changing meter rates

The process for a change in meter rates, additional locations, or hours requires City Council to pass an ordinance and determine if that change has an adverse effect on overall parking meter revenues. Each meter has a revenue value set forth in the concession based on rates and expected utility. Under the concession, the City agreed to annual rate increases and adjustments to the systems value yearly based on inflation; in other words, CPM has a set amount that they expect to receive from the meters. Any City-imposed changes to this potential revenue (i.e. rate changes or out of service meters for road construction) must be reimbursed to CPM through a quarterly true-up payment. So, while the City has the power to change metered parking rates and hours of operation, if that change results in a reduction of the system's aggregate revenue, it is factored into the quarterly true-up calculation and may require the City to make a payment to CPM, to restore it to the same economic position if the revision had not taken place. Likewise, if the City takes actions that increase the revenue of the system (such as extended enforcement hours or rate changes), the City captures that value. While it would not receive a payment from CPM, it is left with a positive balance against any future true-up payments it owes. If the City could get the true-up payment down to \$0 or even have a positive balance, it would create an opportunity to implement a variable priced parking pilot, because the risk associated with the effect of changing meter rates to the system's aggregate revenue would be limited.

Any time the City takes a metered spot out of service it is also factored into the true-up calculation. For example, if parking spaces on Damen are shut down for a street festival or road work, the City must reimburse CPM the full amount of the projected revenue value for those meters during that time period. The City does receive an allowance of days for which a Required Closure can occur without having to make a payment — 8 percent annually in the Loop and 4 percent annually in neighborhoods. If the annual allowance is exceeded, any concession space closed for more than six hours in a day requires the City to pay CPM for the lost revenue from that space for the entire day in the quarterly true-up payment.

All metering devices are purchased and owned by CPM and may not exceed 45,000 city-wide without the prior written consent of CPM. For any newly designated space, where no meter exists, CPM will pay for the first 4,000 installations in any year. Once a new meter comes into the system, the City assigns it a revenue value. The City must pay for removal of a meter if it no longer designates a parking space.



Reserve meters/Concession meters

There are two types of metered parking spaces operated by CPM: reserve parking spaces and concession parking spaces. The City retains the revenues for reserve parking spaces (minus an operating expense of 15 percent to CPM), and CPM receives all of the revenues from concession parking spaces. Almost all of the on-street parking meter spaces in the City are concession spaces; reserve spaces are located in a few parking lots across the City and near public parks. The two are indistinguishable. The City can add reserve meters as long as they do not compete with concession meters. If the City wanted to add reserve metered spaces on Western Avenue (for example, not a recommendation), the City would keep 85 percent of the revenue from those spaces and they could charge a lower rate, since they are not near other metered spaces. If the City wanted to add reserve meters on Division Street on the same block that has concession meters, they can also do this and would retain 85 percent of the revenue, but the price to park at the reserve meters cannot compete with the price to park at the concession meters.

Currently, the City is paying CPM about \$4 million annually in true-up fees. If it added more reserve spaces to the system, the revenue generated at those spaces could go toward the true-up payment. Also of important note, the City does not have to pay for closing any reserved metered spaces.



Parking meter paybox. Creative Commons photo by Pam Broviak: <http://bit.ly/QaDeVA>.

Performance pricing option

The concession allows the City to institute performance pricing by neighborhood — rates based on demand by time of day and day of week — to achieve the right number of available parking spots so motorists circling for parking can do so quickly and not clog up the roads, and to create vehicle turnover which brings in more customers to neighborhood businesses. If the City wishes to initiate performance pricing, (see page 34) CPM must install software to the multi-space meters that allows for this rate structure. This software (called Time Differential Metering Systems) must allow the City to set rates in increments as small as 15 minutes or as long as 24 hours. The software also must allow customers to purchase multiple hours of parking across varying rate schedules. The concession even includes a provision that requires the software to allow customers to pay a reduced rate during a “non-peak” time, as an incentive for arriving early to a parking spot during low demand for that spot. The meters also must allow the City to either increase or decrease the rate for every subsequent hour that a customer purchases to park.

Implications for WPB

As mentioned in the section on metered spaces, while a small number of spaces are usually occupied, the average occupancy for metered spaces is well below the ideal rate of 85 percent. The only times that metered spaces are full is in the evenings, close to times when the meters are free or not enforced, especially on Friday and Saturday nights. This would suggest that the rates are slightly higher than what daytime shoppers and visitors are willing to pay, and that meter enforcement hours do not coincide with demand. The streets with unrestricted free parking that are close to activity centers like the Damen Blue line, Division Street, north Damen Avenue and Wicker Park will continue to experience parking congestion as long as the parking is free.

Non-pricing strategies

At the municipal level, most American cities encouraging compact development and active transportation are shying away from zoning that requires parking for each use. Minimum parking requirements increase the cost of development (and therefore, the cost of housing), encourage auto usage, make walking and bicycling unpleasant and unsafe, and have limited relevance to actual demand for parking in areas with many transportation options.⁶ While WPB cannot do much to influence the policies of the City of Chicago, they have had some successes in changing City policies for WPB. For example, WPB successfully campaigned for a local residential building to be exempted from parking requirements.

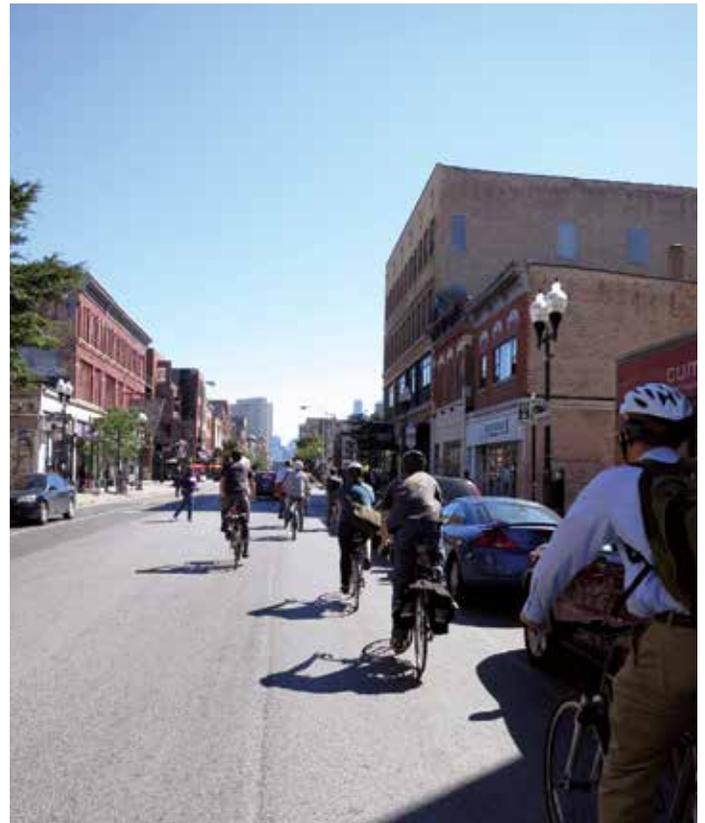
Other commonly used non-pricing parking management strategies (described in more detail below) include shared parking, employer incentives, unbundled parking, narrowed streets with back-in angled parking, support for active transportation, improving user information regarding parking, and increasing the supply of parking. Many of these activities are best handled by local alderman and involve changing local laws, but there are some actions that WPB can take to implement non-pricing strategies and encourage local authorities to take the lead. The area where WPB can have (and historically has had) the most influence is in the area of support for alternative transportation and improved user information.

Improved User Information

Improved parking information can help visitors, employees, and residents in their search for parking, and in their understanding of available options. For drivers who don't want to pay for parking, it is important to inform them where they can park for free; customer-focused parking maps and information can help direct them to parking options that meet the needs of their trip. For some people who are in a hurry, it would help to know where there are underutilized parking spaces that they could drive directly to, when visiting the area.

Support for Active Transportation

Areas with safe and established bicycling infrastructure and convenient bicycle racks have an easier time promoting bicycling as an alternative transportation mode. Similarly, areas with reliable, clean, and safe public transit have an easier time promoting transit as a primary mode. Car-sharing programs have also been successful to help households reduce the number of vehicles they own, and free up additional on-street parking spaces.



Cyclists on Milwaukee Avenue. Photo by the Chicago Metropolitan Agency for Planning.

6. Parking requirements are typically set using the Institute of Transportation Engineers' (ITE) Parking Generation handbook which contains outdated numbers often based on isolated, suburban sites. The 3rd and 4th editions have some site-specific data and other variables such as walkability or transit, but are still generally not designed for urban environments.

Employer incentives

Within the framework of livability, the goal of employer parking strategies is to reward people who carpool or take alternative modes of transportation and discourage single-occupant drivers with the use of incentives and disincentives. Employers who promote alternative transportation reduce the overall demand for parking, yet many employers may not be aware of commuter benefit options available to them.

There are various programs that offer financial incentives to commuters for reducing their automobile trips. Examples of programs include:

- **Parking cash-out:** Commuters who are provided employee parking can choose cash instead; in places with nearby parking options, employers need to do some “policing” of employees to ensure that they do not take money offered in cash-out programs and continue to drive, finding on-street parking and/or other available commercial parking.
- **Transit benefits:** Commuters are provided with employer subsidized or pre-tax transit passes.
- **Universal transit passes:** Bulk discounts for transit passes.
- **Discounted or preferential parking for rideshare vehicles.**
- **Membership in a local bike-sharing or car-sharing organization.**



Divvy Bike Share station at Damen & Pierce. Creative Commons photo by Steven Vance: <http://bit.ly/QaDHHg>.

Shared Parking

Shared parking is defined as “the use of a parking space to serve two or more individual land uses without conflict or encroachment.”⁷ This practice is often found where parking is not necessarily tied to a particular building and its uses, but can be used by anyone visiting any of the nearby buildings. Most commonly, it is found in suburban downtown parking garages or lots and larger activity centers including the Loop, but it can also be a part of a good mixed-use or transit-oriented development.

The pedestrian environment of a site often benefits greatly from shared parking, when the parking becomes concentrated in one area — rather spread around in discontinuous surface lots — and drivers know to go directly to that location. The key to shared parking is a mix of uses that require parking at different times of the day, or different days of the week. For example, an office building in the same development as a movie theater or other entertainment venue would be a good candidate for shared parking. Shared parking can also encourage people to park once and walk between destinations served by the same parking facility, instead of driving between uses that would otherwise each have their own surface lot. With land in such short supply in WPB, shared parking is mostly relegated to the neighborhood streets, but there are opportunities to partner with local schools, churches, and other uses with private parking to share resources during off-peak hours. The owner of the parking lot in front of Jewel and Kmart has pursued shared parking for off-peak hours, but the City of Chicago has not granted him permission to open his parking to users who are not visiting the establishments on his property.

Unbundled Parking

Most residential parking is provided as an inseparable part of housing cost whether rented or purchased, ultimately making housing more expensive, especially for those who own fewer cars and do not use as much parking. Separating the cost of parking from the cost of the housing “is an essential first step towards getting people to understand the economic cost of parking.”⁸ When developers or landlords separate the cost of parking, it gives a discount to households with fewer cars, and an economic incentive for people to opt out of parking and make alternative travel decisions. It is a strategy that brings the cost of parking to light without penalizing drivers.

This strategy is not common in Chicago or even northeastern Illinois, but would work well in an area like WPB with good pedestrian and bicycling infrastructure, as well as car-sharing vehicles. With these characteristics, a neighborhood could lower the minimum parking requirements for developments that sell or lease parking separately from rents.

7. Smith, Mary. 2005. “Shared Parking, Second Edition.” Washington, D.C.: ULI-the Urban Land Institute and the International Council of Shopping Centers. Transportation Authority of Marin, TPLUS TOD/PeD Toolkit. <http://www.tam.ca.gov/index.aspx?page=293>.

8. Metropolitan Transportation Commission. 2007. “Reforming Parking Policies to Support Smart Growth” Toolbox. http://www.mtc.ca.gov/planning/smart_growth/parking/parking_seminar/Toolbox-Handbook.pdf.

Increased Parking Supply

There is always the option to increase the amount of parking available. As a strategy to reduce parking congestion, increasing parking supply is usually reserved after all other strategies have been exhausted — particularly pricing. Adding parking is not recommended before pricing because it is extremely expensive to provide, and when people aren't willing to pay for parking now, they are not likely to change their habits. Increased availability of parking can also induce more people to choose to drive when they may not have previously driven to the area. However, structured parking is preferred over large surface lots. And when the price to park on-street is competitive with the costs of building and maintaining a space in a structure, a garage can improve a neighborhood's parking situation.

Figure 9. Current parking configuration on Schiller Street.



Figure 10. Potential to add additional parking, with back-in angled parking.



Potential parking reconfiguration with back-in angled parking on Schiller Street using Streetmix. Source: www.streetmix.net.

Narrowed streets with back-in angled parking

On-street parking is the most convenient and desirable parking, especially for customers, and creates a buffer between moving traffic and pedestrians. Of the different types of on-street parking, back-in angled parking (also called head-out or reverse-angled parking) is most preferable when street widths allow. It is easier than parallel parking, creates more spaces along the curb, and it is safer for all users. When returning to the car and driving away, the driver can access the trunk from the sidewalk, and has a better line of sight for oncoming traffic, which especially improves safety for bicyclists. Additionally, back-in angled parking calms traffic speeds, making the street safer for pedestrians.

Since back-in angled parking is unfamiliar to many drivers in Chicago, a public education campaign can help people figure out how to maneuver the new system. It does currently exist in the WPB study area on Wood Street, between Cortland Street and Bloomingdale Avenue. This is not a particularly wide side street, but the green space between the street and the sidewalk was eliminated to make room for additional parking. If additional parking is desired near Wicker Park, something similar could work for Schiller Street, sacrificing some of the grassy right-of-way adjacent to the park (see Figures 9 and 10). Using the extra street space for back-in angled parking should be weighed against the benefits that could be gained with the addition of bicycle facilities, like a protected bike lane, and the impacts of losing street greenery. Back-in angled parking is recommended for lower-traffic streets with less than 9,000 vehicles per day on one-way streets, and less than 5,000 vehicles per day on two-way streets.

What motivates parkers?

Many drivers think that they should be able to find parking that is convenient to their final destination and we agree. However, without effective parking regulations, some people may choose to occupy the most convenient spaces all day long, while parking that is just outside of the most popular area is underutilized.

This is where market reality — or carrots and sticks such as pricing, time limits, and permitting — comes into play. Have you ever experienced not being able to find convenient parking when you needed it? How one answers this question might, in some part, have to do with one's individual approach to parking. When looking for a parking spot, it is often in the driver's best interest to find the closest spot to the destination. Whether the individual is looking to spend five minutes running an errand or a full day at the spa, people tend to look for the spot that is in their own best interest.

Parkers are motivated by a variety of reasons. Therefore, in order to price parking effectively, we must consider the needs and the different motivations of parkers. Based on similar categories from the Redwood City Parking Plan, we have identified four categories of parkers:

The demanding parker

There is no winning with the demanding parker. This parker believes that there should be a free parking spot waiting for them whenever and wherever they are going. What the demanding parker may not realize is that if there were free parking everywhere, other people would have the same idea and park all day long right in the most convenient spots. If and when the demanding parker happens to find the perfect spot, it will probably still not be good enough because of time limits or parking enforcement. Paying for parking is a nuisance, as is walking.

The reasonable parker

People who account for the time and effort necessary to find a reasonable parking spot are a busy neighborhood's dream parker. The reasonable parker understands that they may not be able to park right in front of their destination; they may have to walk for a few minutes from a parking spot. This type of parker also knows that parking closer may come at a higher cost.

Fortunately, or unfortunately, the demanding parkers and the reasonable parkers describe only a small number of parkers. The vast majority fall into one of the following two categories:

The time-is-money parker

For some people, time is money and finding the closest spot to their destination is a priority. If the parker needs to get in and out, drop something off, or pick something up, or perhaps is running late, they are willing pay for the most convenient spot. This doesn't mean that they don't like free parking; they simply would prefer to have a more convenient spot even if it means paying for it.

The thrifty parker

The thrifty parker would like to avoid paying for parking at all costs. This parker will search out free parking. This may come at a cost, not a financial cost, but will probably mean driving a few blocks away from their destination and walking, or driving around in circles until s/he finds a space. This person may need to park in the neighborhood for several hours and it isn't worth the cost of paying for parking for a number of hours. Some thrifty parkers may decide to walk or bike instead of paying for parking, or they may decide to shop somewhere else altogether if they can't find free parking.

If the price of parking is adjusted according to demand, the parking demands of the thrifty parkers and the time-is-money parkers are met with *different* parking spaces, so that the overall demand is spread more evenly around the core neighborhood shopping area.

Time limits and other regulations

Many Chicago neighborhoods, as well as suburban downtowns, have relied on time limits to encourage turnover. Time limits would work if every trip or visit required the same amount of time, but that's not the case in today's eclectic shopping areas and downtowns. What would the ideal time limit be for a mixed-use block with a coffee shop, apartments, a day spa, and a bank? A person going to the bank may only need to park for a couple of minutes, while a spa treatment at the salon could last several hours, and coffee shop visits vary from five minutes to all day. And of course, a resident might want to park all night. When parking spaces are time-restricted according to the surrounding uses, they are effectively removed from the general supply of parking to a user who needs to park for longer.

The different stores and destinations in WPB also have different peak hours of demand, and the business may change from one year to the next. So if you have a few spaces limited to short-term parking and a few for long-term parking, there may be times when all of the long-term spaces are full, and other spa visitors would not be able to use the available short-term spaces. It is not an efficient use of the valuable resource of parking. It is also very costly and challenging to enforce time limits, and especially varying time limits. You could have extremely rigorous enforcement to prevent abuse, but this is not customer-friendly and ends up punishing the patrons of local businesses. If the price is right, there should be no need to differentiate between short-term or long-term parking.





Creative Commons photo by Martin Gonzalez: <http://bit.ly/1i51i2J>

Section 4

Implementation Recommendations

The following section describes the main goals of the Innovative Parking Solutions Plan, the issues surrounding each topic, and potential implementation action items. Each goal is overarching and will have different parties responsible for various aspects of the work. This section outlines the overall vision for improving parking in Wicker Park and Bucktown. It highlights how the WPB SSA can help to initiate changes and improvements and which organizations or agencies will ultimately be accountable.

For example, the City of Chicago is responsible for enforcing parking regulations; the Chicago Department of Transportation (CDOT) is responsible for infrastructure improvements; and the City Council (represented by local alderman) is responsible for changes to parking space regulations (including permits, hours, prices, two hour time limits, and free Sunday parking). The WPB SSA is a taxing authority and has some resources for infrastructural improvements, but will primarily serve as a champion for parking improvements, an educator for the public, and will help to prioritize issues to be addressed. Many of the strategies are advocacy strategies, with actions that WPB can take to encourage action at higher levels. A detailed table with these action items is also available in the appendix.

Goal #1:

Balance parking supply and demand with pricing, paying particular attention to when and where WPB is most congested.

The average occupancy of metered streets is quite low during the day and reaches complete utilization/ congestion in the evenings on weekends and when the meters are free/ not enforced. The only survey times when the majority of metered spaces were found to be full was on Friday and Saturday evenings when meters were free. At other survey times, finding a parking space is not quite as challenging. While free parking spaces may be full, most metered spaces average less than 60 percent occupancy during hours when meters are enforced. Having such low utilization of parking is not desirable, and lower meter prices may be needed to balance demand. Enforcement hours extended until midnight on Friday and Saturday evenings would also help to reduce the demand for parking and open up spaces for those who are willing to pay for parking, leading to reduced congestion on the roadways.

Many people drive to the area for late-night attractions and arrive with consideration of meter hours; this results in complete congestion close to the hours when meters go from charging to being free. The drivers looking for parking add to the congestion on the street and are a danger as their focus on finding a space makes it harder to notice pedestrians, cyclists, or even other drivers.



On a Saturday night at 10:00 p.m., this parking lot on Milwaukee Avenue one block north of the Damen blue line station, is empty while most nearby on-street spaces are full.

Photo by the Chicago Metropolitan Agency for Planning.

The current two-hour parking restriction is often not long enough to satisfy visitors to the area. A shopping and dining experience easily would exceed two hours. It is inconvenient to customers to have to move their car or return to the car to put in a new paid ticket. People should not feel rushed out of a store to feed a meter or to avoid a ticket. If they are willing to pay for the parking, they should be able to park for longer than two hours, especially on streets with metered parking with low occupancy rates.*

The goal of parking pricing should be to achieve an 85 percent occupancy level, keeping a few spaces available without driving customers away. The goal of a parking management plan should not be to generate revenue, but this may happen as a result of appropriately priced parking. With the constraints of the Parking Meter Concession Agreement, CPM has calculated expected revenue for the each block and for the City as a whole. The City has to pay CPM for street closures, handicapped placard abuse, and other actions that result in reduced revenue. Calculated on an annual basis, the true-up payment is approximately \$4 million. If aldermen can introduce an ordinance to extend meter hours or raise parking meter rates in areas with high demand, the additional money could go toward the true-up payment to CPM (rather than be paid out of the general fund).

More appropriately priced parking, including lower prices, has the potential to generate more revenue because a street that is 85 percent full at \$1/ hour will make more money than a street that is empty at \$2/ hour. However, because of the Concession Agreement, if a neighborhood would like to lower meter rates, the City would have to guarantee that CPM would still receive the same estimated revenue. If that does not happen, the City would have to pay the difference between the actual payment received and the expected revenue. For this reason, a pilot program that combines increased hours of meter enforcement with lowered rates in areas with low demand would be one way to balance potential payments with increased revenue. This could also combine with added meters on congested commercial streets that do not currently have meters. The revenue generated from extended hours and any additional meters could offset the lower priced meters.

In an ideal situation, additional revenue would be reinvested directly into the streets where there is paid parking, showing customers and business owners that their meter money is being put to use, and not filling budget gaps. Unfortunately, with the Concession Agreement, this additional revenue cannot be returned to the street where it is collected; it goes into the general fund that is used to pay CPM.

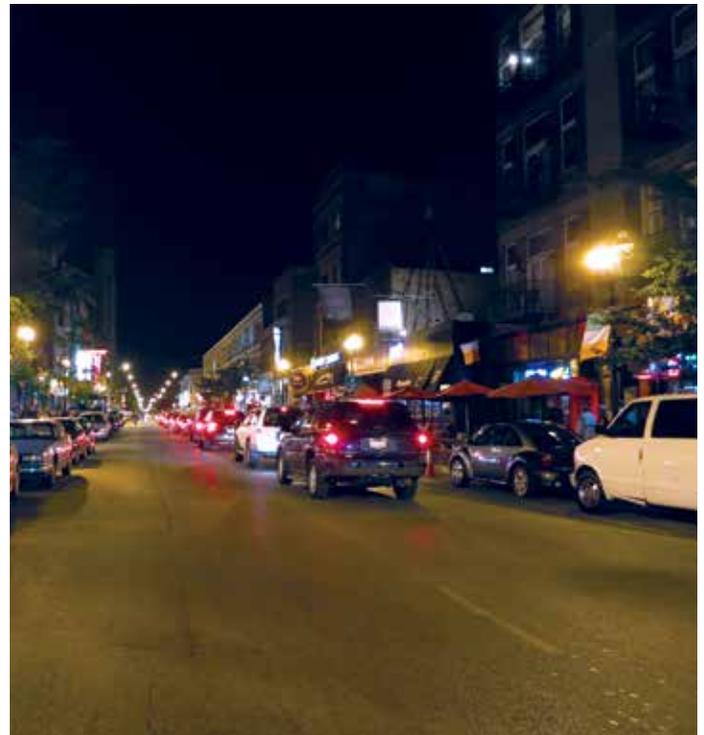
*The City of Chicago has initiated a pilot program to use a mobile phone payment system that enables drivers to park for longer than 2 hours and add time to their meter remotely. At the time of this writing, the program is only available in the West Loop, but is expected to be available throughout the City soon.

Potential Implementation Strategies

- **Initiate process to implement pilot program to lower meter price in some areas while extending meter hours to meet demand.**
 - WPB SSA should work with MPC to calculate how much potential revenue could be collected from extended hours and how much the current meter rates could be lowered in areas or at times of day with low demand.
 - WPB SSA should prepare a report for the aldermen showing areas and times of high and low parking occupancy levels, using MPC's calculations to indicate potential price and enforcement hour changes along with CMAP's occupancy maps.
 - WPB SSA should provide educational materials to local businesses and help improve their understanding of how parking meter rates and hours of enforcement affect them.
 - WPB SSA should work with other business districts and chamber of commerce to build a coalition of support for a pilot program (possibly Lincoln Park, Lakeview, and Chinatown).
 - WPB SSA should encourage local aldermen to champion an ordinance to initiate a pilot program to lower the parking rates in some areas while extending meter hours on Friday and Saturday nights until midnight. A pilot program is necessary because the City is responsible for paying Chicago Parking Meters, LLC for any lost meter revenue from changes in meter price.
 - If a pilot program to lower meter prices is not possible, WPB SSA should work with the aldermen to pass an ordinance to extend meter hours until midnight on Friday and Saturday nights.



Underutilized metered parking on North Avenue.
Photo by the Chicago Metropolitan Agency for Planning.



Friday night traffic and parking congestion on Milwaukee Avenue.
Photo by the Chicago Metropolitan Agency for Planning.

Goal #2:

Improve utilization of loading zone and valet parking spaces through education and enforcement.

Turnover surveys indicate that loading zones are being abused, which leads to double-parked vehicles, traffic congestion, and unsafe conditions for cyclists and pedestrians. The widespread abuse would indicate that the City is not strictly enforcing the use of loading zones. Since loading zones are often used by business owners who say that there have no other options, WPB could identify potential parking spaces for business owners, such as nearby lots, and facilitate shared parking agreements.

Consolidating loading zones would ensure that business owners would utilize these spaces for their intended use while increasing the current parking supply for consumers; this would require a coordinated effort between all of the aldermen in WPB. Monthly parking spaces are available in the neighborhood and the SSA can help make business owners aware of the options.

Valet parking in the neighborhood can be both a blessing and a curse. On one hand, valet services can prevent unnecessary cruising by drivers looking for parking; on the other hand, traffic congestion around valet stands can be problematic. Encouraging efficient movement of vehicles and proper arrangements between valet companies and off-street lots (rather than free residential parking) can help improve the integration of valet services into the neighborhood. By requesting residential feedback to the SSA about the operations of valet companies, the SSA can keep an eye out for undesirable activity.



Creative Commons photo by Steven Vance: <http://bit.ly/1eeDlzn>.



Creative Commons photo by Ben Husmann: <http://bit.ly/1i51i2J>.

Potential Implementation Strategies

- WPB SSA should publish an educational flyer for business owners regarding proper and improper loading zone use, and warn of intention to curb abuse.
 - The fliers should also provide information regarding alternative parking spaces for business owners or employees.
 - These fliers should be delivered to local businesses and placed on car windshields in loading zones.
- WPB SSA should advocate for the following:
 - WPB SSA should encourage the City of Chicago to enforce loading zone regulations by calling 311 on offenders, documenting abuse, and working with local aldermen to gain support for enforcement.
 - A longer term solution would be for aldermen to devise a coordinated program to consolidate loading zones and phase out the program where business owners pay for loading zones by no longer renewing loading zone permits or issuing new permits while establishing shared, mid-block loading zone spaces.
 - If issues continue despite increased education, enforcement, and consolidation, the City of Chicago should consider the New York City Greenwich Village case study example and charge loading zones as metered spaces in addition to requiring that actual loading take place while a vehicle is parked.
- For valet services, WPB can collect user feedback on companies that provide good valet services and those that have problems such as parking on residential streets or double-parking. They could create a “preferred valet vendors” list for local businesses, as well as “undesirable valet vendors” list.

Goal #3:

Better use of technology, apps, signage to inform people about parking, particularly to highlight streets with underutilized parking.

The inability to find a parking space can be quite frustrating. A customer might be willing to pay to park, or park on a side street and walk a couple of blocks, but some of the side streets are reserved for permit parking, and there is no clear signage to direct them to underutilized parking. In a survey conducted by IBM and Streetline, Inc., 60 percent of drivers had abandoned an activity due to inability to find parking.⁹ Improved parking information can help visitors, employees, and residents in their search for parking, and in their understanding of available options. For drivers who don't want to pay for short-term parking, it is important to inform them where they can park for free; customer-focused parking maps and information would help direct them to various parking options. Much of this data is already available on-line through apps like ParkNav, SpotHero, and ParkWhiz (which primarily serves downtown Chicago).

By creating an accessible map that clearly informs users of where parking is located and at what rate, drivers will better understand the options available and pick the parking that best suits their trip's needs. Phone applications have proven to be one of the most effective means of accomplishing this task; being aware of where and when spots are available will decrease the amount of time people are circling the streets to locate empty spaces and inform drivers how long they are able to remain in their spot for a given period of time.

Some people are anticipating parking problems with the completion of "The 606" regional trail that will run along the former Bloomingdale Train line, as an attraction that will draw visitors from outside the study area. As with any area with free parking and a demand for parking, future congestion is likely. An emphasis of alternative transportation to and from trail entrances, such as Divvy stations placed in convenient locations, can help alleviate parking demands. Some streets might benefit from weekend permit restrictions, metered spaces, or a combination of strategies to discourage driving to the trail.

Potential Implementation Strategies

- Promote user education and awareness; WPB SSA can help to market parking solutions and technology or hold informational sessions on parking options.
 - One example of an underutilized parking asset is the monthly permit parking available at the Bosworth metered parking lot.
- WPB SSA can create neighborhood specific signage to highlight underutilized lots or parking areas.
- WPB SSA can encourage technologies that allow users to make parking meter payments remotely.
- WPB SSA can work with the City of Chicago and CPM to determine if some meters parallel to the train tracks and Milwaukee Avenue could be used for monthly parking, like the Bosworth lot.

9. Streetline, Inc. and IBM (Producer). 2014. Building Smart Cities from the Parking Space Up [online webinar]. Retrieved from <http://bit.ly/1pfFaGA> on 3/20/2014.



Underutilized metered parking parallel to Milwaukee Avenue. Photo by the Chicago Metropolitan Agency for Planning.



This underutilized parking lot has entered into shared parking agreements with the nearby athletic club and the car-free condos at Ashland & Division. Photo by the Chicago Metropolitan Agency for Planning.

Goal #4:

Explore changes to the residential permit system to prevent permits from becoming merely “hunting licenses”

There are streets with residential permit programs that have an average occupancy exceeding 90 percent. Continuing to sell permit passes without adjusting the price will not create new spaces. When demand is high and supply is limited, the price must go up, just as it does with any other commodity. The data for residential permit spaces is not well-organized or easily available. It is hard for an alderman to know how busy the street is without seeing it first-hand, and monitoring every permit street in a Ward is more work than most aldermanic offices could handle.

Additionally, some permit streets could benefit from different hours of enforcement. Enforcing residential permits in the evening (rather than 24 hours) keeps spaces available for residents at night and opens spaces for employees, customers, and visitors during the day.

The existing parking permit program is complicated. For a street that already has permit parking restrictions, annual passes and guest passes are sold primarily through the City Clerk’s office. Of the 50 wards, only six sell guest passes at the local alderman’s office. The level of attention to permit parking varies from one alderman’s office to the next. Some are more willing to convert streets to permit parking than others; some aldermen do not have data showing which streets have permit parking; some have maps available on their websites; some Aldermen don’t specify a nearby zone number when creating new permit zones, which makes an entire new zone for that street only, and prevents permit-holders of a nearby zone from sharing spaces.

Potential Implementation Strategies

- WPB SSA should work to increase awareness of existing permit spots and hours by providing maps and data to aldermen, as well as on their website.
- WPB SSA should check the occupancy levels of permit parking blocks at different times of day to get a better understanding of the unique challenges facing different neighborhood streets.
- WPB SSA should provide information to the aldermen regarding the permit streets with consistently high occupancy to assess whether to increase the cost of residential parking permits.
- WPB SSA should work with the aldermen to pass an ordinance to create a tiered permit price scale where each household’s additional permit is more expensive than the first. This could be for congested residential permit areas (or for all permit areas).
- WPB SSA should advocate for the following:
 - Local aldermen should coordinate their parking data collection efforts and maintain location-based databases.
 - The City Clerk’s office should share their parking data with aldermen, including the number of annual parking permits and daily permits that are sold from their office.
 - The aldermen should limit new residential parking permit designations, and only allow for certain “time-of-day” permit enforcement (such as residential permit parking from 6:00 p.m. to 6:00 a.m.; if the area is near a 606 trail entrance the restriction may only need to be on the weekends).
 - Alderman Waguespack’s office should monitor the parking around the Metra commuter station; if parking between residents, local businesses, and commuters becomes overly strained, paid all-day parking options should be implemented.
 - The aldermen should continue to analyze the number of parking zones so that the area covered is not so large as to encourage driving from one side to the other but that residential parking areas can be shared between nearby zones without creating islands of permit zones.

Goal #5:

Increase shared parking arrangements to better utilize the existing parking supply, particularly with institutional uses in the study area

There are underutilized off-street parking lots in the neighborhood that could be shared with other users during low demand hours (i.e. schools, churches, residential). Since many of these lots are in proximity to WPB's higher demanded spaces, "shared use agreements" would create a more balanced parking demand. The parking lot owner would allow others to use their parking lots during their "off-peak" hours and in return, receive an agreed upon amount of money. Contracts will need to cover liability issues. Companies / websites such as SpotHero and Parkatmyhouse.com can help to facilitate sharing of parking spaces without the need to consider liability (as their programs cover that).

Potential Implementation Strategies

- WPB SSA can encourage the collaboration of business owners, landlords, and institutions to balance parking demand by highlighting good examples and helping to make connections between different groups.
 - WPB SSA can work with local parking lot owners with excess capacity (like Aldi or Jewel) to incorporate reserved spaces through SpotHero or similar programs.
-

Goal #6:

Improve the safety of bicycling and walking, and continue to promote active transportation

The main goal of WPB's efforts in the cycling realm should be to help get more people out of their cars and using active transportation; improving safety is the best way to accomplish this goal. The constrained width of Milwaukee Avenue makes implementation of full bike lanes difficult in the short term. The existing sharrows, at the side of the street, are somewhat dangerous, particularly because of the chance of dooring. Sharrows at the center of the lane would help clarify that the whole lane is designed for cars to share with cyclists, and encourage the cyclist to ride outside of the door zone.

City-led workshops and local classes, including the Think Bike Workshop with the Dutch Cycling Embassy and the School of the Art Institute of Chicago (SAIC) have identified some of the challenges to pedestrian and cycling safety in the area. One proposed idea included a protected bike lane with chicanes; a chicane has curb bump-outs with on-street parking that switches from one side to the other, creating a slightly winding path. This proposal slightly lowered the number of parking spaces and consolidated loading zones. Other ideas included: removing a bus stop, installing a pedestrian scramble at North / Damen / Milwaukee, and restricting car through-travel while allowing buses, cyclists, and pedestrians to continue to pass through at all times.

The Divvy bike share network has helped to fill a major gap in creating a more bike-friendly City and WPB was lucky to be in the initial service area. Bicycle coverage has expanded since the program launched and the City is adding 175 more bike stations in 2014. Most of these new stations will be located in areas that are currently not served by Divvy, but they have created a website to allow users to suggest new stations (suggest.divvybikes.com). The most noted gaps in coverage in the study area exist at: Holstein Park, on Cortland west of Ashland near a number of restaurants, and at the intersection of Division and Leavitt.

A better bicycling environment can get people out of their cars. One interviewee who lives just outside of the study area said that she used to drive to the Damen Blue Line station and park near Wicker Park to take the El downtown. After participating in the Active Transportation Alliance's Bike to Work week a few years ago, she started riding her bike to work regularly and has since sold her car and joined Enterprise Car Share (formerly I-Go). She credits the City's great bicycling network and alternative options for her shift, and she's no longer taking up a parking spot in Wicker Park.

Another way to get people to leave their cars behind is to provide direct incentives. For local employees, it can be tempting to drive to the neighborhood because there is so much free parking available. Often, it is cheaper to drive than to take transit. While WPB would not be able to run a complete transportation incentives program due to enforcement challenges, the Chamber could encourage local businesses to offer incentives to their employees to come to WPB via active transportation. They could also provide guides to "Living in WPB" without a car, or guides on how to access WPB from other neighborhoods.

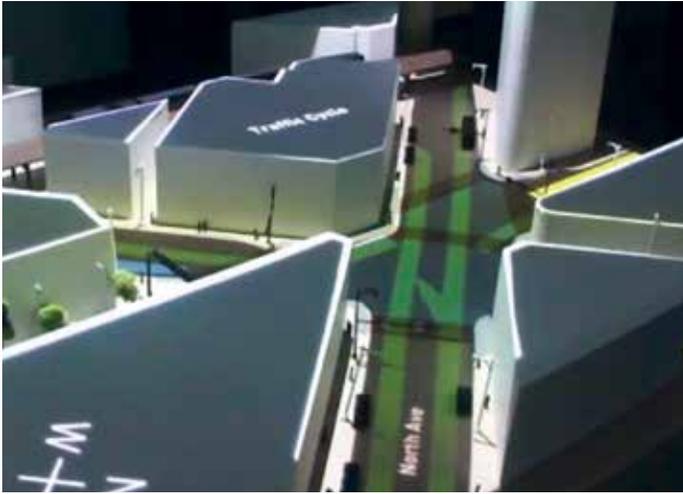


Off-center sharrows encourage cyclists to ride in the unsafe "door zone."
Photo by the Chicago Metropolitan Agency for Planning.



A protected bike lane makes cyclists of all abilities feel safer riding with traffic.
Creative Commons photo by Steven Vance: <http://bit.ly/QnJER4>.

10. Available online: <https://www.parking.uci.edu/parking/publicInfo/survivingwithoutacar.pdf>.



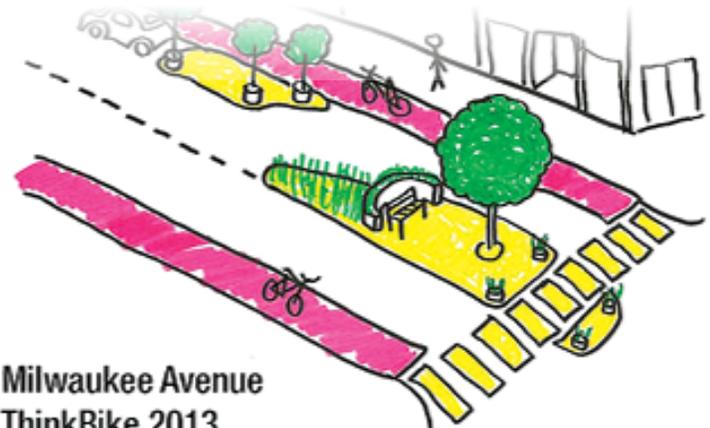
A model of the proposed "pedestrian scramble" at the intersection of North/ Damen/ Milwaukee presented by the SAIC class "Living in a Smart City." <http://livinginasmartcity.tumblr.com/>.

Potential Implementation Strategies

WPB should engage in the following activities:

- Install signs saying "Cyclist may use full lane" along Milwaukee Avenue and work with CDOT to re-position the "sharrows" into the center of the lane on Milwaukee Avenue (out of the dooring zone).
- Continue to promote the Active Transportation Alliance's "Bike to Work" and "Walk to Work" events with local businesses and residents.
- Encourage local businesses to promote active transportation to their employees through incentives programs (discounted transit passes, pre-tax transit benefits, Divvy memberships, car-share memberships, etc.); WPB could create a fund to help support these transportation incentives.
- Develop car-free access guides for residents and visitors, such as that developed for the University of California - Irvine.¹⁰
- Reach out to the owner of the underutilized parking garage by Kohl's and Best Buy to determine if they would be willing to let drivers park in their garage and at what cost; WPB could sell parking passes to those lots for festivals that include a Divvy day pass and directions to the Divvy station at Armitage.
- Advocate CDOT to continue to fill gaps in the Divvy network; WPB can encourage people to submit their ideal Divvy location suggestions on suggest.divvybikes.com.
- CDOT is currently reconstructing the intersection of Milwaukee / Wood / Wolcott — an identified priority safety need — and WPB SSA can assist in project outreach and information to the public as needed.
- Work with CDOT to explore the feasibility of a pedestrian scramble at North / Damen / Milwaukee; WPB SSA can compile public comments regarding a pedestrian scramble, as well as maps and data, as needed.
- Promote and improve upon the concepts presented at the Think Bike Workshop in coordination with the City of Chicago and the Dutch Cycling Embassy, and those presented by the SAIC class "Living in a Smart City" <http://livinginasmartcity.tumblr.com/>.

Sketches of how a protected bike lane could be installed on the narrow Milwaukee Avenue with "chicanes" to switch on-street parking from one side to the other, from the Think Bike Workshop: <http://1.usa.gov/1oUS9xh>.



Milwaukee Avenue
ThinkBike 2013

Goal #7:

Make improvements to the safety and quality of public transportation to increase the attractiveness of transit as an alternative to driving

Improving safety and improving the perception of safety is a very important part of making the neighborhood walkable, and to make transit more feasible for some. There may be low barriers to transit usage that WPB can address (such as better information at stops, instructions on how to put a bike on the bus, etc.). Along with pedestrian and bicycling improvements, making transit the first choice (rather than a last resort) should be a priority for any neighborhood looking to reduce parking needs without decreasing visitors and business activity.

Potential Implementation Strategies

- WPB SSA can identify areas that need lighting improvements, based on the information collected through the online survey for this project as well as additional surveys or field visits.
- WPB SSA can conduct more detailed surveys to determine the transit needs of local residents and visitors, which may include shuttle services during festivals.
- WPB SSA should support CTA's efforts to provide high quality transit to the area, such as Bus Rapid Transit.
- WPB SSA should advocate for the installation of more real-time transit displays at heavily trafficked locations, on bus shelters, and within businesses.



Photo by the Chicago Metropolitan Agency for Planning.



Real-time transit data projected onto a sidewalk.

Photo courtesy of TransitScreen: <http://transitscreen.com/>.

Goal #8:

Investigate the feasibility of a taxi stand near the Milwaukee / Damen / North intersection

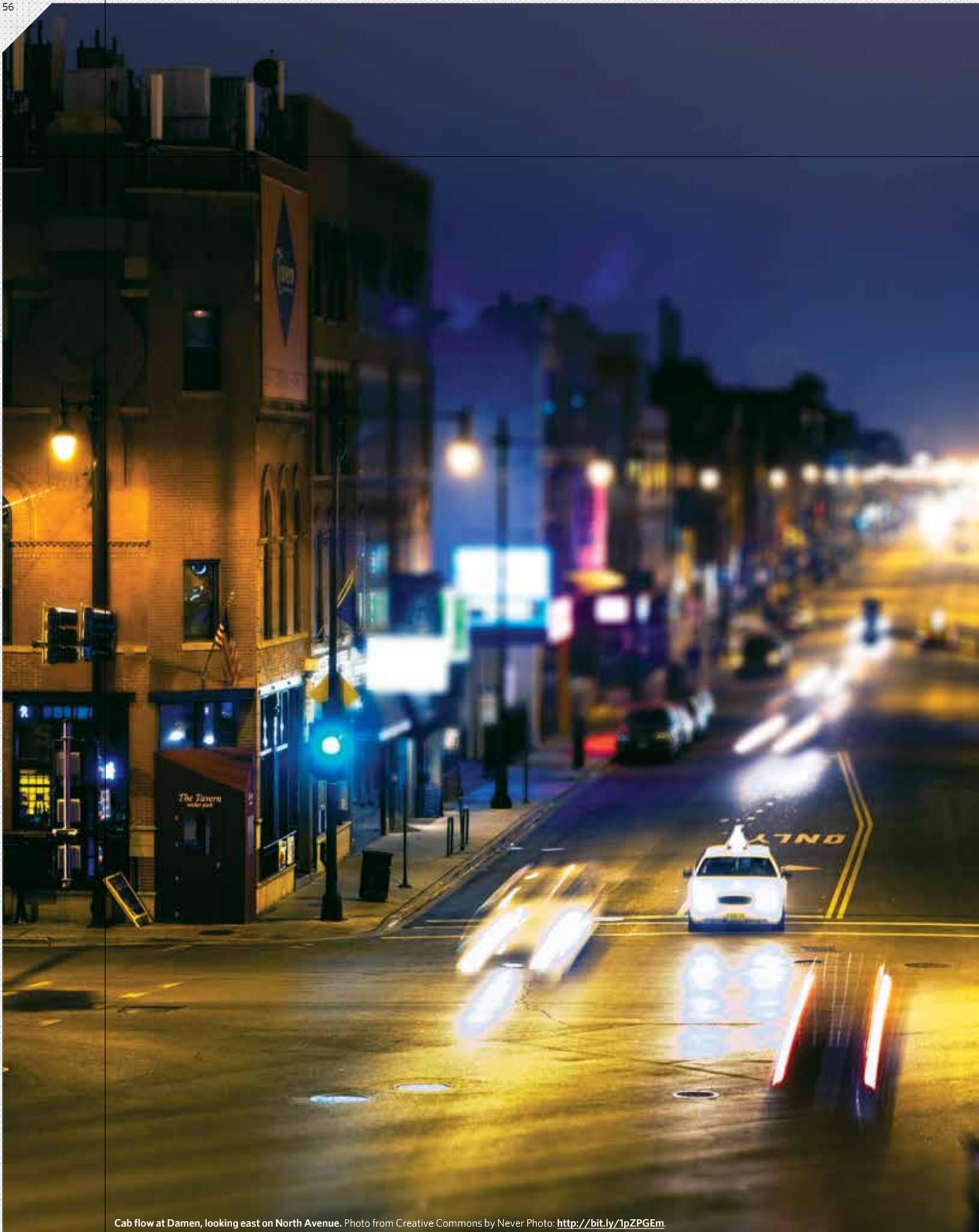
There are many cabs in the neighborhood and a cab stand would allow people looking for a taxi to be able to go to a particular location, knowing that a cab will be there. It could also cut down on cab drivers cruising for customers. While a more organized system of taxi loading and unloading could help to improve congestion in the area, a taxi cab stand involves consideration of a number of important logistical issues, such as circulation and driver actions like dangerous U-turns. A proposed hotel development at the intersection of Milwaukee/Damen/North Avenues will increase the taxi cab traffic and may necessitate a designated taxi cab stand; this could be part of the hotel property, or nearby, but should be open to hotel guests and non-hotel guests as well. With the complexity of travel directions and travelers looking for cabs on every corner, it might not get every person looking for a cab to go to the spot, but it might cut back on cabs cruising for customers.

Potential Implementation Strategies

- WPB SSA should interview cab drivers about the feasibility of a taxi stand near the Milwaukee / Damen / North intersection.
- WPB SSA should advocate that CDOT work with the developers of the potential hotel property to understand traffic flow issues; they should also consider different taxi stand options.
- If cab drivers think that a taxi stand could work, WPB SSA and local aldermen should initiate process with the City of Chicago to create a cab stand.
- WPB may also want to consider investigating the feasibility of a taxi cab stand near the Clybourn Metra station.



A view of North Avenue and Milwaukee Avenue toward downtown. Creative Commons photo by David Hilowitz: <http://bit.ly/1IEtOdn>.



Cab flow at Damen, looking east on North Avenue. Photo from Creative Commons by Never Photo: <http://bit.ly/1pZPGEem>.

Conclusion

The goal of a parking management plan is to make it easier for customers and residents to find convenient parking that suits their needs in a quick and efficient manner. When parking is not properly managed, drivers spend time cruising — wasting gas, time, and adding to traffic congestion and pollution. When it is done right, most people don't notice, customers can easily find parking, and everyone benefits.

The strategies recommended in this plan begin with balancing supply and demand, improving user information, and improving options for those who choose not to drive. WPB's Master Plan already promotes development, services, and programs for an active-transportation oriented community. These efforts have helped to maintain the area as a vibrant and walkable destination neighborhood.

Without these efforts, the parking woes that are currently experienced would surely be worse. Some of these efforts include a bike rack program with distinctive orange racks throughout the SSA, an on-street bike corral, support for bike-to-work and walk-to-work events, bike light giveaways, red post signs with bus tracker information in businesses, art installations, and more.

As the WBP SSA continues to study transportation issues such as loading zones and transportation modes, the WPB SSA should also continue to invest in the walkability of the neighborhood, as well as improve the bicycling infrastructure. Small increases in the mode share of pedestrians and bicyclists to accomplish short trips can significantly increase public health and community vitality, as well as reduce parking needs. For short trips, most people with a choice between driving and walking will only make the choice to walk if the walk is “simultaneously useful, safe, comfortable, and interesting.”¹¹

The efforts to install art projects throughout the community add to the character and make walking more enjoyable. Safety is an area that needs continual monitoring, and some lighting improvements can help. More pedestrians mean more eyes on the street. Driving will continue to be the mode of choice for some people that visit the area, but it is important to plan for all modes—especially walking, since everyone is a pedestrian at the end of their trip.

While encouraging aldermen and local authorities to make changes to local laws and policies, helping connect drivers to better parking information is one way that WPB can start to address local parking problems. Educating residents about the value of on-street parking and the drawbacks of requiring developments to provide parking is another area in which WPB has shown it can have a positive role.

Implementing changes to any parking system is more challenging than leaving it as it is. Yet inaction will not address the main problem—a lack of convenient on-street parking spaces—and will only harm local businesses and frustrate residents. Successful efforts by local aldermen to change policy, combined with continued efforts of the WPB SSA will significantly help to address this key problem. Implementing the recommendations in this plan will assist in strengthening the Wicker Park and Bucktown neighborhoods and ensure that WPB continues to be a magnet for people and unique local businesses, restaurants, and more.

11. Speck, Jeff. "On Walkability: an Interview with Jeff Speck." By Ash Blankenship, [www.parksify.com](http://parksify.com/post/56508222584/on-walkability-an-interview-with-jeff-speck). Web: <http://parksify.com/post/56508222584/on-walkability-an-interview-with-jeff-speck>. 28 Oct 2013.

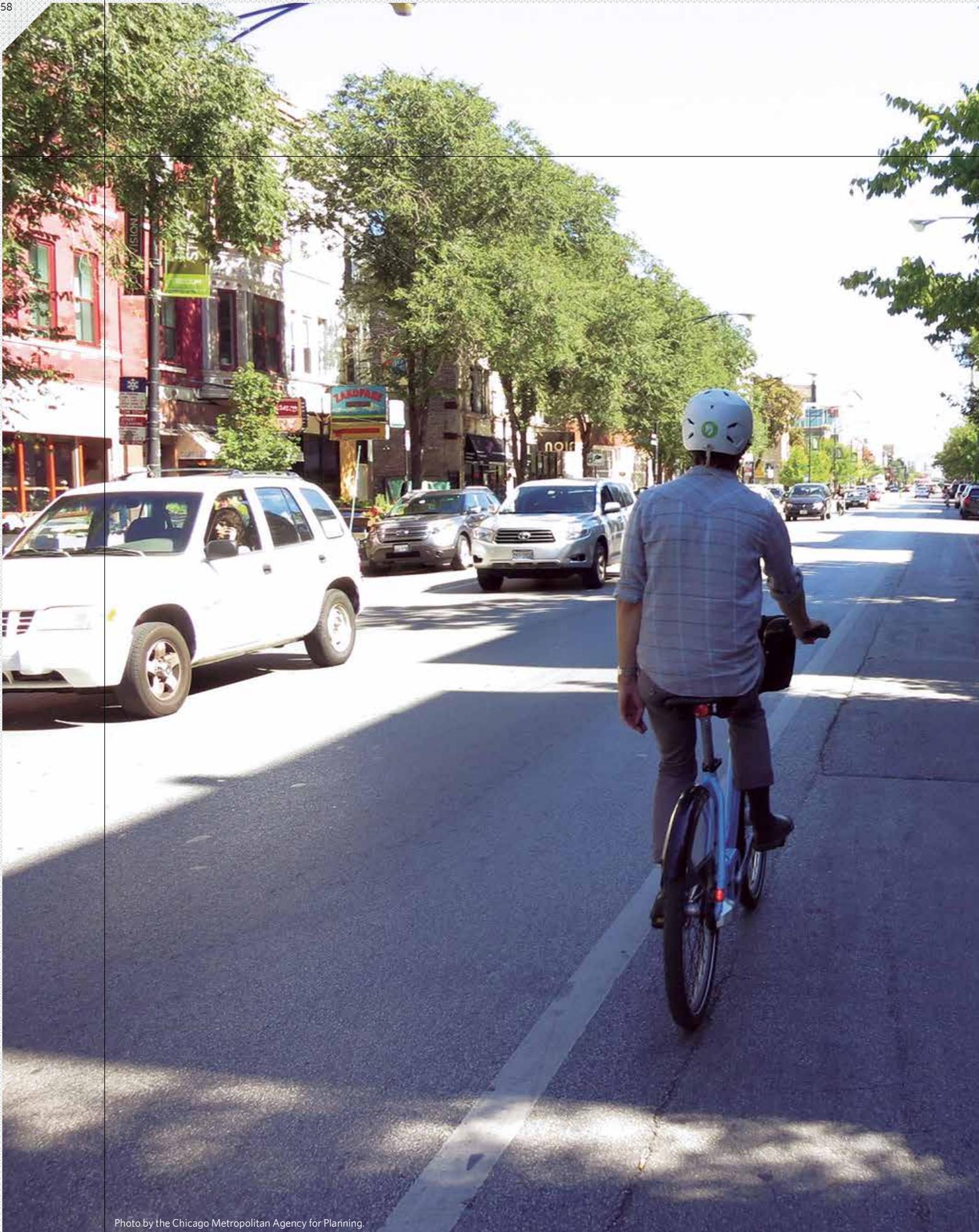


Photo by the Chicago Metropolitan Agency for Planning.

Appendices

Appendix A includes an Implementation Matrix with more information on the action items and lead implementers.

Appendix B includes a detailed summary of the feedback received through the various outreach events, surveys, and steering committee meetings.

Appendix C includes a summary of the existing transportation network, from the Existing Conditions Report.

Appendix D includes an overview of the occupancy results of the parking survey at various times of day, from the Existing Conditions Report.



Photo by the Chicago Metropolitan Agency for Planning.

Appendix A

Implementation Matrix

The following is a table of the implementation actions and responsible parties, for each identified goal.

ACTION	TIMELINE	LEAD	FIRST STEPS	EXPLANATION
1. Balance parking supply and demand with pricing, paying particular attention to when and where WPB is most congested.				
Provide materials to businesses and alderman illustrating how parking rates affect them	Short-term / quick win	CMAP / WPB SSA	Provide educational materials to local businesses and aldermen showing potential price and enforcement hour changes. This can be done through using the Metropolitan Planning Council's (MPC) calculations along with CMAP's occupancy maps to locate areas and times of high and low parking occupancy	Having available parking spaces in proximity to shopping opportunity is vital for business revenues and growth. When spaces are occupied by employees, residents or business owners' personal vehicles for extended periods of time, it deters customers from entering their store and reduces potential revenue. Getting business owners and employees to understand these concepts is an important part of fixing future problems of this caliber.
Extend Meter hours	Mid-term	City Council	Work with the MPC to calculate how much potential revenue could be collected from extended hours and how much the current meter rates could be lowered in areas or at times of day with low demand	The only survey times when the majority of metered spaces were found to be full was on Friday and Saturday evenings when meters were free. Extending enforcement hours until midnight on Friday and Saturday evenings would help to reduce the demand for parking, open up spaces for those who are willing to pay, and decrease congestion on the roadways.
Implement pilot program that ties prices with user demand	Mid/ long-term	WPB SSA / Alderman	Work with other business districts and chambers of commerce to build a coalition of support that will encourage local aldermen to champion an ordinance champion a pilot program, which would lower the parking rates in some areas while extending meter hours in others, based on their demand.	The goal of parking pricing should be to achieve an 85 percent occupancy level, utilizing existing supply while still keeping a few spaces available so as not to drive customers away. Currently, most metered spaces average less than 60 percent occupancy during hours when meters are enforced. Having such low utilization of parking is not desirable, and lower meter prices may be needed to balance demand. A pilot program, specifically, is necessary because the City is responsible for paying Chicago Parking Meters, LLC for any lost meter revenue from changes in meter price.

ACTION	TIMELINE	LEAD	FIRST STEPS	EXPLANATION
2. Improve utilization of Loading Zone and valet parking spaces through education and enforcement				
Increase awareness of proper loading zone use	Short-term	WPB SSA	Create and distribute educational flyers that provide information regarding alternative parking spaces for business owners or employees to local businesses within WPB.	Since loading zones are often used by business owners who say they have no other options, WPB SSA can make them aware of alternative options. This can be done by identifying underutilized lots they can park in, facilitating shared parking agreements, and making them aware of the monthly parking spaces that are available in the surrounding neighborhood.
Create a “preferred valet vendors” list for local businesses	Short-term / quick win	WPB SSA	Collect user feedback on companies that provide good valet services and those that have encounter issues, such as parking on residential streets or double-parking.	Although valet services deters unnecessary cruising by drivers searching for parking, traffic congestion around valet stands can be problematic and some services have the tendency to place cars in residential areas. Collecting residential feedback about the operations of valet companies would ensure efficient movement of vehicles and proper arrangements between valet companies and off-street lots
Promote the enforcement and consolidation of loading zones	Mid-term	WPB SSA	Identify where loading zones are being consistently abused and work with local aldermen to gain support for improved enforcement. Encourage consolidation by no longer renewing loading zone permits or issuing new permits while establishing shared, mid-block loading zone spaces	Consolidating loading zones would ensure that business owners would utilize these spaces for their intended use while increasing the current parking supply for consumers.
If abuse persists; charge loading zones with metered prices	Long-term	WPB SSA	Talk with alderman, city, and businesses about potential revenues costs and gains of implementing this program	Loading zones are a necessary part any parking network, assisting businesses and customers by delivering goods. However when they are consistently abused, they prevent customers from entering the business and create congestion on the streets. New York’s Greenwich Village experienced similar issues until the City began charging for time spent at loading zones. This sped up the loading process and opened up spaces for others.

ACTION	TIMELINE	LEAD	FIRST STEPS	EXPLANATION
3. Better use of technology, apps, and signage to inform people about parking, particularly to highlight streets with underutilized parking				
Promote user education and awareness	Short-term / Quick win	WPB SSA	Market parking solutions and technology by holding informational sessions on parking options to residents and business owners. Create and distribute neighborhood specific signage that concisely illustrates where parking is and is not available	Improved parking information can help visitors, employees, and residents in their search for parking, and in their understanding of available options. Accessible maps can clearly inform users of where parking is located and at what rate, and direct them to various parking options. This will allow users to better understand the options available and pick the parking that best suits their trip's needs.
Encourage technologies that allow users to make parking meter payments remotely	Mid / Long-term	WPB SSA	Promote and market apps where a large amount of this data is already available such as ParkNav, SpotHero, and ParkWhiz (which primarily serves downtown Chicago).	The inability to find a parking space can be quite frustrating and phone applications have proven to be one of the most effective ways of alleviating this stress. Phone applications can let users know where and when spots are available, decreasing the amount of time people are circling the streets to locate empty spaces, and inform drivers how long they will be able to remain in their spot.
Determine if some meters parallel to the train tracks and Milwaukee Avenue could be used for monthly parking	Long-term	WPB SSA	Identify underutilized meters parallel to the train tracks and speak with CTA and the City about steps in altering their parking duration	As an attraction that will draw visitors from outside the study area, the completion of the "606" regional trail running along the former Bloomingdale Train line is anticipated to come along with parking problems. As with any area with free parking and a heightened demand, future congestion is likely; underutilized parking spots (like the meters parallel to the train tracks and Milwaukee) could be targeted to visitors of the 606 regional trail system.

ACTION	TIMELINE	LEAD	FIRST STEPS	EXPLANATION
4. Explore changes to the residential permit system to prevent permits from becoming merely "hunting licenses"				
Increase awareness of existing permit spots	Short-term / Quick win	WPB SSA	Parking data, such as information regarding the permit streets that have a consistently high occupancy rate and the number of annual parking permits and daily permits that are sold should be provided to Alderman on a regular basis; this information can then be provided to the public on their websites.	The data for residential permit spaces is not well-organized or easily available. Creating a more comprehensive and consistent means for incoming WPB residents and users to use the parking permit structure would decrease confusion and ensure proper use.
Balance supply and demand by promoting alternative permit management strategies	Mid-term	WPB SSA	Depending on the ward existing permit demand, the Aldermen can work with the WPB SSA to limit new residential parking permit designations, exclusively allow for certain "time-of-day" permit enforcement, and ensure that residential parking areas can be shared between nearby zones without creating islands of permit zones.	Continuing to sell permit passes without adjusting the price will not create new spaces. In order to distribute permits for their intended use, it is likely that several policies associated with residential parking permits will have to change.
Create tiered permit price scale	Long-term	WPB SSA	Based off of the data provided by the WPB SSA and the City Clerk's office, alderman can work with community to determine a realistic and applicable pricing structure	When demand is high and supply is limited, the price must go up, just as it does with any other commodity. With high demand for parking permits, prices for additional cars per household should increase. This pricing structure will discourage users from having multiple cars and open up spaces for others to use

ACTION	TIMELINE	LEAD	FIRST STEPS	EXPLANATION
5. Improve the safety of bicycling and walking, and continue to promote active transportation				
Raise awareness of existing bike-ped programs	Short-term / Quick win	WPB SSA / CDOT / Alderman	Continue to promote events with local businesses and residents; provide residents with "Living in WPB" and car-free access guides, or guides on how to access WPB from other neighborhoods	One of the main reasons people do not participate in bike-ped programs is because they are not aware of how they work. Promoting programs and providing guides to users gives them a comprehensive overview of how they can participate.
Create fund to incentivize bikers and pedestrians	Mid-term	WPB SSA / CDOT / Alderman	Promote forms of active transportation by encouraging local businesses to offer incentives to their customers and employees through discounted transit passes, Divvy memberships, and car-share memberships.	One of the most effective ways to alter transit behavior is through incentives. For local residents and employees, it can be tempting to drive within WPB because there is so much free parking available, but if they have been provided with an even cheaper means of travel, they are more likely to use it.
Make Infrastructure Improvements that promote bike-ped safety	Long-term	WPB SSA / CDOT / Alderman	Work with CDOT to re-position sharrow away from the "dooring zone"; look into the logistics of implementing recommendations from the Think Bike Workshop and "Living in a Smart City" programs	The constrained width of Milwaukee Avenue makes implementation of full bike lanes difficult in the short term. The existing sharrows, at the side of the street, are somewhat dangerous, making bikers more vulnerable to being doored. Sharrows at the center of the lane would help clarify that the lane is designed for cars and bikes to share while allowing cyclist to ride outside of the door zone.
Advocate for CDOT to continue to fill gaps in the Divvy network and bike parking		WPB SSA / CDOT / Alderman	Get feedback from cyclists through public outreach and surveys to determine where existing gaps within the Divvy network are located; encourage users to go online to indicate where they would prefer new stations	A better bicycling environment can get people out of their cars. The Divvy bike share network has helped to fill a major gap in creating a more bike-friendly City and gotten some previous drivers out of their cars. Bicycle coverage has expanded since the program launched, with the City adding 175 more bike stations in 2014. Most of these new stations will be located in areas that are currently not served by Divvy, but they have created a website to allow users to suggest new stations
Assist WPB and CDOT in future reconstruction of Milwaukee/Wood/Wolcott	Long-term	WPB SSA / CDOT / Alderman	Assist in project outreach, Work with CDOT to explore the feasibility of a pedestrian scramble at North / Damen / Milwaukee	The intersection of Milwaukee / Wood / Wolcott has been identified as a priority safety need within WPB. The reconstruction of this intersection has the potential to showcase WPB as a destination, and greatly improve the danger typically associated with it by pedestrians and cyclists.

ACTION	TIMELINE	LEAD	FIRST STEPS	EXPLANATION
6. Make improvements to the safety and quality of public transportation, to increase the attractiveness of transit as an alternative to driving				
Enhance existing conditions	Short-term	WPB SSA	Based on the information collected through the online survey for this project and others, WPB SSA can identify areas that need lighting improvements, indicate more heavily used bus shelters to place bus tracker displays on, and encourage business owners to install next-train and next-bus information screens in their businesses.	A large part of user ignorance was tied to poor perception associated with several of the underutilized parking lots and transit stops within the site. Improving the perception of safety is a very important part of making the neighborhood walkable and making transit more feasible.
Promote public transportation	Mid-term	WPB SSA	Support some of the City's innovative programs such as Bus Rapid Transit and conduct more detailed surveys to determine residents transit needs.	Along with pedestrian and bicycling improvements, making transit the first choice (rather than a last resort) should be a priority for any neighborhood looking to reduce parking needs without decreasing visitors and business activity..

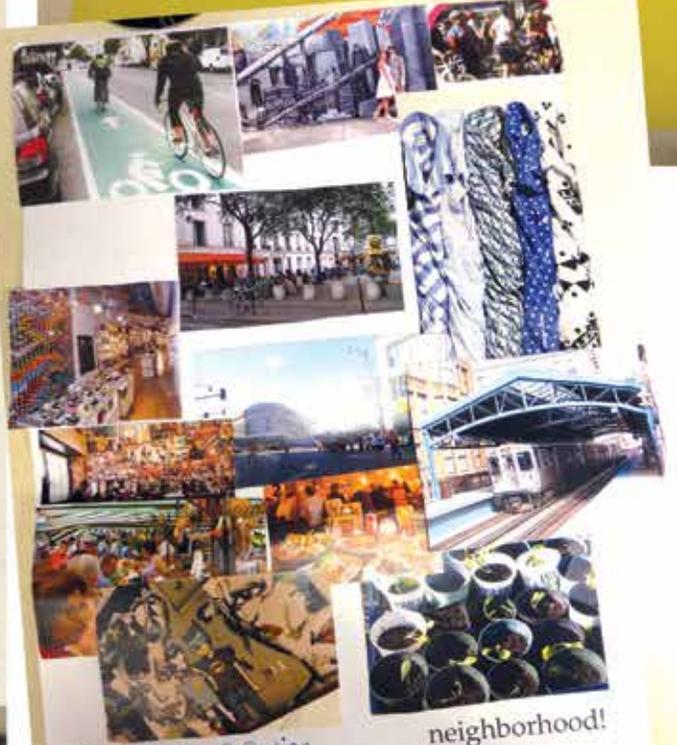
ACTION	TIMELINE	LEAD	FIRST STEPS	EXPLANATION
7. Increase shared parking arrangements to better utilize the existing parking supply, particularly with institutional uses in the study area				
Promote "shared use agreements" between businesses	Mid-term	WPB SSA / Business Owners	Identify overly congested and underutilized lots; work with local parking lot owners with excess capacity (like Aldi or Jewel) to incorporate reserved spaces through SpotHero or similar programs	There is currently a significant imbalance in utilization of off-street parking lots leading more cars to circle the street searching for parking and increasing overall congestion. A more balanced parking demand will result if lot owners would allow others to use of their spaces during their "off-peak" hours and in return, receive an agreed upon amount of money. This would balance demand and encourage more customers to shop at WPB

ACTION	TIMELINE	LEAD	FIRST STEPS	EXPLANATION
8. Investigate the feasibility of a taxi stand near the Milwaukee/Damen/North Intersection				
Explore taxi stand placement and installation options	Long-term	WPB SSA	Interview cab drivers about the feasibility of a taxi stand, identify optimal locations, initiate process with the City of Chicago	Constructing a taxi stand in the neighborhood would allow users to go to a specific location, knowing that a cab will be ready to pick them up. Establishing a taxi stand would also cut down on cab drivers cruising for customers and help improve congestion in the area.



WPB is a vibrant neighborhood!
 I love it because it's a little town in a big city
eclectic + diverse and walkable.

To keep WPB a LIVABLE/WALKABLE
 place, and address CRIMINALS
 we'd like to see DEMAND PRICING
 and RESIDENTIAL PERMIT/SHARED
PARKING implemented.

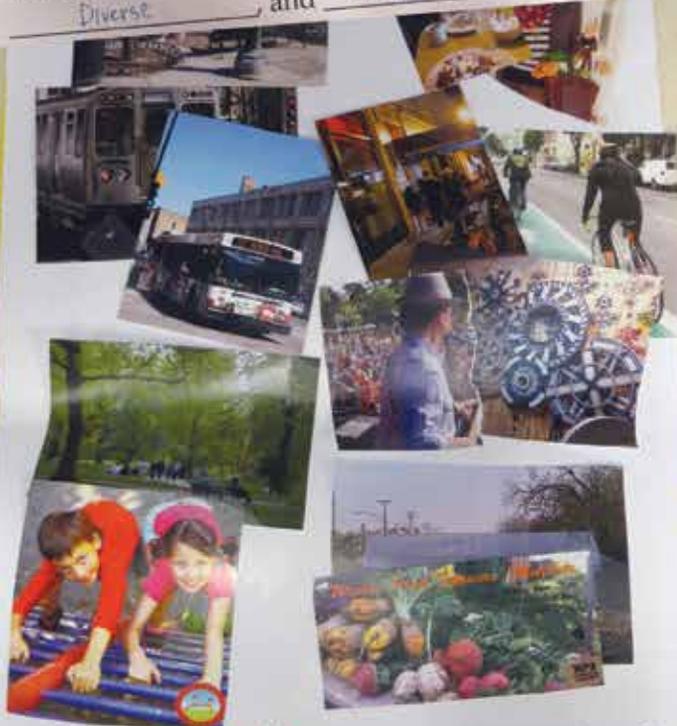


WPB is a destination neighborhood!
 I love it because its Active
Diverse, and Urban.



WPB is a vital neighborhood!
 I love it because it's walkable
it has many uses and proximity.

Photos by the Chicago Metropolitan Agency for Planning



WPB is a Complex neighborhood!
 I love it because HISTORIC BLDGS
GREAT SHOPPING and ENTERTAINMENT.

Appendix B

Outreach & Steering Committee Summary

The following section details the efforts that were made to engage a wide array of area residents, businesses, shoppers, and employees throughout the planning process, and the concerns expressed about parking and transportation.

A significant feature of CMAP's LTA program is the commitment to broad-based public involvement. The local planning projects that result from the program's competitive application process are strengthened by the engagement of residents, business owners, and other local stakeholders. In particular, the LTA program focuses on both reaching and involving individuals that are traditionally underrepresented or harder to reach in planning processes. This appendix provides a summary of the steps taken to engage the WPB Parking Management Plan: Innovative Parking Strategies planning process.

For WPB, a public engagement strategy document was developed and supported by background research and initial conversations with the WPB staff, local business owners, elected officials and other key stakeholders. The initial steps taken to develop the public engagement strategy for WPB included the following: learn more about the demographics of the community; and begin building a comprehensive list of the key stakeholders to involve in the planning process (see Figure 1 for the Community Stakeholder Analysis Form).

From this background research, CMAP established an overarching goal that the project's public outreach would draw from a wide variety of people with different understandings of and preferences about parking management in the community. Based on WPB's demographics, staff felt it was a priority to engage residents and local business owners that are directly affected by the parking and active transportation challenges experienced in WPB.

The Wicker Park Bucktown was guided by a steering committee, composed of residents, local business owners, community organizations, elected officials, and WPB staff. The Steering Committee advised and guided the development of the plan's recommendations, serving as a sounding board to assist WPB and CMAP staff throughout the process.

Outreach Methods

To reach community residents staff utilized a combination of flyers, posters, local media, email blasts, the WPB website and social media sites. CMAP worked closely with WPB staff and steering committee members to ensure participation in this process. There were four primary means of communication throughout the plan development: posters and postcards, face-to-face outreach, online web-based communications, and email updates and reminders.

Print and digital posters and postcards were developed for each meeting. Prior to the public kick-off meeting outreach staff distributed flyers and posters at key locations in and around WPB; including Bucktown-Wicker Park Public Library, community organizations, various local retail and restaurants, and parks and recreation facilities. The outreach team also disseminated information about engagement opportunities through the WPB electronic newsletter, email blasts, social media, and distributed promotional material during regularly scheduled community meetings and events.

How Public Input Helped to Shape this Plan

Public engagement efforts gathered resident and stakeholder feedback during critical points in the planning process, which later informed strategies and recommendations for planning, as well as programming and policies stated in the plan. Through public meetings, focus groups, stakeholder interviews and an online interactive survey, WPB stakeholders had a variety of avenues to provide input during the development of this plan.

The following themes were repeated throughout the public engagement process and helped shape guiding principles of the WPB Parking Management Plan:

- There is a high demand for parking during evening hours beginning at 5:00 p.m., Monday through Friday and weekends; many drivers “cruise” for parking, creating congestion on major streets.
- There is a limited parking supply; it is nearly impossible to find parking on Friday and Saturday nights.
- Many business owners want a parking garage.
- The meter time limits are restrictive and damaging to the economic vitality of WPB.
- Safety is important to local residents. The community is open to active and public transportation, but it needs improvement and safer conditions.

Lessons Learned

The neighborhoods of WPB are dense and diverse, attracting a broad array of residents and stakeholders. Given the parking challenge at hand, it was important for the planning process to bring residents, local business owners, and visitors into the planning conversation. In order to accomplish this, a strategic outreach strategy was developed and put forth to reach these targeted groups and gather their input.

The MetroQuest web tool was also found to be a very effective tool for WPB. This tool was developed to gather public feedback from the hard to reach community members who don't typically attend public meetings or are often times underrepresented in planning processes. All in all, this online tool allowed the project to reach and introduce 863 stakeholders to the project. Of these, 448 participants provided detailed input and feedback regarding the parking challenges and opportunities.

Perhaps due to the relatively young age of community residents, the project team found online engagement through social media outlets to be a successful way to reach WPB stakeholders. Out of the 448 participants that left demographic information on MetroQuest, 194 indicated they were 26-40 years old, 206 were residents, 80 were visitors, 45 were employees and 26 were business owners. Therefore, it is recommended that WPB continue to use electronic and computer-based outreach methods for future planning processes.

Public Engagement and Results

The planning process for the WPB Parking Management Plan included interviews with key stakeholders, presentations to WPB committees, meetings with the Steering Committee, two public workshops, and the MetroQuest online survey. All in all, 558 residents and stakeholders participated in the planning process.

These meetings were held to gather input from the community in order to help guide the development of the plan. Each meeting provided an opportunity for CMAP to learn from residents about the existing issues and opportunities surrounding parking and active transportation in WPB.

Steering Committee Meetings

The Steering Committee is tasked with providing input on existing issues and opportunities and reviewing plan documents. The Steering Committee is comprised of a wide variety of interests and perspectives, ranging from community business owners and organization leaders to elected officials. The Steering Committee members include:

- **Beth Barnett**, *Business Owner, Larkspur*
- **Rachel Bierma**, *Real Estate Agent, @Properties*
- **Raymond Valadez**, *Chief of Staff, Office of Alderman Moreno*
- **Susan Fontana**, *Board Member, Wicker Park Advisory Council*
- **Steven Jensen**, *Board Member, Bucktown Community Organization*
- **Ken Lubinski**, *Business Owner, Lubinski Furniture*
- **John Paige**, *Commissioner, Wicker Park Bucktown Special Service Area*
- **Ginna Ryan**, *Board Member, Wicker Park Bucktown Chamber of Commerce*
- **Paul Sajovec**, *Chief of Staff, Office of Alderman Waguespack*
- **Kyle Smith**, *Economic Development Analyst, Center for Neighborhood Technology*
- **Dimitri Syrkin-Nikolau**, *Business Owner, Dimos Pizza*
- **Steven Vance**, *Deputy Editor, Streetsblog Chicago*

The first Steering Committee meeting was held on April 4, 2013 at the Bucktown-Wicker Park Library to introduce the project to the members and gather feedback regarding issues and concerns they would like to see addressed in the plan.

The second Steering Committee meeting was held on October 7, 2013 at the Bucktown-Wicker Park Library to review and discuss the draft Existing Conditions Report (ECR) which details the findings of the research and data gathered, interviews conducted, and public input received since the beginning of the project. The comments received for the draft ECR during the second Steering Committee meeting included:

Issues & Comments

- The steering committee would like a better understanding of how we arrived at the points of interest
- There is a need for better signage or letting people know where parking is available
- We should use the parking spaces we have more efficiently instead of focusing on the congestion that results from cruising

- We can incentivize people to take public transportation if we improve the conditions of the transportation
- People abuse the loading zones
- Outdated loading zones signage
- High turnover rate along Milwaukee avenue
- The alley behind Al's Beef is filled with garage; difficult to get through
- An option can be a surface lot like in Lincoln Square
- There is a parking lot on Winnebago but it's too far from central points of interest
- An option can be to extend meters times on Friday and Saturday nights in exchange for changes in permit restrictions
- Another idea is an electronic sign on arterial roads that lead to central WPB that indicate available parking spaces
- Inventory of active or existing loading zones
- Another option is creating a benefit district with revenue for the SSA & Chamber
- TIF fund for meters after 10:00 p.m.
- Make Sundays metered parking again
- More enforced standing zones
- Enforce the sale of permits and guest passes

Priorities

- Discuss valet services; expanding the use of valet services
- Taxi stand on North Milwaukee
- Integrate occupancy data like that used in SF Park or the ParkNav application
- Look into Uber Taxi or Lift
- Divert car traffic from main center of WPB
- Look into cheap or free shuttles from other areas in WPB
- Marketing of parking availability, lots and other transportation options is key

The final Steering Committee was held on January 30, 2014 at the Center for Neighborhood Technology. This meeting was scheduled to review the draft recommendations for the WPB Parking Management Plan that incorporates the feedback and input received from the Steering Committee and other key stakeholders.

Key Stakeholder Interviews

In order to gain further insight into issues and opportunities that exist in WPB, staff conducted interviews with several key stakeholders. These individuals represented a wide variety of interests and perspectives, and ranged from institutional leaders to business owners to elected officials. Conversations and interviews were conducted with the following organizations and businesses:

- **Art and Science Salon**
- **Chopin Theatre**
- **CLR Gallery**
- **David's Findables**
- **Edward R. Varndell**
- **Jackson Junge Gallery**
- **Kokoro Vintage**
- **Lubinski Furniture**
- **Office of Alderman Fioretti**
- **Office of Alderman Moreno**
- **Office of Alderman Waguespack**
- **SmallBar Division**
- **Subterranean**
- **The Silver Room**
- **Virtu Chicago**

Collectively, these stakeholders brought up many needs and challenges that they hope the parking management plan will address, ranging from parking availability to loading zones.

Interviewees also expressed concern for the lack of parking available in WPB during evening hours and weekends. It is perceived that this poses a challenge to customers and visitors; thus discouraging people from coming to the area. Other issues focused on the need to improve and update the management of residential permits in the neighborhood. Interviewees linked this need to opening these prime residential parking spaces to the public during the day to help manage the existing supply.

Although the issues that emerged from these interviews varied, a common theme raised was the elimination of time limits at metered spaces. Another common theme was the need for safer conditions for cyclists and pedestrians in order to support active and public transportation. The community stakeholders saw an opportunity for shared parking, and a public awareness campaign on available parking locations and strategies in addition to advocacy for active and public transit.

Kick-off Public Meeting

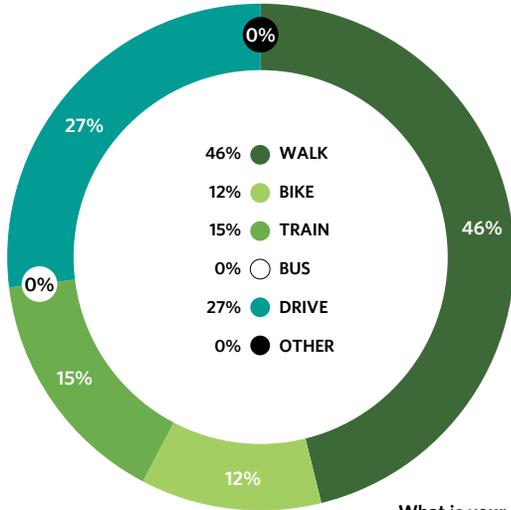
On June 26, 2013 the project kick-off public meeting was held at the Bucktown-Wicker Park Library to engage the WPB community at large and to discuss the purpose of the plan. During the meeting, participants were asked to identify parking strategies that improve the vitality of the WPB neighborhood, help support local businesses, and support the goals and vision outlined in the 2009 Master Plan. Another goal of the meeting was to better understand the neighborhood as it relates to parking and identify its biggest challenges and priorities. There were approximately 30 participants in attendance.

In order to get a better understanding of who was at the meeting and their travel preferences, attendees were asked to answer a few questions about themselves using keypad polling technology.

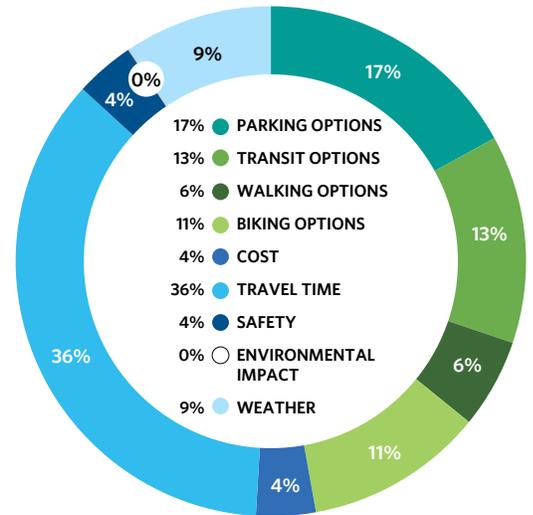
Keypad Polling Results

The figures that follow show results from keypad polling during the meeting. Questions around active transportation set the stage for the mapping exercise which asked participants to map out their desired location to walk and bike to in Antioch. Not every attendee answered every question. Majority of participants use existing infrastructure such as the Depot street 2-way bike lane and multi-use path through Tiffany Farms Park to reach their destinations. Residents indicated their biggest concerns around reaching their destinations through active travel were safety, gaps and lack of access.

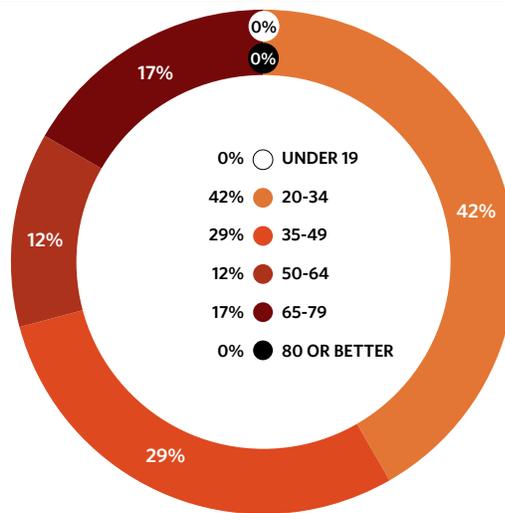
How did you get to the meeting tonight?



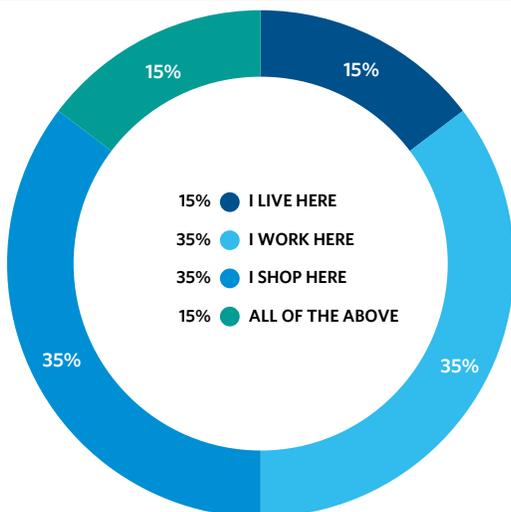
When you decide which mode you are going to use, what are your top 2 priorities?



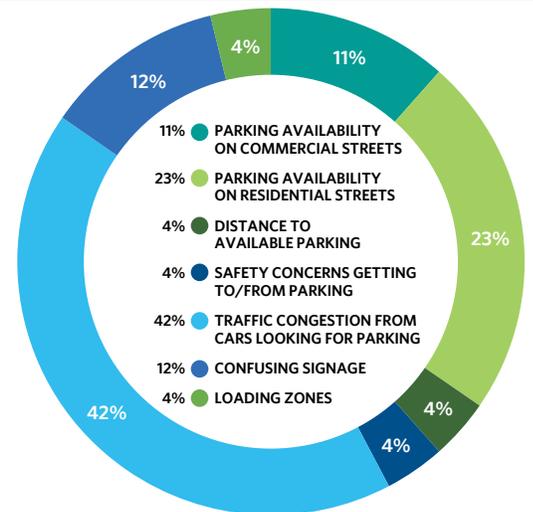
What is your age?



Do you...live, work, shop, all of the above in WPB?



What is the biggest parking challenge for parking in WPB?



Visioning Exercise

Next, a group activity was conducted to understand the community's thoughts about the neighborhood. The participants divided into five smaller groups and were asked to create two collages of pictures—one that described what WPB meant to the group and another that showed pictures that didn't fit with the character of WPB.

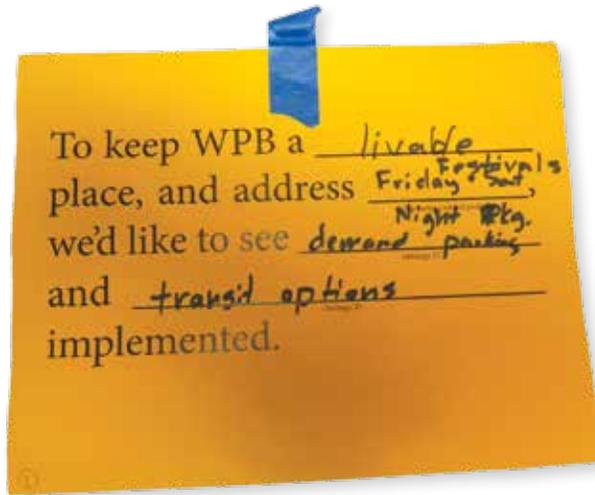
After teams shared their discussion with the rest of the group, they were asked what their preferred parking solution for the area might be by filling out two "Mad Libs" - style sentences. The results of this exercise are shown in the following pages.

GROUP 1

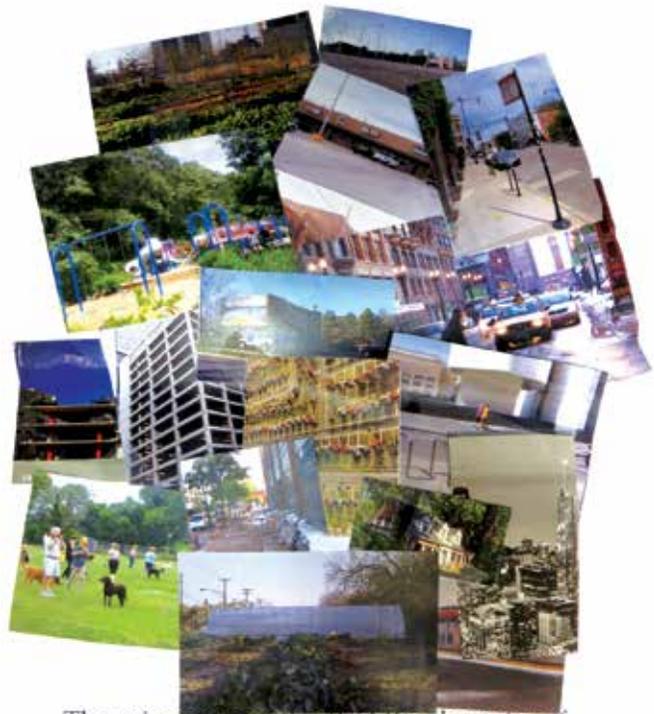
WPB is a **vibrant** neighborhood! I love it because **it's a little town in a big city**, is **eclectic, diverse, and walkable**.



WPB is a vibrant neighborhood! I love it because it's a little town in a big city, is eclectic + diverse, and walkable.



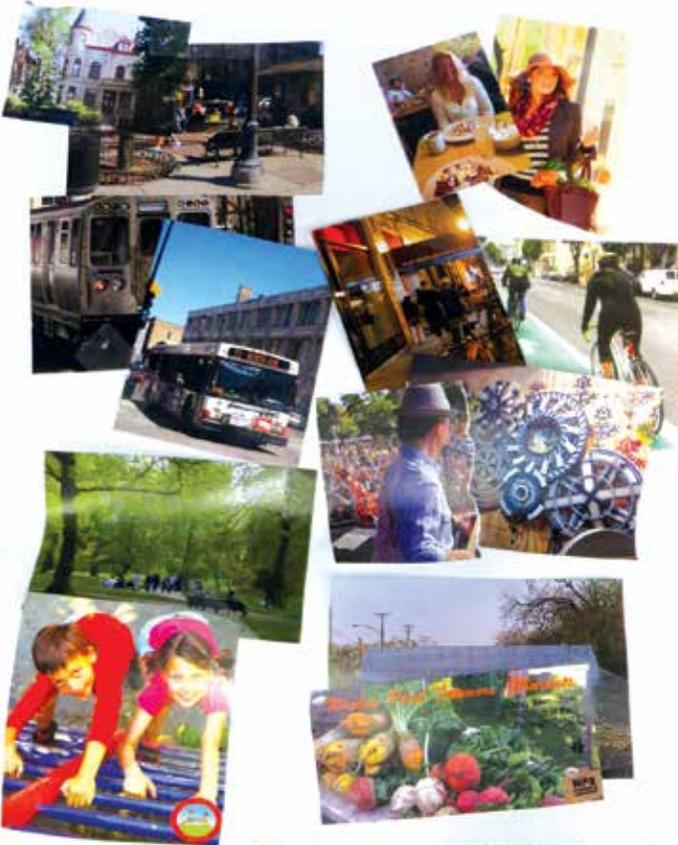
To keep WPB a **livable** place, and address **Friday Festivals** and **Saturday night parking**, we'd like to see **demand based pricing** and **transit options** implemented."



These images don't reflect the character of Wicker Park-Bucktown.

GROUP 2

WPB is a **complex** neighborhood!
 I love it because **it has historic buildings, great shopping, and entertainment.**



WPB is a COMPLEX neighborhood!
 I love it because HISTORIC BLDGS,
GREAT SHOPPING and ENTERTAINMENT

To keep WPB a LIVABLE/WALKABLE place, and address CRUISING we'd like to see DEMAND PRICING and RESIDENTIAL PERMIT/SHARED implemented. PARKING.

To keep WPB a **livable / walkable** place, and address **cruising for parking**, we'd like to see **demand based pricing** and **residential permit/shared parking** implemented.”



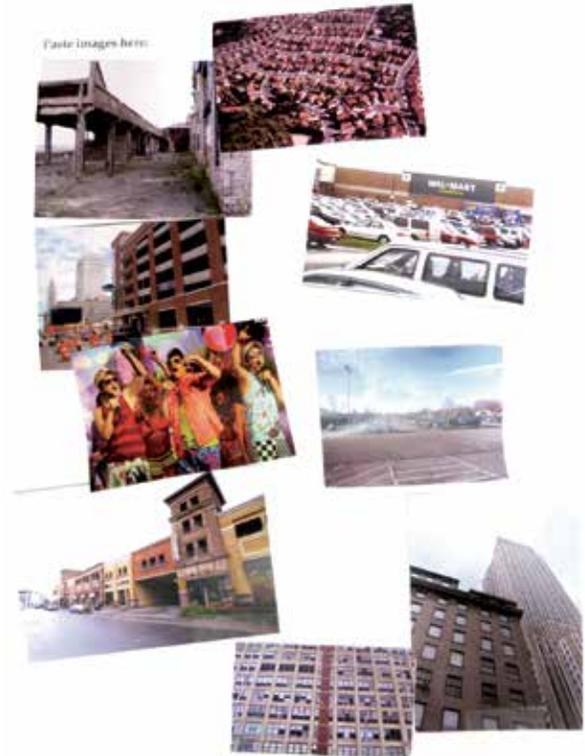
These images don't reflect the character of Wicker Park-Bucktown.

GROUP 3

WPB is a **destination** neighborhood! I love it because **it's active, diverse, and urban.**

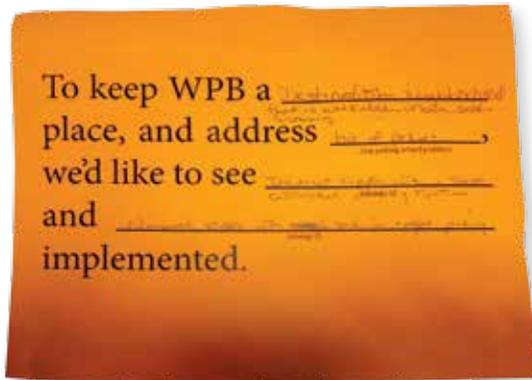


WPB is a Destination neighborhood!
 I love it because its Active
Diverse, and Urban.



These images don't reflect the character of Wicker Park-Bucktown.

Source: Chicago Metropolitan Agency for Planning.



To keep WPB a **destination neighborhood (walkable, urban, and self-sustaining)** place, and address **lack of parking**, we'd like to see **increased supply with a shared, centralized parking structure** and **narrowed streets with back-in angled parking** implemented.”

Source: Chicago Metropolitan Agency for Planning.

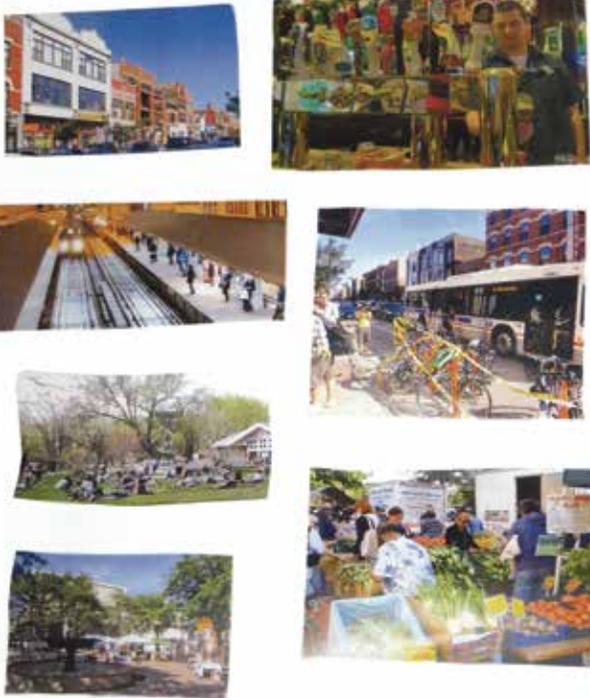


Public workshop 1. Photo by the Chicago Metropolitan Agency for Planning.

GROUP 4

WPB is a **vital** neighborhood! I love it because **it's walkable, it has mixed uses, and proximity.**

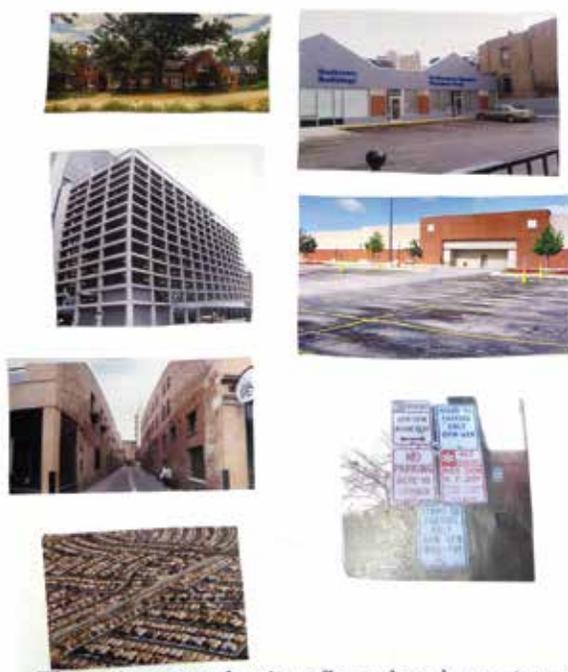
Paste images here:



To keep WPB a vital place, and address congestion caused by people looking for parking we'd like to see demand-based pricing and eliminate parking minimums implemented. and improving walking, and transit infrastructure.

To keep WPB a **vital** place, and address **congestion**, we'd like to see **demand-based pricing and elimination of parking minimums / improved biking, walking and transit infrastructure** implemented.”

Paste images here:



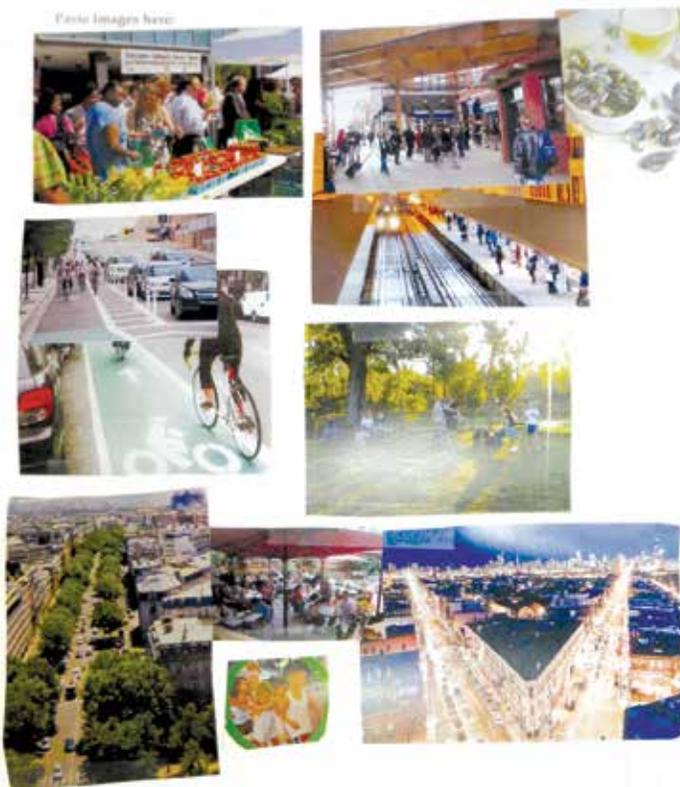
WPB is a vital neighborhood!
I love it because it's walkable
it has mixed uses and proximity.

These images don't reflect the character of Wicker Park-Bucktown.

Source: Chicago Metropolitan Agency for Planning.

GROUP 5

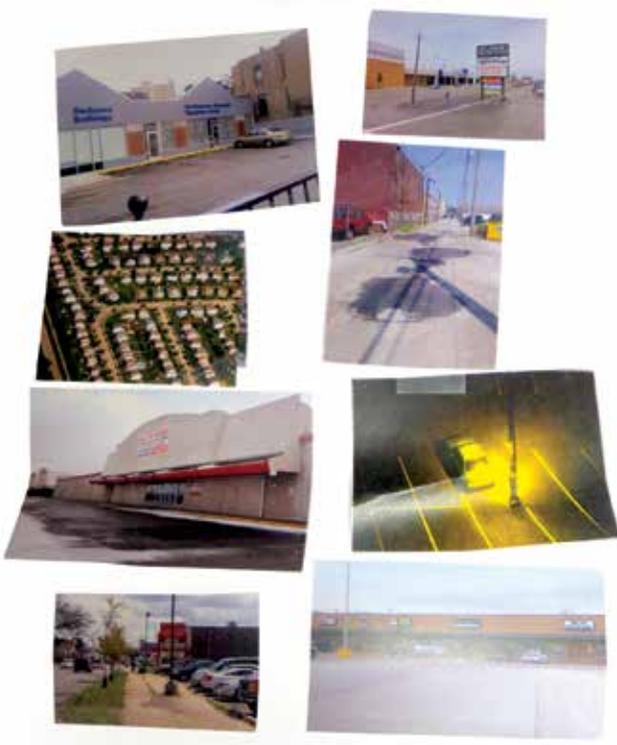
WPB is a **vibrant** neighborhood! I love it because **it's walkable, has great variety, and is centrally located in Chicago.**



WPB is a vibrant neighborhood!
I love it because its walkable
has great variety and is centrally located
in Chicago.

To keep WPB a liveable place, and address Congestion, we'd like to see improved transit ^{biking} walking ^{Infrastructure} and back in angled parking implemented.

To keep WPB a **livable** place, and address **congestion**, we'd like to see **improved transit (biking, walking infrastructure)** and **back-in angled parking** implemented.”



These images don't reflect the character of Wicker Park-Bucktown.

Source: Chicago Metropolitan Agency for Planning.



Photo by the Chicago Metropolitan Agency for Planning.

Discussion

After the each group presented, there was a general discussion of other parking tactics they would recommend:

- Establish a designated cab area so that people will always know where and when they would be able to get there
- Develop shared parking opportunities
- We like the idea of demand based pricing but maybe in a different way i.e.: lowering the price and extent at which people park (to incentivize them)
- Encourage people to park in the neighborhood spots that are more frequently empty
- Increase the CTA remote parking so that people are more encouraged to “park & ride”
- Keep the flow of traffic going; parallel parking requires cars to stop in the middle of the road so it interrupts the flow
- Encourage angled parking
- Construct a centralized parking structure (especially one that is in proximity to public transit)
- Centralized parking structures are often misplaced and not next to public transit, this often leads to underutilization and lower ridership rates
- Look into creating a shuttle that has a circular route within Wicker Park that can take people from a remote parking site to different parts of Wicker Park (Milwaukee, North, etc.)
- Buses can be added and subtracted based on the demand for parking

MetroQuest Online Survey

In order to reach residents who were unable to attend public workshops, the project team used a web-based engagement tool, called MetroQuest. The website was available from June 26, 2013 to August 25, 2013 during which 863 residents and interested parties visited the site and 448 of which provided direct feedback gave detailed feedback on the challenges, priorities, and opportunities to help address parking management. CMAP partnered with WPB staff to spread the word about the MetroQuest site. Efforts included: social media postings, email blasts, online newsletters, postcards, and local newspaper coverage. Steering committee members were encouraged to share and distribute the interactive online survey with the community.

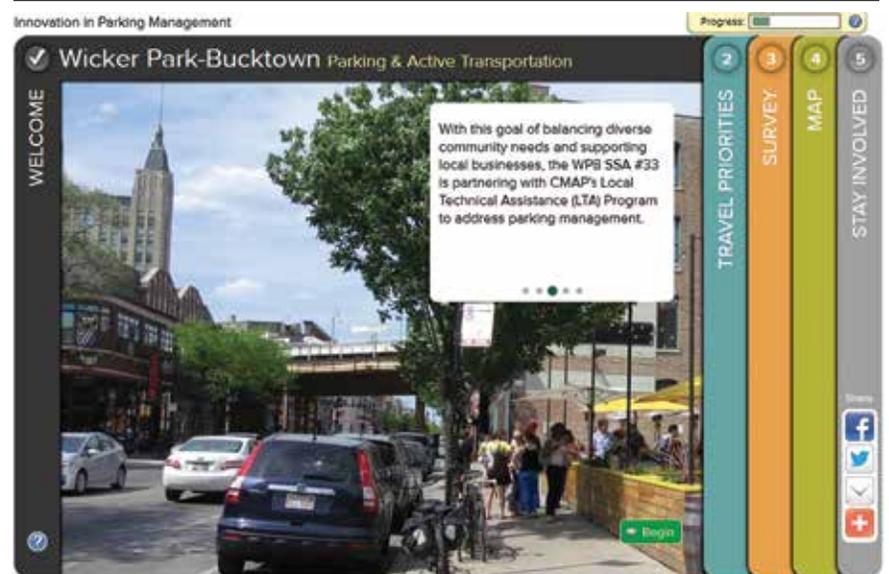
To reach the community in their everyday environments, the survey was made available on a portable iPad kiosk and was placed at “Tuesdays at the Triangle” on August 13, 2013 and at the WPB Chamber mixer on August 14, 2013. In addition to these community events, the iPad kiosk was stationed at the Bucktown-Wicker Park Library – a high traffic, highly visible public location—from August 15, 2013 to August 25, 2013.

The purpose of using this tool was two-fold. First, employing an online tool gave this project potential to engage more residents than traditional face-to-face meetings. Second, it was critical to understand which challenges were most and least important to the community through a prioritization exercise. Users of the site also had the option to prioritize their travel priorities, assess their active, public and parking experiences, and place markers detailing areas of improvements on an interactive map of WPB.

WPB MetroQuest Site Experience

Upon visiting MetroQuest, users were taken through a series of background information and goals of the project on the ‘Welcome’ slide (Figure 7). Then, users were asked to rate their top three priorities on the ‘Travel Priorities’ slide (Figure 8) when deciding how to travel in and around the WPB neighborhood. This information helped staff to understand what priorities are the most important to the community and help to develop informed recommendations to achieve the best outcomes. Participants were also given the option to suggest additional priorities.

MetroQuest “Welcome” website screen



MetroQuest “Priorities” website screen



Source: Chicago Metropolitan Agency for Planning.

Priorities

The list of priorities included:

Safety—when choosing a transportation mode, I consider safety and how safe I expect to feel when driving, biking, walking or using transit.

Cost—when deciding whether to walk, bike, drive, or take transit, I consider the out-of-pocket cost of travel. Cost may include transit fares, fuel, parking fees, and other travel related costs.

Travel Time—I consider how long it will take me to reach my destination when I choose my travel mode.

Parking Options—when making my mode choice, I consider the availability and convenience of parking options near my destination.

Transit Options—I consider the quality, availability, and convenience of transit service when I choose my travel mode. This includes bus and rail options, and station or shelter amenities.

Biking Options—I consider the quality and convenience of bicycle facilities when I chose my travel mode. This includes facility types (bike lanes, trails, etc.) as well as amenities at my destination (bike parking, shower, etc.).

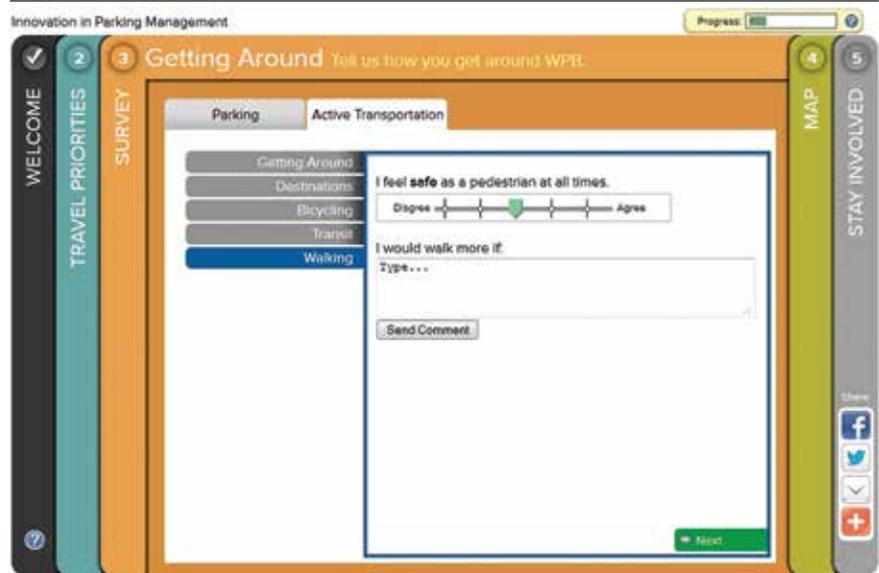
Walking Options—I consider the convenience and quality of pedestrian facilities (sidewalks, crosswalks, etc.) when I choose my travel mode.

Environmental Impact—I consider impacts to the environment when I decide whether I will drive, bike, walk or take transit to reach my travel mode.

Once completed, the user could then move on to slide three, ‘Getting Around’ (Figure 9). This slide asked participants describe how they get around WPB and their experience when getting around. Users also had the option to submit additional comments supplementing their choices or suggesting other priorities.

The following screen labeled ‘Amenities & Opportunities’ (Figure 10) outlined the boundary the study area and asked participants to identify the places they like and the places that need improvement in the community.

MetroQuest “Survey” website screen



MetroQuest “Interactive Map” website screen



Source: Chicago Metropolitan Agency for Planning.

The final screen, ‘About You’, gave users’ additional project information and links to WPB SSA #33 and Chamber of Commerce, MPC, and CMAP’s project information pages. The ‘About You’ slide (Figure 11) asked users to tell us about themselves including their age, gender, role in the community, and accessibility to different modes of transportation. Participants were given the option to leave their email address if they wanted to be added to distribution lists for future project update.

MetroQuest Results

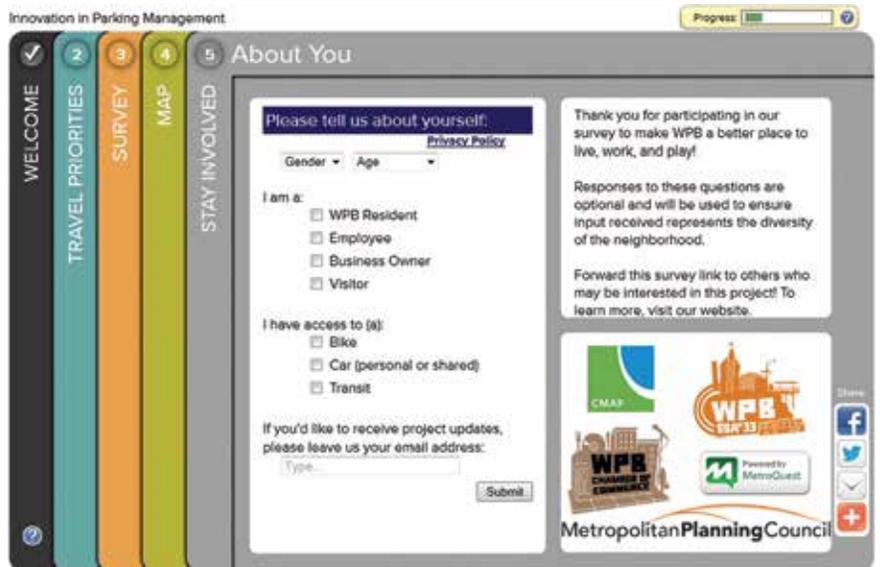
Survey participants were asked demographic information to better understand the parking needs from each group. In total, 488 participants submitted detailed information of which 302 have access to public transit, 270 have access to a car (personal or shared), and 259 have bicycles.

These stakeholders were asked to rank the top three priorities that are important to them when deciding how to travel in and around WPB. The top ranked priority for users was “biking options” followed by “walking options.”

The overall priority ranking chosen by participants was:

OVERALL RANK	PRIORITIES
1	Biking Options
2	Walking Options
3	Parking Options
4	Travel Time
5	Transit Options
6	Safety
7	Environmental Impact

MetroQuest “About You” website screen



Source: Chicago Metropolitan Agency for Planning.

The comments submitted by survey participants per priority are listed as follows

Biking Options

The majority of the comments received were related to safety, specifically for pedestrian and cycle traffic.

- Safer biking lanes should be a priority. Merchants need to understand that it’s not parking availability that drives their businesses, its foot traffic from alternative transportation sources like transit and biking that creates neighborhoods that can sustain that foot traffic.
- Visible, painted bike lanes and protected bike lanes would be a tremendous asset to this neighborhood and those northwest of us (Logan Square, Humboldt Park).
- Protected Bike lanes on Milwaukee, Protected bike lanes on North Ave, Protected bike lanes on Damen, and the introduction of traffic calming measures on north ave.
- I am upset that there are no Divvy bikes near the Polish Triangle, why would I walk 5-8 blocks to get a bike or not have a place to lock it up if I want to take a bus or train the rest of the way? Bad choice by CDOT or Divvy - whoever was responsible for the initial choices.
- I want to bike around WP/B but I don’t feel safe from cars & doors.

Walking Options

- *Too many pedestrians don't follow the crossings at 6 Corners and it is quite dangerous. There needs to be ways to discourage people from cutting across the whole intersection*
- *I love the ability to walk to where I would like to go and not have to worry about driving.*
- *Crossing North Ave should not be a stressful event. Improve this and you will see more people.*
- *We have great crosswalks in Wicker Park and Bucktown - but our sidewalks on busy streets are narrow. Milwaukee and North Avenue between Damen and Ashland are great examples. It's excellent that there are so many restaurants that want outdoor dining, but the sidewalks cannot handle tables, fences, pedestrians, strollers, etc.*
- *I don't own a car so walking and transit are crucial to me. More frequent bus times would be helpful.*

Travel Time

- *Neighborhood travel time by car is greatly affected by how long it takes to park a car need parking space, and more stores.*

Transit Options

- *Remove all the old loading zones and useless parking restrictions.*
- *Need rail in UK village*
- *Everyone makes decisions based on economics (this is the theorem of marginal utility). The local government skews this decision making by making residents pay for parking/parking stickers/registration/fines/etc. though feel good measures, the opportunity costs of the decisions forced upon the residents of this city are poorly understood and have a large number of negative consequences. The market needs to be the solution, not local bureaucrats.*
- *The Milwaukee Avenue, North Avenue, and Damen Street buses need to have their speed improved. The traffic is effecting how people get to this commercial area.*
- *I do not think a rapid transit bus lane down Ashland will do anything except cause gridlock. There must be a more efficient way to develop a fast and efficient transit system. I wish I could add 4 because environmental impact is very very important to me too, but I need to stay safe, I don't have a car so I walk and take transit everywhere.*
- *Need a Parking Ramp.*
- *Bring back the number 33 bus.*

Parking Options

- *While it is nice to have the ability to travel by bike, when you have a baby it really is no longer an option. Also, depending on what you are doing it and when and how quickly you are trying to accomplish it, walking with the stroller isn't always the best option either. Sometimes with all the effort put in by organizations to make improvements in biking and public transportation, it seems like they are forgetting about the families that live in the city.*
- *Biking, parking, and transit options really all tie, in my book. Always weighing which of those 3 ways is best for any given trip.*
- *It's so hard to find free parking in Wicker Park. All the residential streets are permit only which is discouraging from the perspective of a visitor from the northwest suburbs.*
- *My visiting friends and relatives love the free parking, and spend their saved money from parking on things like local shops and restaurants. KEEP PARKING FREE!!!*

Safety

- *Pedestrian crossings should all be clearly marked and drivers should be able to know when they approaching one.*
- *Yield to pedestrians in crosswalk signs are great!*

Environmental Impacts

There were no additional comments submitted for environmental options.

Suggest another priority

- *Some people may need to consider disability-related accessibility options.*
- *Weather.*
- *Traffic flow.*
- *Urban Tree Cover.*
- *Cost.*
- *The ambience.*
- *Pet-Friendly.*
- *Enforcement of rules of the road for all transportation-car, bikes, pedestrians*
- *How much stuff I need to take with me/I anticipate taking home. If not much - I will walk. If a lot - I will drive.*
- *Multi-mode options.*
- *Attractive streetscape.*

Next, participants were also asked about their experiences with active and public transit when traveling in and around WPB. The questions asked in the survey included:

Parking Tab

Car Travel

When traveling by car in WPB, are you typically:

- Driving Solo
- Carpooling
- Taxi
- I-GO/ZipCar

Driving Destinations

Are you coming to WPB for (select all that apply):

- Work/School
- Entertainment/Recreation
- Services (salon/financial/etc.)
- Shopping
- I live here
- Visiting friends/family
- Other

Parking Experience

Have you ever abandoned a trip because you couldn't find parking?

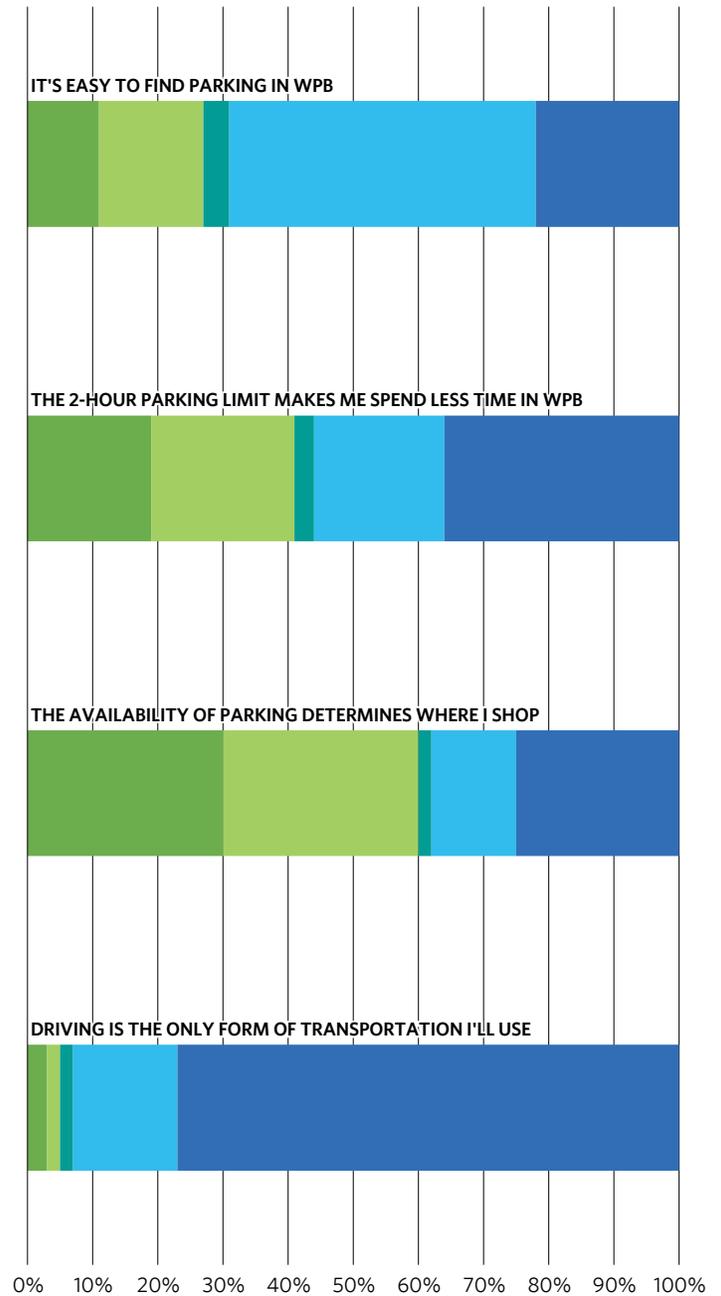
- Yes
- No

Other parking experiences questions asked participants to indicate if they disagreed or agreed with the following statements:

- *It's easy to find parking in WPB*
- *The 2-hour parking limit makes me spend less time in WPB*
- *The availability of parking determines where I shop*
- *Driving is the only form of transportation I'll use*

MetroQuest "Parking Experience" survey results

- AGREE
- SLIGHTLY AGREE
- NEUTRAL
- SLIGHTLY DISAGREE
- DISAGREE



Source: Chicago Metropolitan Agency for Planning.

Parking Comments

Participants had the opportunity to provide additional comments for parking experiences when getting to and around WPB. The comments received for parking experiences include:

- *I'll avoid it if it seems too congested and if I'm short on time then I may skip coming to this area!*
- *Blue Line riders park throughout the WP residential neighborhoods, and leave their cars all day.*
- *We are so overcrowded that I have to leave my car at home and take a taxi to go anywhere at night. If I take my car, I can't park when I get home. We are too crowded.*
- *No one likes it [parking fees] but everyone wants it. Consolidate valet and loading zones, add angled parking and add a small parking structure off the Damen/Milwaukee epicenter and let people walk or take train and bus - add to the jewel lot, lease Aldi lot for valet at night, etc.*
- *Resident parking should be strictly enforced.*
- *There are a number of big-box parking lots (Aldi, Jewel, Kmart) that should be open for non-residents during evening hours or prime shopping hours. With so many open lots, there is no reason for parking to be an issue here.*
- *The zoned area I park in (just off of Milwaukee at Elk Grove/Honore) is often filled with non-zoned vehicles. The area is ticketed often (even those of us parked with a zone permit are ticketed constantly for "being more than 12 inches from the curb", etc). The ticketing does not seem to stop those that are in search of a parking spot. I am guessing this is because all of the metered spots are filled.*
- *I tend to find parking on the weekend along Pritzker School. I will gladly park 2 blocks from a destination away for an easy spot with no meters, and a nice little walk in between.*
- *With the consolidated meter system, would it be possible to create areas where parking was metered, but a permit would make it free for certain users during certain times? Such as having an 8 a.m.-6 p.m. meter waiver for a zone, with similar 4 p.m.-2 a.m. or 5 p.m.-9 a.m. waivers. This could allow more turnover of side street parking for those visiting rather than working and living in the neighborhood.*
- *Too many "no parking anytime unless displaying permit" areas. At least making it from 6 a.m. - 6 p.m. will add more limited time parking instead of none at all.*
- *Horrible parking choices.*
- *More shared parking, fewer spots!*
- *Loading zones are highly valuable to me as getting taken out or a quick stop is generally what I need. It is very difficult at night as most loading zones are used by Valet's and that prevents me from using pick up services locally. I would rather use take out further away because it is easier to park.*
- *I own and live in a three flat on Medill. Post Office employees, commercial buildings converted to lofts surround us on Medill, Talman, Washtenaw and Belden. These Lofts as well as the post office parking is inadequate.*
- *I only bike. Do not own car.*
- *I would open more side street parking to visitors.*
- *Cars/parking should be less of a focus. Safe transit for walkers, bikes, and transit riders should be given a higher priority if you want Wicker Park / Bucktown to have a thriving shopping and recreation area. Foot traffic is the key. Cars don't bring foot traffic: they bring solo shoppers who get in their cars after visiting one merchant and leave the area. If you want people to spend more money, you need foot traffic.*
- *More parking = more traffic and less walking/biking/transit.*
- *With good bus service, transit, and mediocre bike lanes to Wicker Park - why drive?*
- *There's too much parking, and parallel parkers on Milwaukee do not respect cyclists.*
- *I commute to Wicker Park for work M-F via the blue line. It is very very rare that I drive - maybe once every couple months. If I do, I usually park in my office parking lot.*
- *Parking is alright. Way better than other neighborhoods!*
- *Unfortunately lots of improvements are gear to the young. Those with limited mobility and age limitations are often overlooked.*
- *Signage is terrible/confusing on some streets.*
- *I used to live in the neighborhood and I hated having to drive around for what seemed like hours to find a spot.*
- *I never drive to WPB. I walk or cab depending on where I'm coming from.*
- *Not enough of it, and there definitely isn't enough policing — I see cars parked without a meter payment for hours. Also some streets are unsafe to park in - I've had my car keyed 4 times in less than 3 months.*

- *I own a property in Wicker Park (where I live) and pay an enormous amount in taxes. These taxes, most would agree, are supposed to supply a functioning infrastructure (the original intent of governance).*
- *Why do we Chicagoans have to pay a private firm the privilege of parking on the streets our tax dollars built and maintain?*
- *No thank you for putting rent a bike lots in the few places we could actually park our cars. Perhaps someone should have studied the disaster of shared bikes in other metro centers around the world before wasting more of our hard earned dollars on what will be another feel good measure disaster.*
- *The expense is a consideration for sure.*
- *I don't own a car because I live in Wicker Park and work in the Loop. Owning a car would be idiotic and people should just shut up about parking when there are so many transit options.*
- *The parking on Milwaukee impedes bicycle traffic. I feel that WPB should remain a pedestrian scaled community served well by transit that does not need much parking.*
- *I like the use of neighborhood permits. The Starbucks on Paulina and Division could use a loading zone. Their patrons are continuously and dangerously blocking the intersection so they can run in to get their orange mocha Frappuccino's.*
- *Driving is often the only option when you have a small child and the weather isn't perfect. I wouldn't put my kid in car without a car seat, so I certainly would just carry a baby on a bus.*
- *Prices before permits, and signage before all!*
- *There are many loading zones/valet parking which restrict parking, causing people to double park with their flashers on which in turn makes unsafe biking.*
- *Stop getting so hung up on parking and focus on moving as many people through WPB on transit, biking, and walking. Call me crazy but one of the reasons why WPB took off as a commercial area is because of the density and proximity to public transportation. This is not the suburbs we don't have to submit ourselves to their broken thinking. We need to focus on getting as many people to the area as possible and cars have an inherent cap. Allowing more will create congestion which will deter more people from visiting the area. Allowing more people through easy to access public transportation, pedestrian friendly intersections, and biking options is the best way to avoid the car trap. More people = more money. Stop thinking like you need to be a 1992 strip mall. You were not one in 1992 why do you want to be one now?*
- *I would rather see more sidewalk cafes and other amenities than more parking.*
- *You have to find a way to encourage people with garages/parking spaces to use them and stop using available street parking*
- *It should cost more at night on the busy sections like 6 corners.*
- *Meter cost too much. I looked at my bank statement for last could not believe how much in meter parking spent.*
- *I don't feel that the permit parking on residential streets is well-enforced.*
- *It seems like there's lots of loading zones in the area, which makes parking confusing. They can't all be in use all the time!*
- *Not enough for residents and guests.*
- *Way too much free parking on the side streets, always full of employees and drunks. Side streets should at least be residential permit.*
- *I now only shop where I am headed at the parking meter rates offered - I used to go to other shops beyond the one I was headed to and browse - don't do that anymore anywhere.*
- *Because I live in WP and have a zone parking permit, it is easier for me to park in the neighborhood than it is for others. This should be taken into consideration when evaluating responses to the survey!*
- *I don't shop here ever for two reasons 1) no parking 2) meter & deal is a rip off to us citizens so I will spend my money in the suburbs.*
- *I live in the neighborhood and use my car, but I also use my bike, and appreciate the bike paths. The pay boxes are such a bummer - too expensive, and in too many places.*
- *Parking is an issue all over in Wicker Park, Bucktown & West Bucktown (Humboldt Park). A lot of people park on our street and walk to the L. This makes it difficult to park in front of my house.*
- *I hate having to pay to park on streets that never had that before. To have to pay to park when I drop my son off at school or use the public library really makes me hate the city.*
- *It would be much easier to park in WPB if our permit number was uniform throughout the neighborhood.*
- *Need more areas of residential permit parking, as the area becomes more and more popular, especially on the weekends.*
- *Parking is not a big deal.*
- *We should have parking garages for visitors.*

Parking Comments (continued)

- *I hardly ever park in Wicker Park / Bucktown because I live here.*
 - *Parking here is used by those using the blue line to go downtown for work and then use a parking space all day on the residential streets. It is impossible to have any workers come to house because they cannot find parking. It is a nightmare for family/friends to visit without a lot of planning. Paying over \$15,000 year for taxes it would be nice to some parking near your home for visitors and not have to wait until the downtown workers come home to drive their cars to their own neighborhoods*
 - *The current meters do not work.*
 - *Would rather pay an annual fee for a permanent sticker that could be used throughout the city?*
 - *Please make more free parking available*
 - *I am a RESIDENT in the neighborhood who relies on street parking. From what I see, there's a lot of people who park in permit areas where they shouldn't, and my car has PLENTY of damage from late-night neighborhood "guests" who have side swiped, ran into, etc. my car. I would hope / assume that part of this plan DOES NOT include limiting residential zone permit parking. We went through this same issue about 4 or 5 years ago when Manny Flores was alderman and there was a HUGE showing of residents at a ward meeting protesting proposed changes. On any given day or evening I see many cars w/out zone permit stickers parked in residential zones and frequently have trouble finding parking near my home, which I OWN and do not rent. Especially on weekend nights. People coming to the neighborhood to party and consume lots of alcohol should NOT be driving and we shouldn't make accommodations for them.*
 - *Living in Wicker Park for 6 years now, I have recently decided to sell my car. I use to find that even parking on my once quiet street became a pain within the last year. I am hoping there is resolution so that others will come and enjoy the neighborhood like I do, but with reasonable travel, drive and parking available.*
 - *Visitors and merchants complain about parking if they/their customers have to park further than 2 spots from their destination. It's a false impression of the neighborhood to say that parking in the commercial areas is a problem.*
 - *It's frustrating how little parking is available in Wicker Park. I live in WP closer to Western on North Ave. Our two surrounding side streets are not permit, but the spaces get taken up very quickly during the day and at night. It's a congested area and it would be great to have more parking options.*
 - *The installation of the new permit parking on many side streets off Damen are making it really, really tough to park in Wicker Park.*
 - *Longer parking meter hours would help greatly*
 - *I walk most places from home, so parking is not an issue for me.*
 - *Of course, when I'm driving, I like to easily find parking. But I far prefer that the space is used to make for a better neighborhood to bike, walk, eat, and shop in.*
 - *I live here and I only walk throughout the neighborhood, but I believe a parking lot for outsiders coming here for entertainment would benefit everyone.*
 - *Living here, I'm pretty resourceful at finding parking.*
 - *I walk most of the time.*
 - *New development needs to use property space to provide parking not just units*
 - *More parking = more traffic = less bike/pedestrian friendly streets which WPB thrives on.*
 - *Parking should be more expensive to encourage people to use other travel options*
 - *I sincerely believe there should be less of it [parking].*
 - *I always need to go back to the car and pay for additional parking since my stay is always over 2 hours.*
 - *Cars should not be a priority in wpb. Minimize parking. Do not build parking garages or more lots! We have great transit options here and wonderful walk ability. Don't take this away from us by inviting more cars through improved parking options!*
 - *I usually bike.*
 - *Need more free parking.*
 - *I don't really drive/park in Bucktown/Wicker Park unless I'm using zipcar to get to another neighborhood, in which case I still don't have to park in my neighborhood.*
-

Active Transportation Tab

The second tab in the ‘Getting Around’ slide asked participants to answer questions regarding public and active transportation when getting around WPB.

Getting Around

Check all modes and transit services that you use in WPB:

- Walk/Use a wheelchair
- #56 Milwaukee Bus
- Ride a bicycle
- #70 Division Bus
- CTA Blue Line
- #72 North Bus
- Clybourn Metra Station
- #73 Armitage Bus
- #9 Ashland Bus
- #74 Fullerton Bus
- #49 Western Bus
- Other (please specify below)
- #50 Damen Bus

Destinations

Are you coming to WPB for (select all that apply):

- Work/School
- I live here
- Entertainment/Recreation
- Visiting friends/family
- Services (salon/spa)
- Other
- Shopping

Other questions about active transportation asked participants to indicate if they disagreed or agreed with the following statements or provide comments to open ended questions.

Bicycling

- I feel safe riding a bicycle in WPB
- I would like to see more bicycle facilities (bike lanes)
- It is more convenient for me to walk or bike than take transit

Transit

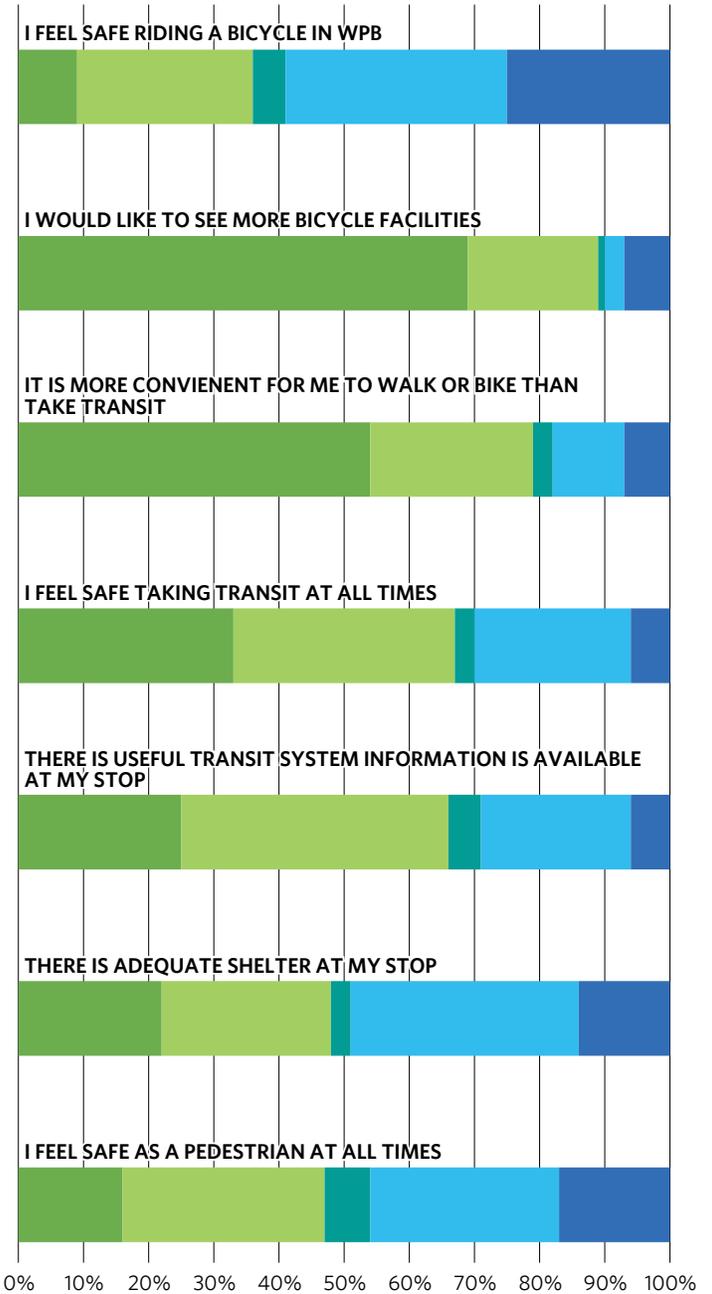
- I feel safe taking transit at all times
- Useful transit system information is available at my stop
- There is adequate shelter at my stop
- I would take public transit more if...

Walking

- I feel safe as a pedestrian at all times.
- I would walk more if...

MetroQuest “Active Transportation Experience” survey results

- AGREE
- SLIGHTLY AGREE
- NEUTRAL
- SLIGHTLY DISAGREE
- DISAGREE



Source: Chicago Metropolitan Agency for Planning.

Walking Comments

In terms of modes of transit, respondents stated that they were most likely to use the CTA Blue Line, followed by walking. Participants were asked specific questions regarding their active transportation. Pedestrian safety was among the highest voiced concerns for getting around WPB when walking. Other answers submitted included:

Walking: **“I would walk more if...”**

- *If it fit into my schedule!*
- *Safety weren't a concern at night (after 10-11 p.m.) in the more residential parts of the area.*
- *Milwaukee Avenue was better lit north of North Avenue and had less abandoned buildings. Since there are less business/homes the further north you go (until Fullerton really), there are not very many people present when it is dark out. Since it is not very well lit, I never feel safe.*
- *The current condition of those newish “STOP For Pedestrians in Crosswalk” signs tells you all you need to know about pedestrian safety. I would like to see those replaced, reinforced, lit up, and I would like to have superhero powers to stop cars that almost run me over.*
- *Again, bikers need to be more mindful of pedestrians.*
- *We could get rid of the panhandlers.*
- *Bikes were policed to follow traffic signals. Bikes do not follow traffic lights so I worry more about getting hit by a bike than being hit by a car. Cars are more likely to stop. A Biker will yell at me to move rather than slow down.*
- *Fewer cars and safer intersections. Milwaukee/North/Damen is very hostile to pedestrians.*
- *I would walk more if less public space were surrendered to the needs of car driving.*
- *Cars were going slower, looked more for pedestrians. Hard to feel safe crossing street sometimes.*
- *Drivers often ignore the crosswalk.*
- *It would be nice if pedestrians were prioritized more, like at the intersection of Milwaukee/Damen/North.*
- *See previous comment about the rape on Western and Augusta. Safety is a concern since that happened. I recognize that it was an isolated incident, but it wasn't at a strange hour, so could it happen again? Will it happen again? What is being done for my safety?*
- *There were more of those signs in the middle of crosswalks. I actually had a driver stop at a stop sign at Milwaukee and Oakley yesterday after I'd entered the crosswalk, and then he floored just as I was about to enter his lane and yelled at me. He yelled something about pedestrians and the cyclist that was just ahead of him.*
- *The Wolcott-Wood intersection is a disaster. It's been on Chicago's CDOT calendar now for a year. Why no progress?!?*
- *IT's alright. Still slightly worried about getting robbed at night around the Bar areas.*
- *The crossing at the division blue line stop can be a bit daunting.*
- *I feel least safe as a pedestrian. I feel safer on CTA and even riding my bike most places (MKE Ave is an exception on the bike).*
- *Traffic laws were enforced for both cars and bikes.*
- *Streets were more populated at night.*
- *It's bad enough having to worry about cars blowing stop signs. Now I have to worry about cyclists as well. At least cars tend to slow down as they approach a stop sign, even if they don't come to a complete stop. Cyclists don't even have this level of regard. Residential streets need more speed bumps to slow down cars and cyclists, particularly as they approach stop signs.*
- *No crosswalk signs at dangerous intersections like Chicago and Hoyne!*
- *Safety has to be improved. After dark, there are MANY many gang members and other strange/dangerous folks out.*
- *The lights are programmed in such a way that cars are forced to drive recklessly. Why are left turn arrows programmed to be a split second long?*
- *They would just fix the signs so you can see if the walk signal is on. Most have been twisted by the wind so that you can't see them. And something has to be done about the Polish triangle. I nearly get killed about every 3rd time I cross the street there, and I'm reasonably fit enough to scramble out of the way. It's shameful how much drivers have zero regard for pedestrians. Most are looking me right in the eye as they gun their engine toward me, though I ONLY try to cross when it's legal for me to do so. Rant over.*
- *It was easier to cross the street at all intersections.*

- *There were fewer solicitors on the street-- i.e. Greenpeace, Human Rights groups, etc. I am supportive of their causes but this approach ruins my walk and I will go way out of my way to avoid.*
- *Overpasses (viaducts) were given pedestrian scaled features like finer finishes, street furniture, shade tolerant plantings, etc. to make them more hospitable. I would also walk more if crosswalk distances were reduced by bump-outs and if the number of lanes (including parking lanes) were reduced on most streets. I would walk more if stores like McDonalds, Walgreens, Jewel, would build to the street front like historic Chicago, rather than build a parking lot between their buildings and the sidewalks.*
- *There were more cameras or policeman in the neighborhood*
- *Cars actually stopped at crosswalks.*
- *It were easier to cross the streets*
- *Cars and people on bikes roll through stop signs and pedestrian walkways...even those that have green stop for pedestrian signs in them.*
- *Cabs are the worst in this area and disregard crosswalks. More police enforcement is needed. Not all streets in the area are well-lit either. Ripe for muggings and assaults.*
- *As a woman in particular, the area itself were safer and I felt less at risk of being mugged or sexually assaulted.*
- *I walk a lot, but feel like drivers are very dangerous. They are distracted; don't stop for pedestrian and often driving after leaving bars.*
- *Cars and bike respected pedestrians.*
- *Traffic calming measures were implemented. If drivers were routinely ticketed for failing to yield to pedestrians. If sidewalks were wider. If dedicated pedestrian walk signals were implemented. If streets were not lined with ugly parking on both sides.*
- *I don't own a car so walking is my #1 mode of transit. I do not feel safe walking alone at night except on major streets and intersections (Division from Ashland to Western, Western immediately near North Ave., North from Western to Paulina seems "safe" to me. Lately I don't go to 'downtown' WPB late at night after news of stabbings/robberies).*
- *Cars yielded.*
- *Wasn't someone just attacked at 6 a.m. next to the blue line in an alley?*
- *I am looking forward to the opening of the Bloomington trail. That will be a great walking trail and great for our neighborhood. I have a dog and will be so happy to walk my dog on the Bloomington trail.*
- *I felt safer late at night i.e. after 10 p.m.*
- *Love to walk, although always worry about tripping on uneven areas. I had a bad injury couple of years ago because of a piece of sidewalk had lifted up several inches.*
- *I do not feel safe walking at night alone and would walk more if there was less crime.*
- *Speeding bikes obeyed the laws*
- *I lived slightly closer to the grocery store (~1.1 miles away), or if I worked closer to home. I still walk quite a bit, though.*
- *Neighborhood watch/safety alarms were put into place*
- *Sidewalks were better lit on side streets.*
- *I walk typically when I'm with friends who don't bike or when I'm going to multiple destinations that are close to each other.*
- *More lights over the sidewalks, particularly on quiet streets.*
- *I worry about bicycles!*
- *Car traffic is extremely aggressive along Ashland Ave, particularly around the Polish Triangle.*
- *Crime was lower.*
- *More stop for pedestrians it's the law signs on major thoroughfares.*
- *The Milwaukee, Damen, North intersection is scary. Too many cars, bikes, people, and roads all at once.*
- *There were better streetlights. Especially at Wood/Milwaukee/Wolcott, and other hidden streetlights on Milwaukee Avenue.*
- *I felt safer walking alone at night.*
- *Not at the 6 corner's intersection. I'm impressed more people don't get hit.*
- *There were more barriers between pedestrians and moving traffic.*

Transit Comments

When talking about transit, the majority of the comments raised referenced safety at bus stops and stations during the evening and night hours, the cleanliness of the trains and buses, and slow speed of the buses due to traffic congestion. Additional comments included:

Transit: I would take transit more if:

- *If it were cleaner!*
 - *If the buses were more timely. The Damen and North Avenue buses are especially ill-timed, particularly in the evening when people are going out to entertainment/dining options in the neighborhood.*
 - *The circle line was built to connect WPB with Lincoln park/west loop/south loop.*
 - *North Avenue wasn't such a congested mess (bus).*
 - *The area around the Western Blue Line station was redeveloped and fewer bums were present. I feel unsafe using this stop to get to my boyfriend's apartment. When I do sometimes I get scared and start to run to get out of the area.*
 - *There were reliable ways of getting north and south along non rail corridors. I often take the Western bus home from the western edge of the Wicker Park area, but only if I don't have my bike with me. I never take that bus to Wicker Park because I can't rely on it being on time or swiftly reaching my destination. Divvy will make me hardly ever use the bus, since I will be able to bike home even when I didn't bike to Handlebar, Bite or Birchwood Kitchen.*
 - *Bus rapid transit (BRT) existed on Ashland, Western, and Fullerton Avenue.*
 - *It was more reliable. Happy on my bike most of time.*
 - *If the North Ave bus weren't stuck in traffic and moving at a snail's pace, I might consider riding it more often.*
 - *In terms of safety, the rape that happened a few days ago on Western and Augusta makes me question safety at the bus stops, especially since that didn't happen at bar hours, but more like work hours. Some of the stops could use more shelter, but there is usually a stop close by with shelter. "Usually" being the key word here.*
 - *The Armitage or North Avenue buses came more often, especially after 6 p.m.. If I have to stay late at work, which is fairly often, I end up having to take a cab to get home at a reasonable time.*
 - *The buses ran more often, and if someone stole my bike, God forbid.*
 - *It was cleaner, and there were less homeless people.*
 - *If it was more convenient, and didn't add significantly to my monthly travel budget*
 - *The blue line was more reliable, clean, and service updates were clearer when at the station*
 - *Safety - big concern. Milwaukee/Division Blue Line stop is a hangout for gangs and homeless people that accost you. I don't let my wife go there alone after dark.*
 - *Shelter/cleanliness is a big issue - the stop smells terrible. When it's raining, the ceiling leaks non-stop and there are very few spots to stand dry even underground - the water seeps/leaks everywhere."*
 - *It ran more often and later...but I really love to ride my bike most of the year.*
 - *It was more quite, closer to where I live, ran more frequently, and if it were streetcars rather than buses.*
 - *If there were a train line down Ashland.*
 - *Bus shelters are inadequate due to narrow sidewalks.*
 - *The Blue Line Division stop was rehabbed as well as the Polish Triangle area. It needs to be modernized and better landscaped (flowers around the fountain, shrubs, hanging floral baskets from street posts, better monitoring of litter and graffiti, etc.) The people that hang out there seem to be mostly homeless or are rowdy Wells HS students awaiting the bus home. I don't often feel safe in that area and will only take the train during daytime hours. The stairwell to the underground station and the station itself is dismal and sad.*
 - *There were separate lanes for buses so that they would be faster than the general traffic.*
 - *The buses were more frequent. The Damen bus particularly seems very unreliable.*
-

- *Bus service was more regular late at night and bus tracker were more reliable.*
 - *There were bus rapid transit lanes, if the L trains connected E-W better, if pedestrian facilities to and from trains were safer and more pleasant, if traffic-calming measures were taken to make access to transit safer for pedestrians and to give priority to transit vehicles on the roads.*
 - *I take Damen/Division. Hauling my luggage is a pain if I'm headed to O'Hare (no elevators/escalators). Visible CTA personnel on the waiting platforms late at night would make me feel safer.*
 - *It was faster than biking and not clogged up by prioritized single-occupancy cars, but this is a great transit neighborhood.*
 - *The bus app was more accurate. I haven't tried it in a while, but it would be great if that worked well. I wish we had a better option for taking luggage on the blue line. My stop is Division/Milwaukee - hard to lift luggage up and down those stairs.*
 - *The Damen & Division (Milwaukee) Blue Line L Stops could use a facelift.*
 - *The traffic on Ashland was not so bad*
 - *Elevators in CTA train stations often smell horrible, not a way to greet visitors to Chicago. Also why do we have fabric seats in trains, so often they are filthy?*
 - *I would love it if we could get the arrival info. here as they have downtown*
 - *It came more often and ran later in the evenings, and if I didn't work in Northwest Indiana and have to drive every day!*
 - *I live in the neighborhood, so taking transit to get anywhere in the neighborhood is unnecessary.*
 - *It was more frequent and reliable, and biking was less fun and convenient.*
 - *The subway was more of a spider web going all directions, not like spokes of a wheel taking you downtown. I hate the buses- too crowded, too hot.*
 - *It were faster*
 - *There were fewer bus stops that slow down the transit time.*
 - *More of the bus stops had benches for waiting riders.*
 - *More bus and train frequency.*
 - *It was better connected to other parts of the city. Living south of the loop you need to take multiple forms of public transit to get to WPB. This often leads me to driving instead.*
 - *It was cheaper!*
 - *I felt safer taking it alone at night.*
-

Bicycling comments

When thinking about bicycling, there was a consensus amongst cyclists and drivers about safety concerns. In general, cyclists fear being ‘doored’ by drivers and would like to see more protected bicycle lanes. In turn, drivers and pedestrians would like cyclists obey traffic signals to ensure everyone’s safety. Other comments included:

- *The worst part about biking is dealing with the buses.*
- *Don’t mind biking during non-rush times — but I’m scared to get doored or get in an accident, so if I can avoid the neighborhood during rush hours I do!*
- *Protected cycling lanes would significantly help cyclist and hopefully prevent doorings as well as pedestrians jaywalking.*
- *On Milwaukee Avenue between Division and Leavitt is where I feel particularly unsafe. I actually now avoid that route after a couple of near-accidents on Milwaukee Avenue.*
- *Too dangerous for WP main thoroughfares. It’s dangerous for the rider and for the auto drivers- an accident can ruin two lives, not just the life of the rider.*
- *As a car driver, one night I drove to Jewel via Milwaukee going 6 blocks east. 16 bikes were passes; 15 did NOT have lights.*
- *Milwaukee through WPB is sort of dangerous for bikes. I’ve seen multiple bikers get hit by doors or by drivers making unannounced 3-point turns without looking.*
- *3-point turns should be actively monitored and ticketed.*
- *I wish the protected lanes on Milwaukee would be extended further north.*
- *Bike riders frankly scare me. I don’t like how they regularly ignore traffic rules at risk to both pedestrians and cars alike. I think we need to do more as a community to make sure that everyone can exist safely together.*
- **PROTECTED BIKE LANES ON MILWAUKEE**
(repeated many times)
- *I like to avoid Milwaukee when traveling by bike due to the confusion & congestion that occurs between Division and North, but when riding down Leavitt or Oakley it is hard to know which side streets to take to get over to the Milwaukee businesses. Way finding signage might be a good stop gap, but safer accommodations on Milwaukee would make this a non-issue.*
- *I feel unsafe walking and in a car due to the bicycles in Wicker Park. They don’t follow traffic signals. They don’t stop at stop signs. I see more bikes get hit by cars when the bike is not following signals than any other accident in our neighborhood.*
- *The majority of bicycle riders disregard any traffic signs, pedestrians, etc. They don’t think they have to stop at signs or lights or stop to let pedestrians cross at a crosswalk. Bicycle riders should have to have licenses, insurance, and pay to park their bikes. They should not be treated any differently than vehicle drivers. If they run a light and hit a car they should have to pay to repair the damage. If we are going to spend money making bike lanes they should be made to pay for them.*
- *As the most-used cycling route in Chicago, protected bike lanes are needed on all of Milwaukee Avenue in Bucktown/Wicker Park.*
- *Narrow area for bikes on Milwaukee Ave. need better marked lanes. Would love to take Milwaukee more because I love Wicker Park but it’s too congested, especially in the evenings.*
- *I have been riding on Milwaukee Ave for years to get to work. I often stop at the Bongo Room or Wormhole for breakfast. I would love to have safe biking facilities on this street.*
- *If Milwaukee Ave had safer bike lanes, I would visit the area more often to eat and drink but right now it’s pretty stressful.*
- *There needs to be SAFE and EQUITABLE distribution of public space (roads). Allocate greater rights-of-way for bikes, even if it eliminates parking.*
- *The amount of car traffic, even with bike lanes, can make WPB a scary place to ride. Especially near MKE/Damen/North Ave. It’s usually congested and visiting drivers may not understand how to share the road. Even visiting pedestrians may not understand how to give bikes space in the roadway.*
- *I also feel that bikers make it unsafe for drivers.*
- *The Western bus is very convenient, so it is a tossup between convenience of walking/biking and taking the Western bus or even the blue line. I don’t take the other buses, so am not as familiar with them.*
- *Riding cross town scares me. Protected lanes that get me from Lincoln Park to WP/B would be a huge help.*
- *There needs to be more accommodation on Milwaukee Avenue, and maybe a better way of achieving bicycle throughput at 6 corners*
- *More bike routes!*

- *It's not safe at all. Too many drunks driving around and walking around... Milwaukee is dangerous, as it Damen. Bars and Bicycles don't always mix.*
- *Many of the cyclists on Milwaukee do not follow basic rules of the road, creating a dangerous situation for themselves, drivers and pedestrians.*
- *Biking is the most reliable method for arriving at a destination on time.*
- *Cyclists are worse than drivers in WP. They have absolutely no concern for pedestrians, or obeying traffic laws. They all seem to think they are in the Tour De France, and that stop signs and stoplights do not apply to them whatsoever.*
- *I refuse to bike in WPB. It's unsafe. Flip side, bikers in WPB are also horrible - they never follow rules, and pretend they are pedestrians when it suits them and automobiles when it suits them. Bikers need to be ticketed and fined HEAVILY for breaking safe-riding rules.*
- *More protected bike lanes that connect Humboldt Park, 606, metra and lake please*
- *The orange bike racks with the neighborhood graphic are a good idea, but not as practical as they could be. A bike rack should maximize the possibility for bikes to be parked there, and instead, these racks limit their usage. The creative elements (text + image) of these racks may function to promote the neighborhood association, but they are terrible design for a bike rack.*
- *So are you going to start forcing bicyclists to register their bikes and start paying for the roads that automotive users are paying for too?*
- *Biking in Wicker Park isn't a problem, but connecting to other neighborhoods is.*
- *The orange bike racks with the WP/Bucktown logos on them are very inconvenient to lock to. The standard simple design is far better.*
- *Riding in the neighborhood feels safe except for riding on Milwaukee Avenue, which I frequently do. I hold my breath the entire time!*
- *Chicago seems to be making excellent progress in the expansion of bike lanes. Keep up the good work!!!*
- *Milwaukee and Ashland are convenient but unsafe*
- *Ashland, North, and Division need bike lanes. It's super dangerous and I never feel safe. My bike was stolen recently in WPB and I have no plans to replace it. Even when I did ride, I would only go in the very early morning to avoid heavy traffic (cars and other bikers).*
- *Milwaukee Avenue between Division and Damen is really scary at all times.*
- *Armitage Ave bike lanes are riddled with potholes - doesn't make a very safe-feeling experience.*
- *I've never ridden a bike in Chicago, but would switch to biking if there were more safe lanes like they have along Dearborn downtown. I would also feel more comfortable the few times I drive around WPB.*
- *Way too many cars. I feel safe, but that is because I can navigate the mess created by car-centric street policies. North is impassable, the bike lanes on Damen are dangerous/frequently full of cars, and Milwaukee is full of aggressive drivers and far too much parking.*
- *The bike lane on Milwaukee in the wicker park section is too narrow they may as well not exist. It very dangerous due to the high traffic and active turnover in street parking.*
- *I would like to see more bike racks in the area. It is not always easy to find bike parking in the city in general.*
- *Milwaukee Ave is totally frightening. Also, bikers are really stealth and blow through lights/stop signs in WPB too.*
- *Love it.*
- *Need separated/displaced bike lanes, as bikes now slow down traffic.*
- *I like to ride the side street, although the potholes are stressful.*
- *I don't feel safe bike riding on the busy streets, but do on the lesser streets.*
- *I am frightened by speeding bikes on Milwaukee and Damen. They do not stop for lights or cross traffic. I worry to cross the street by foot and they startle me when I am bikingI bike less because of this.*
- *I love what Chicago is doing in terms of building our bike infrastructure. It's quite amazing. I'm very excited about the Divvy bike share program, too. It's excellent. Say "goodbye" to the "last mile problem" that has plagued transportation planners for so long.*

Bicycling comments (continued)

- *Areas of the bike lanes are deteriorating and there are many potholes which bikers have to avoid by using the car lanes, this need to be fixed to increase safety (along Damen and Division mainly)*
- *It's more convenient for me to walk/bike than take transit because I live here, and waiting for the bus doesn't make sense when I could walk/bike faster.*
- *I live off North Ave. and Ashland and North is not a good bike route, but it is the fastest way to get to six corners. Usually I take the bus or drive because I don't feel safe on my bike on North Ave.*
- *If bike lanes are added, please consider how they are impacted by buses/bus stops. While the new 'protected' bike lanes on Milwaukee are nice, they are constantly being crossed by buses to make their stops and bicyclists end up scattering during these moments which is dangerous to the cyclists as well as the bus passengers and motorists.*
- *If there is some way to have signage that reminds cyclists that they are responsible for abiding by the same road rules as other vehicles that would help increase their safety and that of pedestrians crossing their paths.*
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- *If there is some way to have signage that reminds cyclists that they are responsible for abiding by the same road rules as other vehicles that would help increase their safety and that of pedestrians crossing their paths."*
- *I ride my bike through WPB every day as part of my commute. Since I started biking to work, I'm for more likely to stop on my way home from work in WPB because on a bike, I don't have to hunt for parking or wait for the next bus/train. That being said, riding Milwaukee Ave between Division St. and North Ave. is where I feel the most threatened by cars - especially getting doored or right-hooked. It angers me to see dozens of cyclists endangered every day because we've chosen to prioritize convenient parking for a handful of individuals over the safety of those cyclists.*
- *I used to ride a lot. Too many crazy drivers AND terrible cyclists who don't obey traffic signals at all, don't use lights and don't look out for each other. I'd like to see more enforcement of nighttime bike lights. It's dangerous out here for everyone.*
- *I love cycling through the Wicker Park area, but there needs to be better lanes down Milwaukee. We have a good start, but once you start to go near the North Ave/Damen/Milwaukee intersection, there is too many chances at getting doored. If parking lanes were removed and protected lanes were added, we'd have a much easier time cycling. It would likely get new cyclists on the streets as well!*
- *The buffered bike lanes on Milwaukee are great and should be extended. Damen also desperately needs buffered lanes.*
- *There isn't much space on Milwaukee or North for additional bike lanes.*
- *The more bicycles the better!*
- *Divvy bike stand on CORTLAND NEAR FIRE STATION IS VERY DANGEROUS LOCATION & should be repositioned @ park 2 blocks south*
- *Relating to the last question, it is easier to walk/bike if I am going somewhere within the neighborhood. If I am leaving the neighborhood I generally take the CTA.*
- *There should be more space for bikers on Milwaukee Ave, especially in the blocks just south of North Ave.*



Photo by the Chicago Metropolitan Agency for Planning.

Amenities & Opportunities

The last slide labeled “Amenities & Opportunities,” outlined the boundary of the WPB SSA (Figure 14) and asked participants to identify the places they like and the places that need improvement. Based on the results, the participants placed 740 markers on areas that need improvement (purple dots) and 289 markers on areas that they like (pink dots).

The majority of the users indicated that they enjoy the concentration and variety of businesses in the two neighborhoods. The community is constantly developing and expanding to include options for residents and visitors for shopping, dining, other services and entertainment. The interactive map also demonstrated that users like the vibrancy of WPB and the easy accessibility throughout the area via bike lanes and public transportation stations along with clean, safe and wide streets (Division Street in particular).

The participants also pinpointed areas that need improvement. The majority of the suggestions noted the need to increase safety for cyclists and pedestrians along major streets and intersections. Users also voiced a need for better signage and lighting at crosswalks along with maintenance and upgrades to roads, sidewalks, and other existing infrastructure. Traffic congestion and lack of parking were also frequently cited.

The final screen or ‘About You’ slide asked participants to input information about their role in the community and their access to transportation. The majority of users indicated they were residents and visitors of the WPB. When asked about their access to different modes of transit, the majority of users indicated they have access to public transit and followed by users who said they have access to a car.

Steering Committee Meeting to Review Recommendations

The following notes cover the discussion surrounding each recommendation.

Balance parking supply and demand with pricing, paying particular attention to when and where WPB is most congested.

- Discussed demand based pricing in San Francisco (11% decrease in pricing 2% increase in revenues)
- Opportunity to extend meter hours to midnight on the weekends, successful in other places
- Chrissy, discussed issues associated with LAZ; if prices were to be lowered than someone would have to be able to guarantee them any lost revenue that might occur; if no one steps up to this, then we would not be able to get it done

Explore changes to the residential permit system to prevent permits from becoming merely “hunting licenses”

- Residents like having permits and taking them away would upset a lot of people; could be system for new residents
- Discussed price alterations and time alterations of the permits
- Talked about getting more information from the City Clerk’s office and how they attain that information; SSA agreed to assist in the coordination between the alderman and the Clerk’s office
- Both alderman representatives seemed interested in potentially limiting new residential parking permits but had to speak with the alderman to gage where to go from there

Make improvements to the safety and quality of public transportation, to increase the attractiveness of transit as an alternative to driving

- Strong interest from all parties to upgrade many of the bus shelters and include timers
- Strong interest in encouraging local businesses to include bus and cta trackers on screens in there stores (such as the one in at Big Shoulders)
- MPC, and alderman were supportive of consolidating bus shelters to the conventional .5 mile distance, as seen in other parts of Chicago and the nation
- The CNT representative and one WPB trustee were adamantly opposed to reducing the number of bus stops in the area citing concerns for elderly people and people with disabilities

Improve utilization of Loading Zone parking spaces through education and enforcement.

- Discussed the different kinds of loading zones option paying particular attention to “shared” loading zones (one larger loading zone that no single business pays for)
- Encouraging these would consolidate unnecessary loading zones while decreasing the number of car owners that remain in these spaces all day
- Discussed improved enforcement and the associated difficulties (owners of loading spaces have paid for them, separate enforcement policies etc.)
- SSA open to educational material and positioning it on their website
- Discussed consequences of continued abuse; metered loading zoned (like in Greenwich Village)

Improve the safety of bicycling and walking, particularly on Milwaukee Avenue

- Subject of new hotel located within Milwaukee/Damen/North intersection came up; this would cause increased congestion, confusion and frustration
- The intersection is also being reconstructed in the near future
- Creating a “pedestrian scramble” between modes; potential pilot program; something to discuss with CDOT

Better use of technology, apps, signage to inform people about parking, particularly to highlight streets with underutilized parking

- WPB SSA open to providing users with more maps on their website
- Pay by phone was briefly discussed; soon to become a pilot program in the West Loop and then be applicable to all metered parking

Increase shared parking arrangements to better utilize the existing parking supply, particularly with institutional uses in the study area

- Several lots that are underutilized: Aldi, Bosworth Lot behind Fifth Third Bank, Metered Lot on the other side of this; increased awareness of these lots would decrease some of the congestion within WPB associated with cruising for parking
- One member pointed out that if people going to Staples or Subway park in a space in the Jewel portion of the parking lot for an extended period of time, they will be towed; pretty strict about how many spaces within this lot are dedicated to each tenant (doesn’t seem like they’re interested in extending shared parking policies)
- Discussed improvements that could be made to the spaces behind some of the commercial buildings along Milwaukee Avenue (lighting, signage etc)

Create a taxi stand near the Milwaukee / Damen / North intersection

- Topic of new hotel located within the intersection came up again; this would accommodate many of the hotel guests
- Would also reduce the number of cabs circling around WPB, and some congestion
- Downside, people would have to walk further, which they might not like; people will still want to hail a cab from their location
- One member would like the wording to indicate more research into this idea, rather than an outright recommendation, because it might not be the best solution for the area

Amenities and opportunities identified in Metroquest survey for WPB



An interactive version of this map is available at the project website: <http://www.cmap.illinois.gov/programs-and-resources/Ita/wpb>.

Cards to promote Metroquest survey

Innovation in Parking Management Plan for Wicker Park-Bucktown

How does parking affect you? What are your issues & priorities? Share your ideas by taking an interactive online survey:

www.wpb.metroquest.com

WPB Area #33 CMAP

Source: Chicago Metropolitan Agency for Planning.

Public Outreach Materials

In order to ensure broad-based public involvement during the development of the WPB Parking Management Plan, CMAP staff developed materials to reach populations that have typically been underrepresented or harder to reach in previous planning processes. A combined effort of press releases sent to local media, fliers and posters distribution around the community and worksheets to gather necessary information from the project steering committee.

Public Meeting Two: Plan Commission presentation

A final plan display was held before the Commission of WPB to familiarize residents and stakeholders with the proposed strategies and recommendations before it was presented to the Commission of WPB for approval.

Additional Outreach Materials

The following worksheet templates were used by CMAP outreach staff at the beginning of every LTA project, both to become better acquainted with the community and to ascertain what methods of public engagement will be most effective for the given project. The details gathered with this worksheet, along with additional research about the demographics and background of the community, form the basis of the PROUST strategy document.

Meeting One: Issues and Visioning flyer (English language version)

WICKER PARK & BUCKTOWN

WE WANT TO HEAR FROM YOU ABOUT PARKING & ACTIVE TRANSPORTATION

Wednesday, June 26, 2013 **Bucktown-Wicker Park Library**
6:00 to 7:30 p.m. **1701 N. Milwaukee Avenue**
Chicago, IL 60647

The Wicker Park Bucktown Chamber of Commerce & Special Service Area #33 is developing an Innovation in Parking Management Plan. The goal of the project is to balance diverse community needs, improve transportation, and support local businesses.

What parking challenges and strategies do you think the parking management plan should address?

Bring your friends and neighbors!
Drivers, pedestrians, and bicyclists welcome.

To RSVP, contact Beth Sholtis at beth@wickerparkbucktown.org or 773-384-2672 ext. 217.

For additional information, visit the project web page at www.cmap.illinois.gov/lta/wpb.

In partnership with
 Chicago Metropolitan Agency for Planning

Sponsored by the U.S. Department of Housing and Urban Development (HUD) Sustainable Communities Regional Planning Grant Program.

QR Code

F113-0114

Source: Chicago Metropolitan Agency for Planning.





Damen blue line station, looking north on Damen Avenue. Photo from Creative Commons by Dan X. O'Neil: <http://bit.ly/1kYbwJy>.

Appendix C

Existing Transportation Network Overview

At just three miles northwest of the downtown Loop, WPB's location – with respect to the metropolitan transportation network and relative to regional destinations – is an asset for the area. The local road network provides good connectivity within the neighborhood and to other neighborhoods. Frequent local transit – 8 CTA bus routes, the CTA Blue Line, and Metra commuter lines – provides residents and visitors with many travel options, in addition to car-sharing options and the Divvy bike share program. Among other sections, the 2009 Master Plan has a very thorough analysis of traffic, transit, and transportation. While some things have changed since the adoption of the plan four years ago (most notably the metered parking), the challenges and current conditions remain quite similar.

Key Findings

- There is an opportunity to incent people to walk more, (and by extension use public transportation more or park further from their destination) if they did not fear for their safety at night.
 - Traffic safety for pedestrians and bicyclists has improved in recent years, but dangerous conditions along the bike-heavy Milwaukee Avenue remain a barrier to many potential cyclists.
 - The entire study area has good transit access. However, buses run too slowly to be a strong alternative to a personal automobile.
 - The CTA Blue Line is convenient for traveling downtown and to O'Hare, but is not seen as convenient for errands or non-work trips.
-

Transportation Network

As the introduction to the 2009 Master Plan's transportation section states, "Traffic congestion can only be improved by reducing the number of vehicular trips in the area. There is not one single solution to this problem, but rather a combination of many strategies that will increase transit use, car-pooling, car-sharing, bicycling, and walking. Reducing vehicular trips is not going to be accomplished overnight, but it is necessary to start addressing the problem now." Since the Master Plan was written, car-sharing has greatly expanded, transit ridership has grown, parking prices have risen (on metered streets which represent approximately 8.6 percent of the on-street spaces), and the Divvy bikeshare system has been launched, with 11 stations currently in operation in the WPB study area. CDOT has also recently developed a Chicago Complete Streets web portal¹ to showcase the many new projects underway and those in early planning stages.

The sections of this report that follow are ordered according to CDOT's hierarchy of accommodating modes: pedestrians first, then transit users, then bicyclists and then private automobiles.

Pedestrian Environment

Walkability is an important factor in the health and vitality of our communities. Elements of a walkable neighborhood include a central attraction, main street, or public space; buildings close to the street, and complete streets designed for safe travel for all modes – foot, bicycle, transit, and car. Housing density, access to amenities, stores, parks, and places of work are also important. Many planners refer to the "D's" of walkability: density, diversity, design, as well as destination access and distance to transit. Julie Campoli, the author of "Made for Walking," uses the "5 D's and a P." The "P" refers to parking and the need to manage the supply of parking.

Having the ability to walk to accomplish errands or to reach a variety of amenities is good for personal health, the environment, and for household cost savings. The website WalkScore.com estimates the following:

- People in walkable places weigh 6-10 lbs. less than people in auto-oriented communities.
- For every ten minutes a person spends in a daily car commute, time spent in community activities falls by 10 percent.
- One point of Walk Score is worth \$3,000 in home value.

According to Walkscore.com, the WPB area is "Very Walkable." The neighborhood of Wicker Park is ranked the 21st most walkable neighborhood in Chicago, with a score of 91 out of 100; Bucktown is the 44th most walkable neighborhood, with a score of 87.

The City of Chicago Zoning Ordinance can specifically designate a street as a "Pedestrian Street" if they have a high concentration of uses along streets with a right-of-way of 80 feet or less, have a continuous pattern of buildings with entrances and storefronts abutting the sidewalk, and have few vacancies. In the WPB SSA, Division Street (from Marshfield to Leavitt) and Milwaukee Avenue (from Division Street to North Avenue) are pedestrian streets (Figure 8). The streets radiating from the six-corner intersection are also pedestrian streets (North Avenue from 1900 to 2100, Damen Avenue from 1500 to 1700, and Milwaukee Avenue from 1500 to 1700). These designations prohibit curb cuts or driveways for vehicle access to buildings, and require parking to be behind the building and accessed from the alley. Also, there is no off-street parking requirement for non-residential uses under 10,000 sq. feet.

The image to the right (Figure 9) shows pedestrian and bicycle crashes with automobiles from 2007 to 2011. The streets are color-coded according to the number of vehicles that travel on them in an average day. Roads with more traffic won't necessarily have more crashes, since many pedestrians and bicyclists consider them inhospitable and avoid traveling those routes.

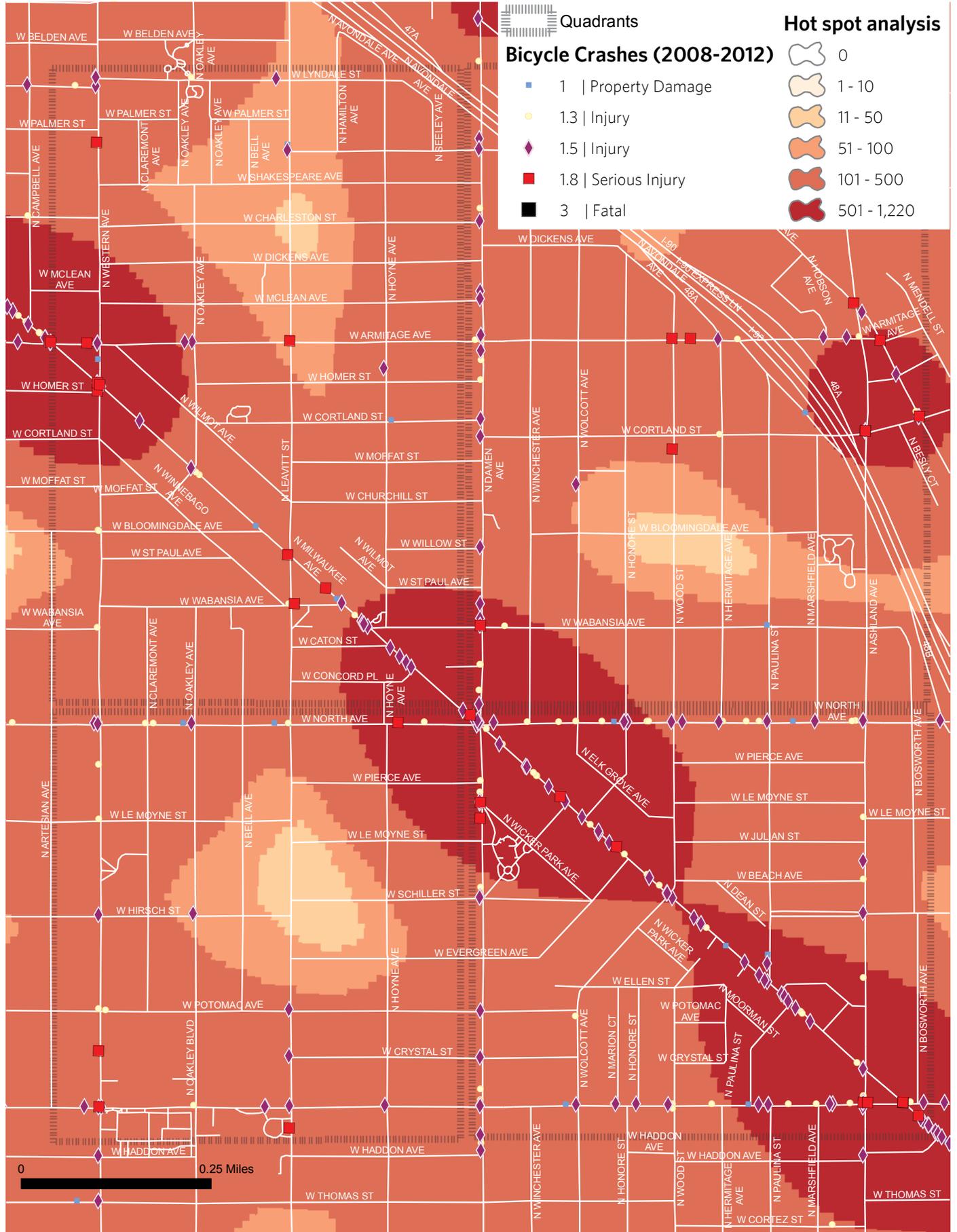
Quality of the walking environment

Walkable neighborhood design promotes the economic vitality of the area as most residents can meet all their basic needs within a short walking distance from their home, often cited as between one-quarter mile and one-half mile, or between 5-10 minutes walking at a moderate pace. Each of the "D's" plays a role, but they are most successful when they work together.

The 5 "D's": Density, Diversity, Design, Destinations and Distance to transit

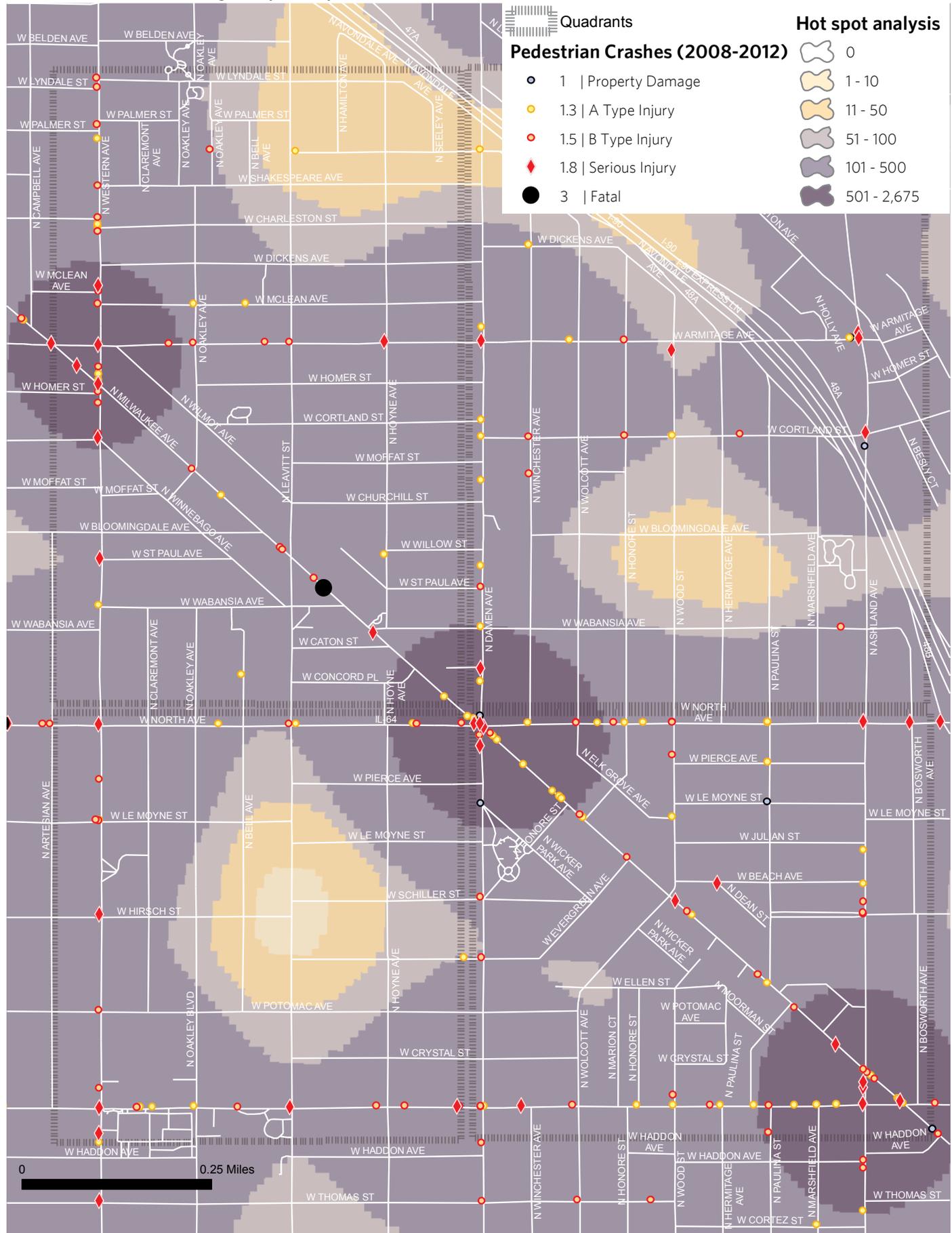
Much of WPB was built out before widespread use of the automobile and fulfills the requisite needs of the "D's." The building scale is oriented to the pedestrian, and the area has not lost much land to surface parking lots (compared to other neighborhoods). Obviously, this is not true of all streets in the study area; certain streets are oriented to the automobile, but as a whole, WPB fares well in **design**.

Bicycle crashes in WPB, weighted by severity and concentration of crashes (2008-12)



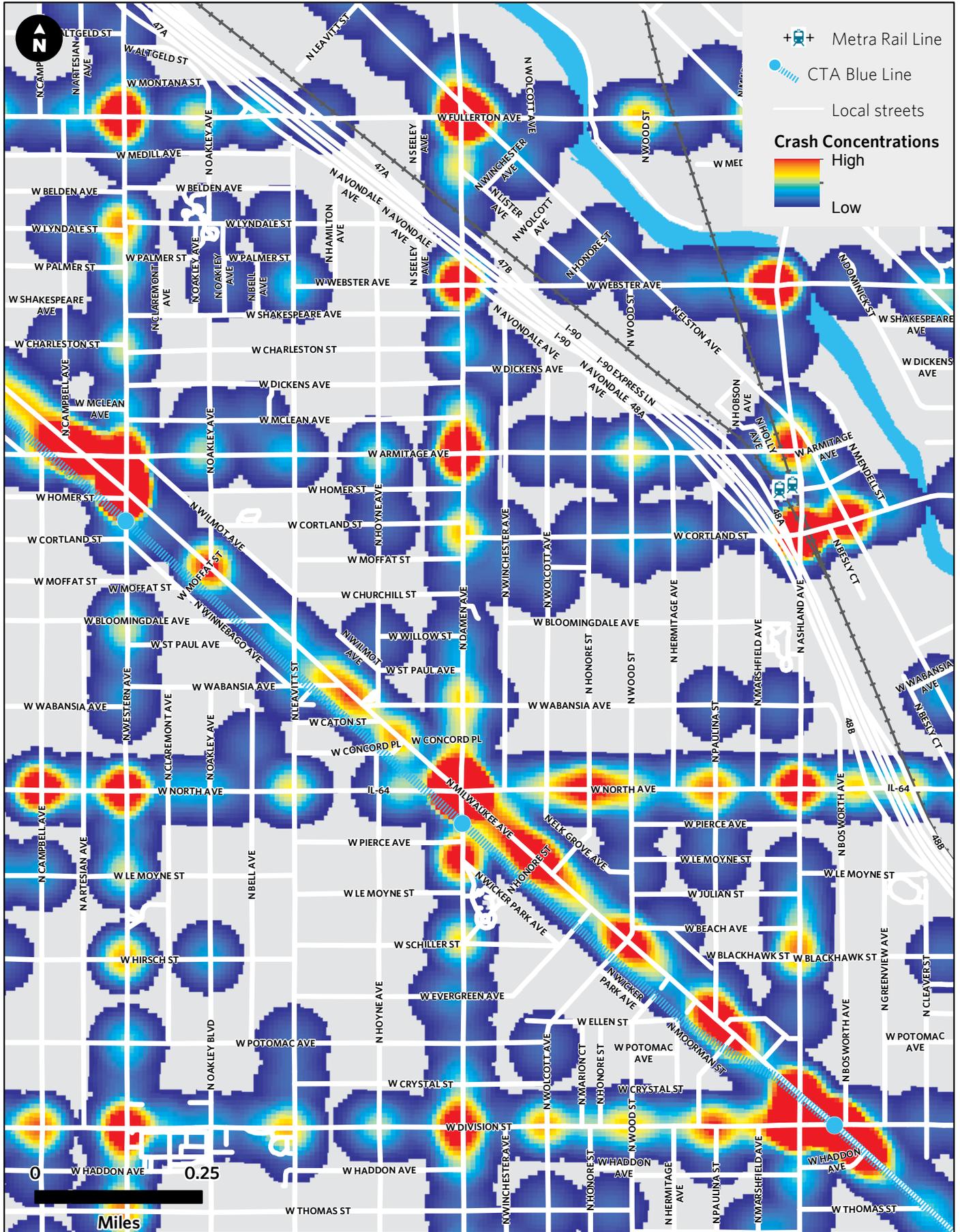
Source: Chicago Metropolitan Agency for Planning.

Pedestrian crashes in WPB, weighted by severity and concentration of crashes (2008-12)



Source: Chicago Metropolitan Agency for Planning.

Concentrations of pedestrian and bicycle crashes (with autos) from 2008-12



Source: Chicago Metropolitan Agency for Planning analysis of Illinois Department of Transportation data.

The 2009 Master Plan contains a detailed survey of the pedestrian environment and scored each of the streets in the study area. The survey noted that the high speed and volume of traffic along the corridors divides the street, especially when there are long stretches without highly visible and safe crosswalks.

Diversity refers to how many different uses coexist in a place and how close together they are. If a section of the street is all nightclubs, it will be empty during the day and very crowded at night. Alternatively, if a café, nightclub, hardware store, and a grocer all occupy the same block; the streetscape will be lively throughout the day and into the night. A broad mix of businesses combined with a diverse array of housing options means that many people can work close to where they live, and access many businesses on foot. WBP overall scores very high on walkability, in this sense, but on a block-to-block scale, there are some areas where a particular use is heavily concentrated.

There is relatively high population **density** and plenty of **destinations** to visit. According to the 2010 Census, over 30,000 people live in the study area of about 1.5 square miles (including the residential parcels between the SSA corridors) and over 2,000 businesses are located here (BusinessInfo USA). Diversity in housing stock, however, is falling. The WBP neighborhood is increasingly trendy; developers are converting much of the housing units into high end luxury condos, which are more profitable and attractive to potential buyers. As the housing stock becomes more homogenous, with higher prices, this ends up pricing employees and artists out of the area, meaning that they will have to commute to the area, and may add to the parking congestion.

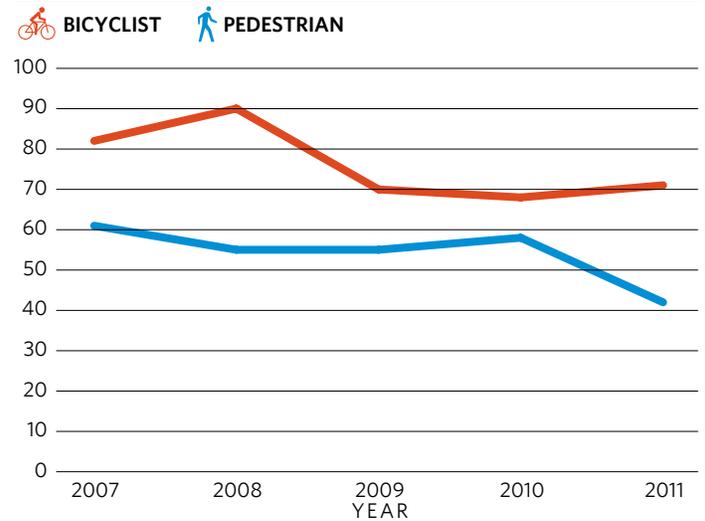
The area is very well-supported by **transit**, covered in more detail in the transit section. The entire study area falls within a quarter mile of a bus stop, and most of it falls within a half-mile of the CTA Blue Line stations. There are 16 functioning Divvy bike share stations, with two more planned stations, and several stations just outside of the study area.

One factor diminishing walkability that came up repeatedly in survey responses was safety. Pedestrians don't always want to walk long distances late at night for valid safety concerns. Besides comments citing impaired or distracted drivers, pedestrians are worried about being struck by cyclists (impaired or otherwise), being mugged or assaulted. In 2011, the number of pedestrians struck by cars went down significantly, while the number of bicyclists hit has remained relatively stable, even though the number of bicyclists has increased.



Photo by the Chicago Metropolitan Agency for Planning.

Figure 10. WBP bicycle and pedestrian crashes with autos, 2007-11



Source: Illinois Department of Transportation.

Transit

As mentioned before, WPB has excellent transit coverage, but opinions vary as to the quality of the service. Most people agree that it is easy to get to the Loop and O’Hare via the CTA Blue Line, but that it is a hassle to go in any other direction. Local bus routes cover the study area and increase access to other neighborhoods, but are slowed by congested roadways. One survey responder said, “If the North Avenue bus weren’t stuck in traffic and moving at a snail’s pace, I might consider riding it more often.” Several similar complaints were made about the speed of buses, and a resulting preference to drive or ride a bike.

When asked to finish the statement, “I would take transit more if...,” many people mentioned reliability, speed, cleanliness, and safety. If those aspects of transit could be improved, transit would be a much more attractive option. Several commenters want to see more bus shelters with arrival times.

CTA Rail System

The CTA Blue Line has 24-hour service and runs diagonally through the study area with stops at Division Street, Damen Avenue, and Western Avenue. The station at Division Street is below ground and surfaces between Division Street and Damen Avenue. Of the three stations, Western is the only one with an elevator for wheelchair access. Several survey responders complained about the stairs at the Division and Damen stations; they find it difficult (or impossible) to take strollers or luggage to these stations, making transit an inconvenient travel mode. The Damen and Division stations have sheltered bicycle parking.

The frequency of trains varies with time of day to accommodate rush hour commuters; there is also frequent Saturday service between 10:00 a.m. and 8:00 p.m. From 4:50 a.m. to 12:55 a.m. on weekdays, the trains run approximately every 10 minutes, with additional trains running between 7:00 a.m. and 8:00 p.m. (approximately every 3 to 10 minutes). More detailed Blue Line schedules are found in the appendix.

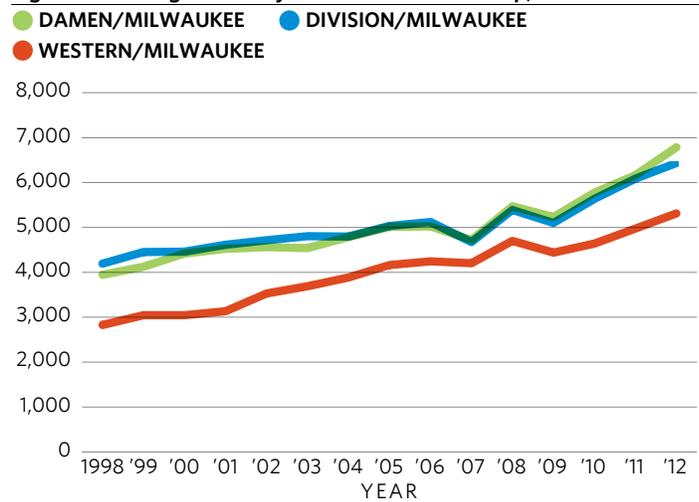
Ridership at all three stations has been increasing steadily since 2009, with over 5,300 rides taken in an average weekday in October of 2012 at the Western / Milwaukee station; over 6,400 rides from the Division / Milwaukee station; and over 6,700 from the Damen / Milwaukee station (Figure 11).

CTA Bus System

The CTA operates eight bus routes through the SSA: #73 Armitage, #9 Ashland, #50 Damen, #70 Division, #132 Goose Island Express, #56 Milwaukee, #72 North, and #49 Western. Of those, Ashland (#N9) and Western (#N49) also operate with “Night Owl” service, between midnight and 5 a.m., seven days a week, with 30-minute headways. The #N9 Ashland turns east on North Avenue past the CTA Red Line, to Clark. Bus Rapid Transit is planned for 16 miles of Ashland Avenue from Irving Park Road to 95th Street, with the first phase planned for Cortland Avenue (in the study area) south to 31st Street.

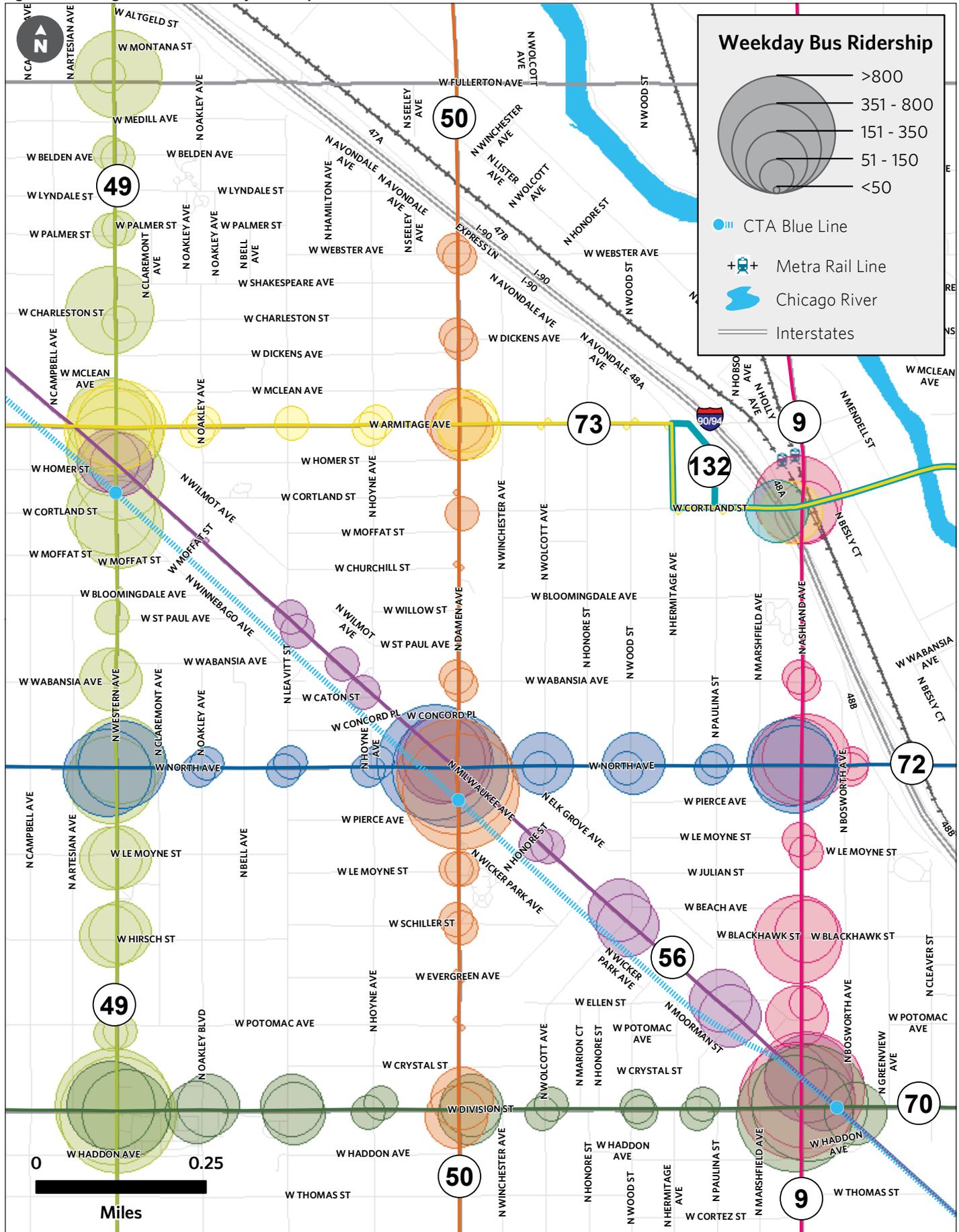
The ridership data for an average weekday (both boardings and alightings), shown in Figure 12, indicates that the intersections of Milwaukee / Division / Ashland and Milwaukee / Damen / North have very high ridership. Most stops along Western Avenue have high ridership, while several stops along Damen Avenue have very low ridership. The #73 Armitage bus has very low ridership between Damen and the Clybourn Metra station; the #132 Goose Island Express loops through the northeast corner of Bucktown with no stops except for the Clybourn Metra station.

Figure 11. Average weekday CTA Blue Line ridership, October 2012



Source: Regional Transportation Authority Mapping and Statistics, www.rtams.org.

Figure 12. Average CTA bus weekday ridership - from Oct. 2012



Source: Chicago Metropolitan Agency for Planning.

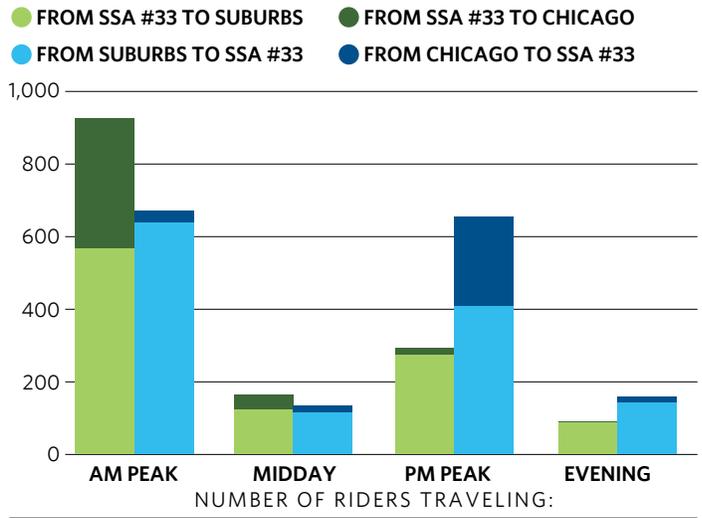
Metra

The Metra station serving the WPB neighborhood is located on Ashland Avenue just north of Cortland Avenue and south of Armitage Avenue, east of I-90/94. The highway is a barrier that prevents more people from accessing the station on foot, parking is limited, but the station is served by bus routes #9 Ashland, #73 Armitage, and #132 Goose Island Express (which otherwise does not serve the WPB area). Most of the morning riders are traveling between WPB and the suburbs, as opposed to between WPB and downtown Chicago (Figure 13).

Metra Ridership

From 2002 to 2006, Metra boardings at the Clybourn station climbed by 44 percent, following a general upward trend since the 1980s (Figure 14). According to Metra data from 2006, approximately 30 percent of riders walk to the Clybourn Metra station, 23 percent drive alone, 15 percent are dropped off, 14 percent arrive by bus, and six percent arrive by bicycle (Figure 15). There are an average of 1,466 weekday boardings and 32 parking spaces. With more than 300 people potentially driving alone to the station, the streets with free parking close to the station likely absorb many of these commuters. Many survey responders commented on the abysmal pedestrian conditions around the station.

Figure 13. Metra boardings and alightings at Clybourn station, 2006



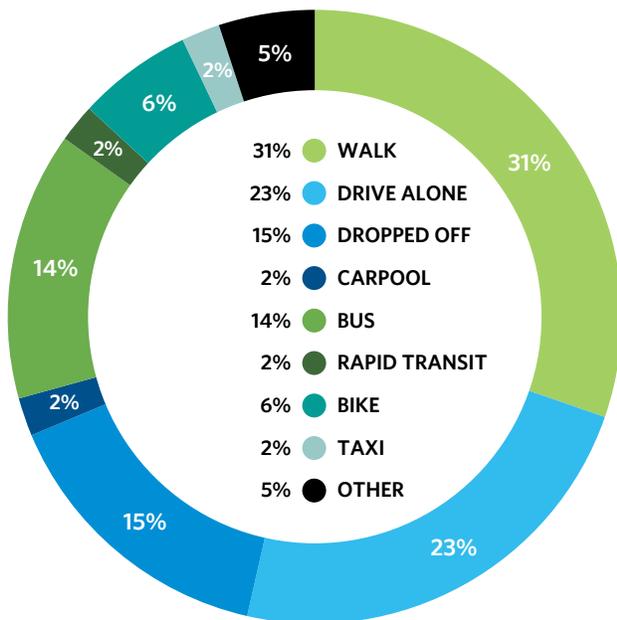
Source: Metra, 2006

Figure 14. WPB Metra boardings at the Clybourn Metra station, 1938-2006



Source: Regional Transportation Authority Mapping and Statistics, www.rtams.org.

Figure 15. Mode of access to Clybourn Metra station, 2006



Source: Regional Transportation Authority Mapping and Statistics, www.rtams.org.

Roadways

The roads in the WPB generally follow a grid pattern, with connections interrupted by the diagonal Milwaukee Avenue and the CTA Blue Line “L” tracks. In the northeast quadrant, north-south blocks are longer than east-west blocks, while the opposite is true in the northwest quadrant. The southeast quadrant has the least through-connectivity. Roadways within the SSA boundaries include arterial and collector streets: Western Avenue, Ashland Avenue, North Avenue, Division Street, Armitage Avenue, Damen Avenue, and Milwaukee Avenue, with average annual daily traffic (AADT) ranging from 10,800 (on Milwaukee Avenue) to 38,900 (on Western Avenue).

Speed Limits

In Chicago, the speed limit is 30 miles per hour (mph) unless otherwise posted, but cars traveling on the major thoroughfares often exceed that limit. In 2007, sample data was collected on principal arterial speed limit compliance, showing that drivers along some segments of North Avenue and Western Avenue were driving closer to 40 mph². A pedestrian struck by a car traveling at a speed of 20 mph has a 95 percent survival rate. This survival rate drops to 15 percent when struck by a car traveling at 40 mph³. Often more effective than posted speed limit signs, roadway design gives drivers clues as to how fast they should be traveling. Narrow travel lanes, high pedestrian traffic, high bicycle traffic, and on-street parking all tell a driver to instinctively slow down. Some of the major thoroughfares in WPB give drivers the impression that traveling at 40 mph is safe.

Functional Classification and Road Type

Roads provide space for three vital functions within a community – mobility, commerce and civic life. The functional classification of a road describes the character of the road in terms of vehicular

mobility and the level of service they are intended to provide. A breakdown of roadways in the study area based on IDOT’s functional classification designations is provided below. Additionally, the average daily traffic (AADT), width, and jurisdiction of each roadway are provided for comparison and to identify the agency responsible for repairs and maintenance.

Excluding local streets and the interstate, all roadways in the table accommodate between two and five lanes of through traffic. Western Avenue is the widest at five lanes (one painted, turning median), with two lanes of parked cars (one on each side). Ashland Avenue has four travel lanes with a raised median turn lane and a lane of parked cars on each side. Of the arterial streets, Western Avenue and North Avenue are designated Class 2 truck routes. Class 2 allows 5-axle tractor-semitrailer vehicles with a width of 8’6” and a height of 13’6”; through IL Local Access Provisions, trucks are allowed to travel off designated routes for food, fuel, rest, repairs, loading or unloading, with restrictions on wide trailers and heavy loads. North Avenue expands from a two-lane roadway to a five-lane roadway west of Western Avenue.

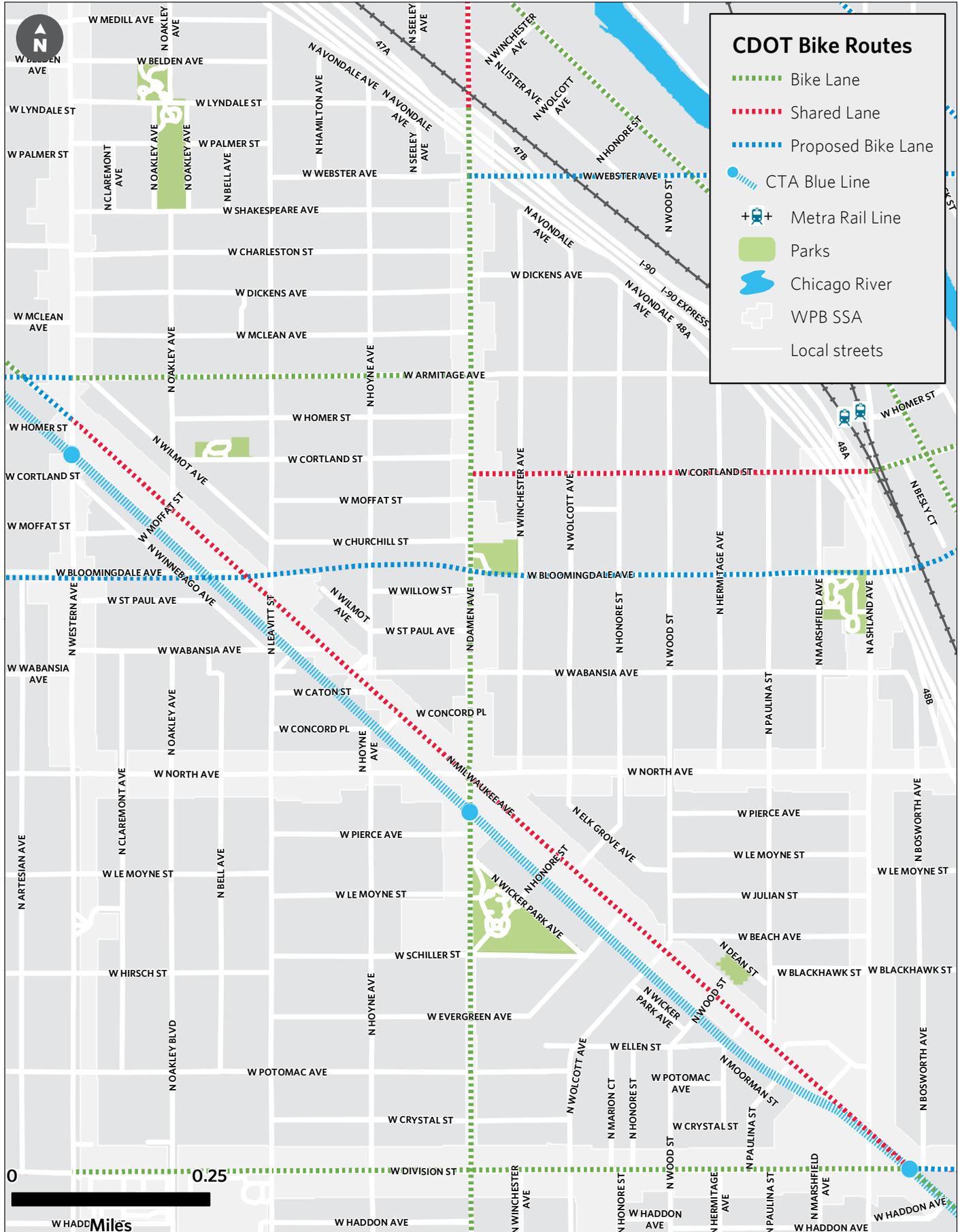
Milwaukee Avenue is the narrowest of the SSA streets at 42’ wide. While the pedestrian activity on Milwaukee Avenue seems to easily connect both sides of the street, this is not the case along Western Avenue and Ashland Avenue, where the widely spaced traffic lights and high travel speeds break them into distinct pedestrian corridors. Interstate 90/94 forms the northern edge of the study area and has much higher AADT and speed limit. Often, drivers exiting highways are desensitized to the high speeds and drive onto the local streets faster than is safe or legal. This may explain the concentration of crashes at Armitage near the highway, when the rest of the street has more evenly spaced crashes, mostly at intersections (Figure 9).

Title goes here

FUNCTIONAL CLASSIFICATION	STUDY AREA ROADWAYS	AVERAGE DAILY TRAFFIC		JURISDICTION	APPROXIMATE SURFACE WIDTH
		CORRIDOR LOW	CORRIDOR HIGH		
INTERSTATE	I-90/94 Class 1 LM truck route	273,400	292,500	IDOT	120'-132'
ARTERIAL Provides the highest level of motor vehicle service at the greatest speed for the longest uninterrupted distance	Western Avenue Class 2 LM truck route	32,300	38,900	Cook County Highway Dept. (but maintained by CDOT)	70'-72'
	Ashland Avenue	27,200	34,100	Cook County Highway Dept. (but maintained by CDOT)	54'-68'
	North Avenue Class 2 SM truck route	23,100	23,900	IDOT (but maintained by CDOT)	44' (74' west of Western)
COLLECTOR Provides a less highly developed level of motor vehicle service at a lower speed and for shorter distances in order to collect traffic from local roads and connect them to arterials	Division Street	16,100	16,100	CDOT	48'-60'
	Armitage Avenue	15,200	16,100	CDOT	52'-60'
	Damen Avenue	12,500	13,400	CDOT	42'-44'
	Milwaukee Avenue	10,800	12,200	CDOT	42'
LOCAL Consists of all roads not defined as arterials or collectors; primarily provides access to land with little or no through movement	All other streets	—		CDOT	—

Source: Illinois Department of Transportation.

CDOT bike routes

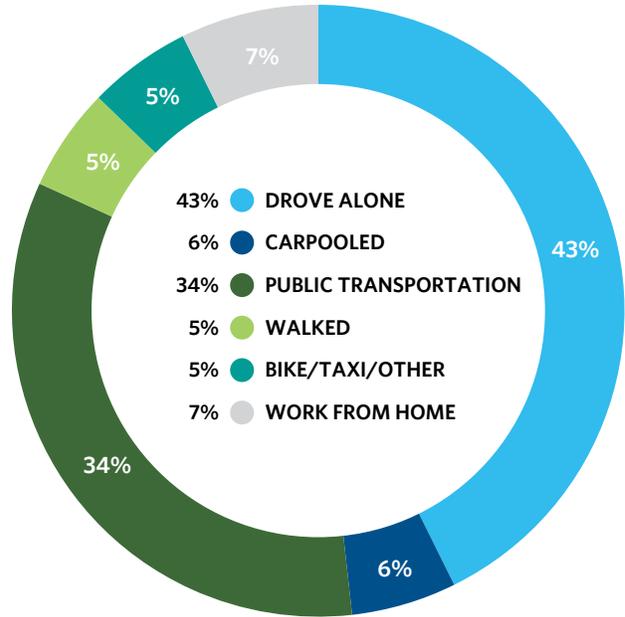


Commuting in WPB

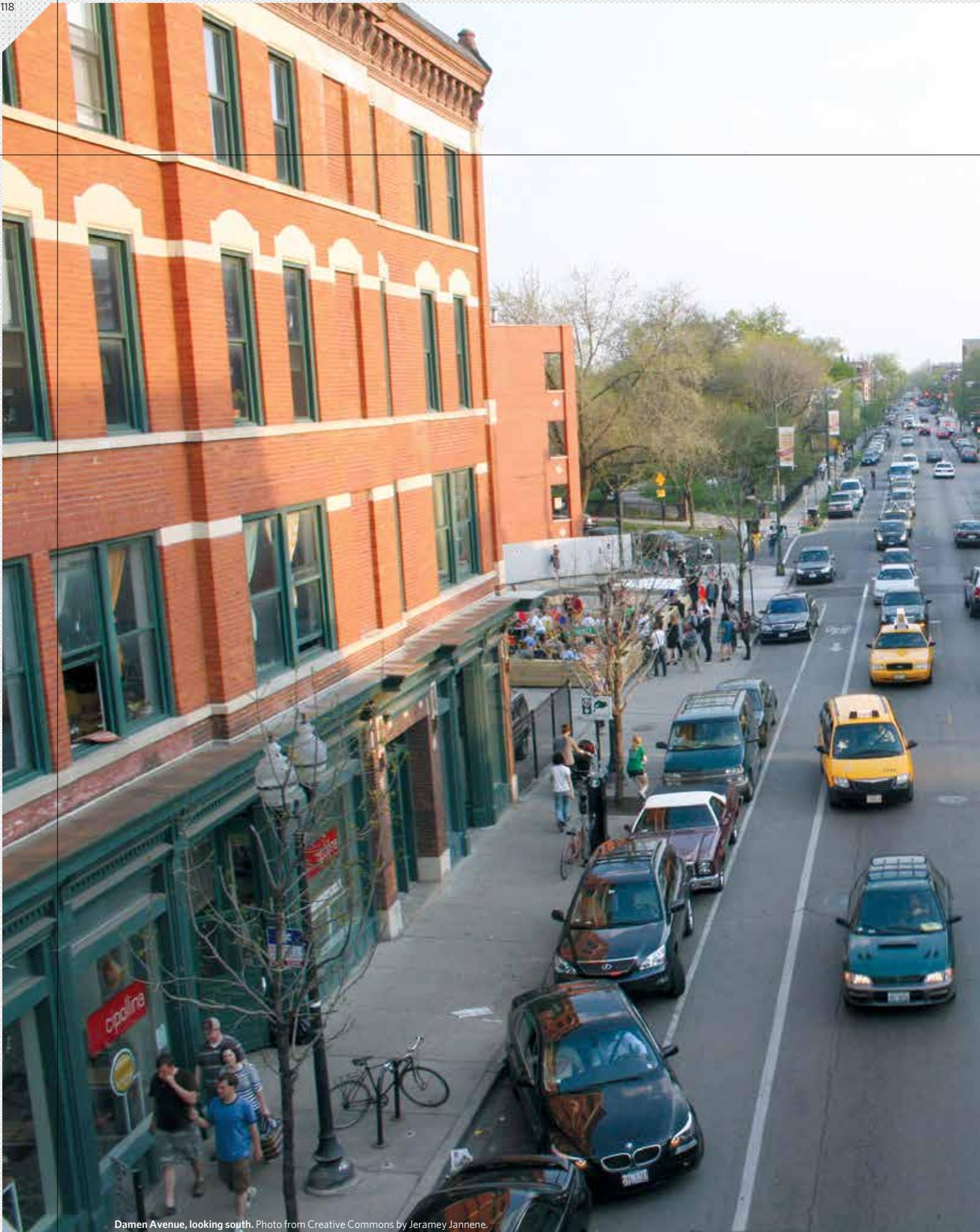
According to data from the Longitudinal Employer-Household Dynamics (LEHD) – a program of the Center for Economic Studies at the U.S. Census Bureau – nearly 9,000 people work in the study area; most of them live within 10 miles (6,091), and about half live within 5 miles (4,300). The highest percentages of workers come from 60647 (Logan Square / West Bucktown) and 60622 (Wicker Park, West Town, Ukrainian Village), with about eight percent living in each zip code. The rest come from other Chicago neighborhoods and a small proportion comes from the suburbs in the region.

Data on transportation to work is not available at this scale for local employees, but it is available for area residents. Forty-three percent of WPB residents drive to work alone, and about an equal proportion use active transportation for their daily commute, with another seven percent working from home, and six percent carpooling (Figure 19).

Figure 19. Means of transportation to work for WPB residents, 2010



Source: U.S. Census 2010.



Damen Avenue, looking south. Photo from Creative Commons by Jeramey Jannene.

Appendix D

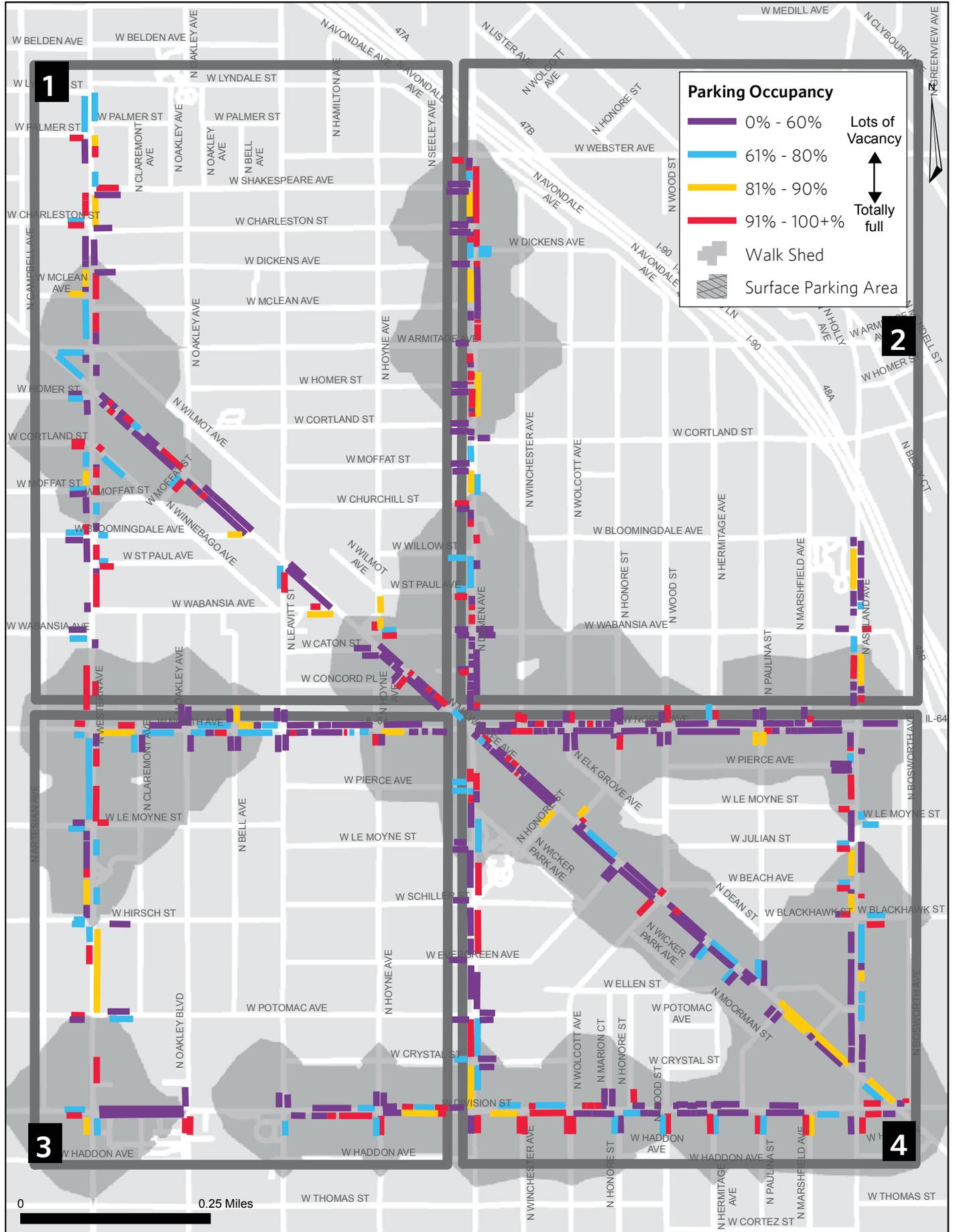
Current Parking Conditions Overview

WPB is one of the denser neighborhoods within the city of Chicago, providing residents, commuters and visitors with a variety of shops and attractions, as well as schools, churches, and housing options. The existing parking supply serves a diverse set of parking needs, including parking for local residents, businesses receiving deliveries, and evening restaurant and bar patrons. Customer parking demand changes by time of day and time of year, but the parking supply does not, creating congestion during some times and underutilization at others. Maps of occupancy at different times of day follow.

Key Findings

- It is challenging to enforce parking in loading zones. Although parking enforcement is strict in metered spots, it is more difficult to enforce in loading zones (since individuals purchase the spots through the city), with business owners or employees parking personal vehicles in prime spots for extended periods of time.
 - Demand for parking increases with the density of commercial and retail activity within the study area, causing some areas to be consistently full while others remain underutilized.
 - Residential parking is underutilized during daytime hours. Twenty-four hour residential parking permits prohibit daytime drivers, such as employees, from utilizing vacant spots during weekday work hours while many of the residents drive out of the area, leaving many spots vacant. Also, there are free parking spaces outside of the high demand area that are underutilized at all times.
 - Evening parking is the most congested. One of the biggest draws to the area is the unique nightlife, but the parking meters are only in effect from 8:00 p.m. until 9:00 p.m.⁴, which encourages visitors to arrive shortly before parking becomes free and remain in prime parking spots for the rest of the evening (particularly on Friday and Saturday evenings). This causes drivers to circle the block looking for parking and adds to the on-street congestion throughout the night. With the parking meter lease negotiation this summer, meter hours were extended until 10:00 p.m. and Sundays became free, which will allow drivers to leave their cars in a metered space from 10:00 p.m. on a Saturday night through Monday morning.
-

Figure 29. Parking occupancy, weekday, 10:00 A.M.



Source: Chicago Metropolitan Agency for Planning.

Surveys of Commercial Streets

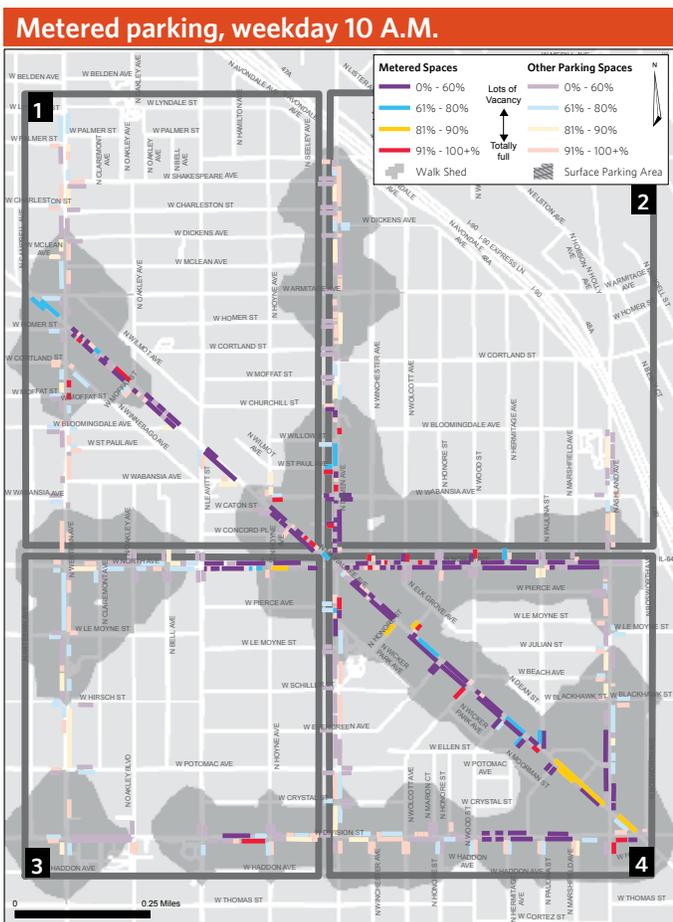
Commercial streets within the WPB SSA were surveyed at additional times to gain a better understanding of parking behavior along WPB’s commercial spine. Streets surveyed include Division Street, Ashland Avenue, North Avenue, Western Avenue, Damen Avenue, and Milwaukee Avenue. Each street varies in design, traffic density, and amenities, attracting different users at different times. Ashland and Western Avenues each serve as arterial roads with steady streams of higher speed traffic, with high congestion during the morning and evening rush hours. Milwaukee Avenue, North Avenue and Damen Avenue embody more neighborhood characteristics, such as mixed-use structures, active sidewalks, and small scale streetscape design. Division Street is also more of a neighborhood scale, prized for its wide sidewalks, outdoor restaurant and bar seating. It also has two lanes of traffic, with many cars and trucks loading and making deliveries.

Weekday, 10:00 A.M.

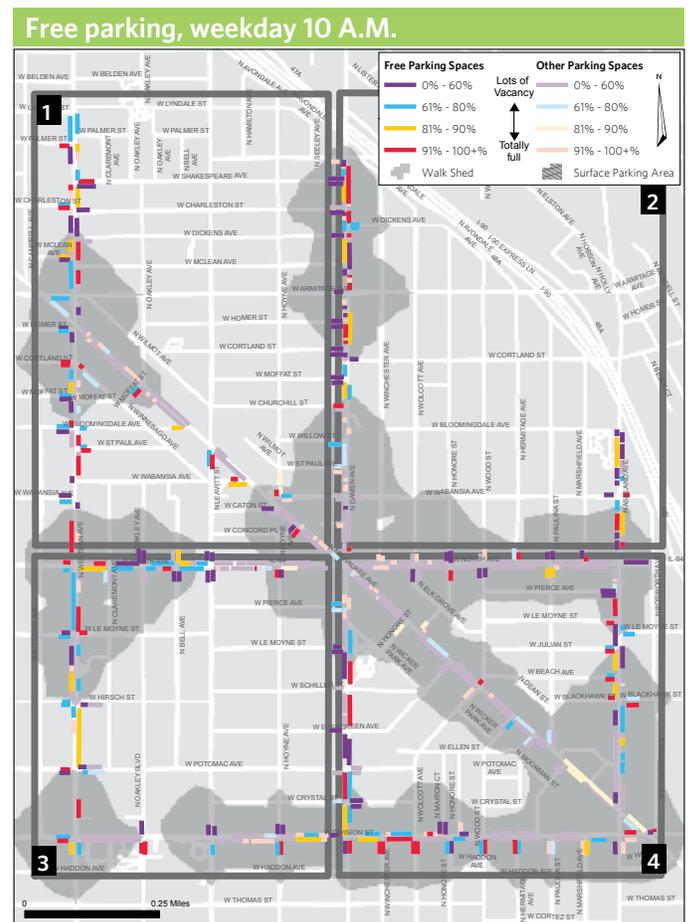
Weekdays at 10:00 a.m. has the lowest rate of parking occupancy on commercial streets, with most metered spaces between 0-60 percent full.

The areas with the highest parking demand are at the intersection of Western and North Avenue (particularly along Western Avenue in Quadrants 1 and 3) and along Damen Avenue at the north end of the study are(Quadrant 2). As Figure 40 indicates, these are free parking spaces in which more commercial services are located, such as laundromats, grocery stores, and hair salons. Also, local employees are likely to seek out these free spaces.

	COMMERCIAL STREETS		ALL STREETS	
Weekday	10:00 A.M.	9:00 P.M.	1:00 P.M.	6:00 P.M.
Friday / Saturday	10:00 A.M.	9:00 P.M.	1:00 P.M.	6:00 P.M.
Sunday			1:00 P.M.	

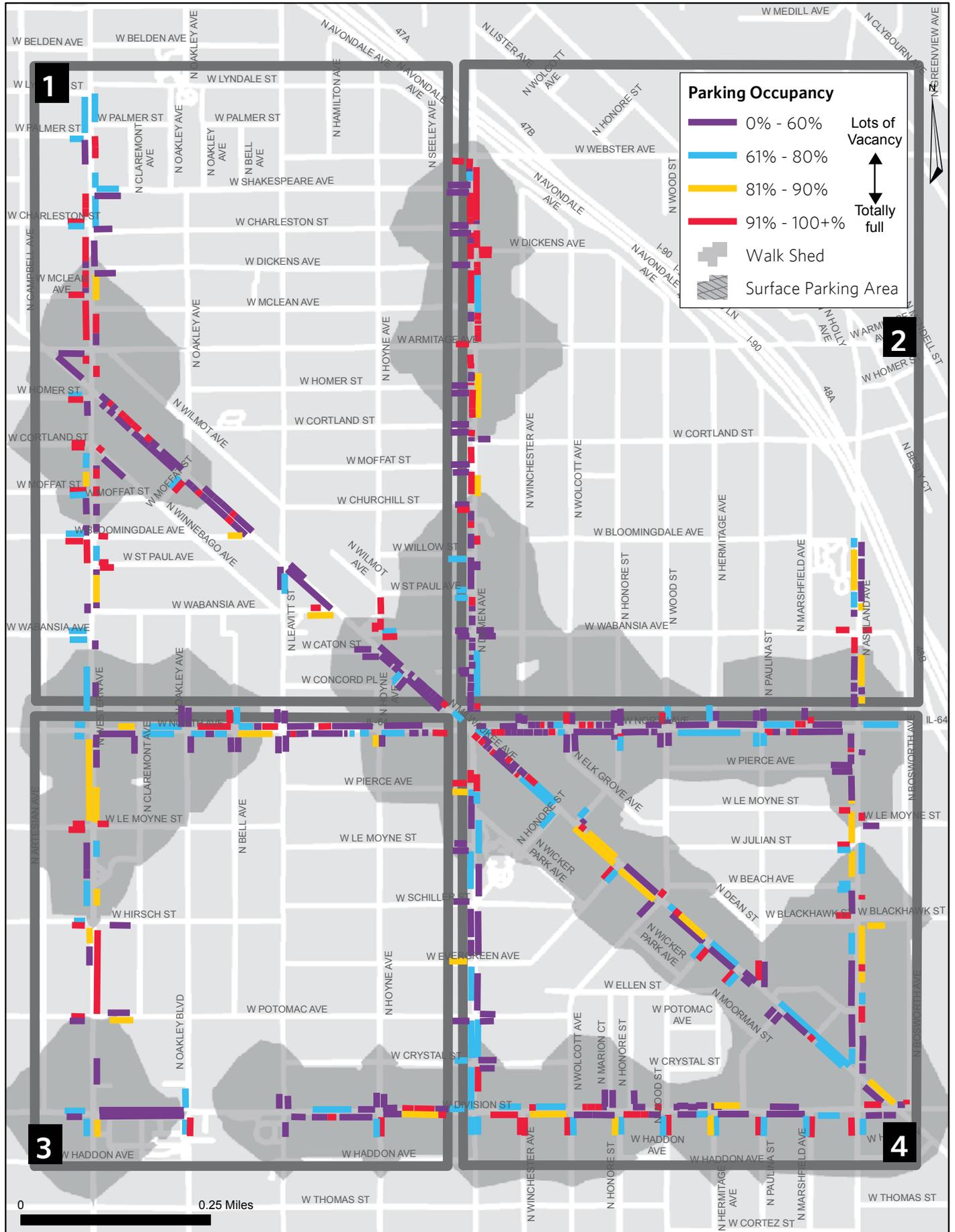


Source: Chicago Metropolitan Agency for Planning.



Source: Chicago Metropolitan Agency for Planning.

Figure 29. Parking occupancy, Friday / Saturday 10:00 A.M.



Source: Chicago Metropolitan Agency for Planning.

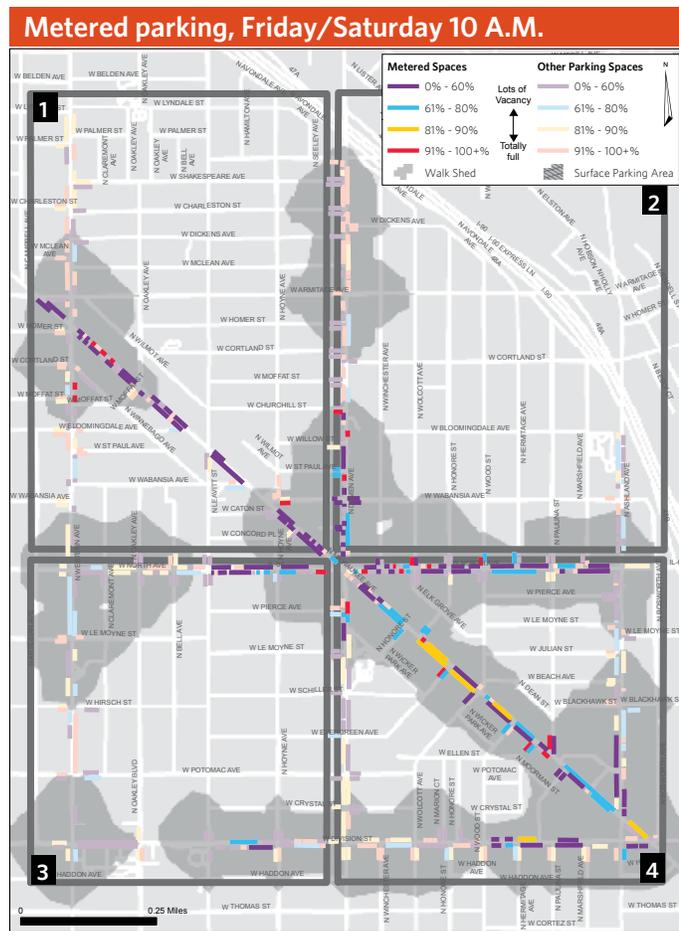
Friday / Saturday, 10:00 A.M.

At this time, on Saturdays more so than Fridays, visitors, employees, and residents can be found window shopping, receiving shipments, or running errands along WPB commercial streets, reflecting an overall increase in parking occupancy compared to weekdays at 10:00 a.m.

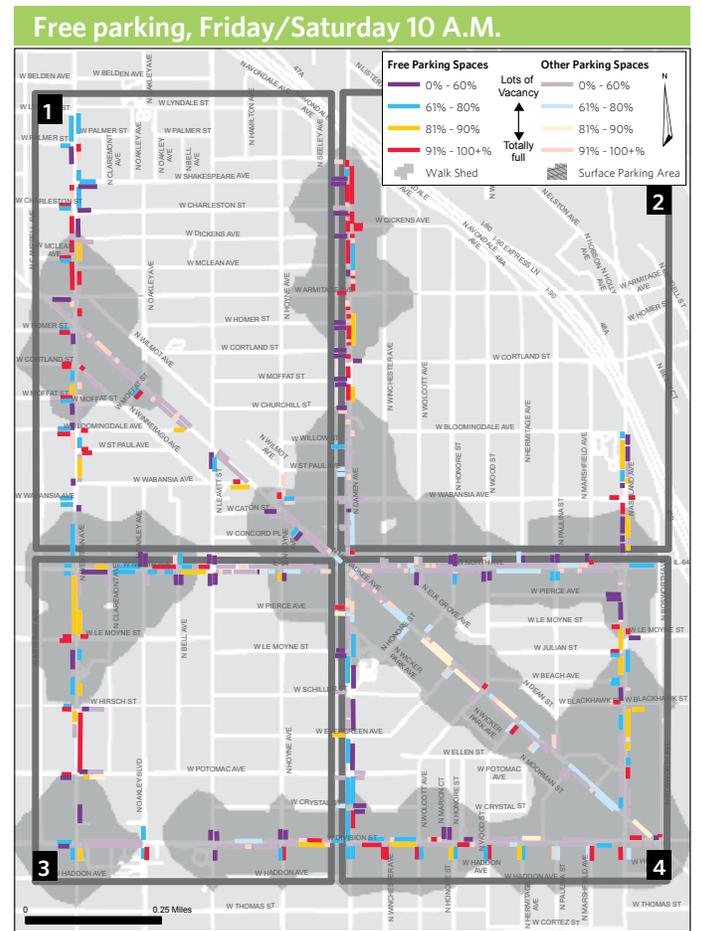
There is a slight increase in metered parking occupancy, particularly along streets with a larger POI walkshed. For example, sections of Milwaukee Avenue in Quadrant 4 and between Western Avenue and Oakley Avenue in Quadrant 1 (Figure 43). Whereas, commercial

streets without a POI walkshed, such as Milwaukee Avenue in Quadrant 1 between Oakley Avenue and Leavitt Street, and North Avenue between Leavitt Street and Damen in Quadrant 3, have many segments with parking occupancy levels of less than 60 percent.

Similar to weekdays at 10:00 a.m., the northern portions of Damen and Western Avenues in Quadrants 1 and 2 displayed an occupancy rate between 90-100+ percent; this is likely—again—due to the service-oriented stores lining these streets with free parking, used by both resident and employees.

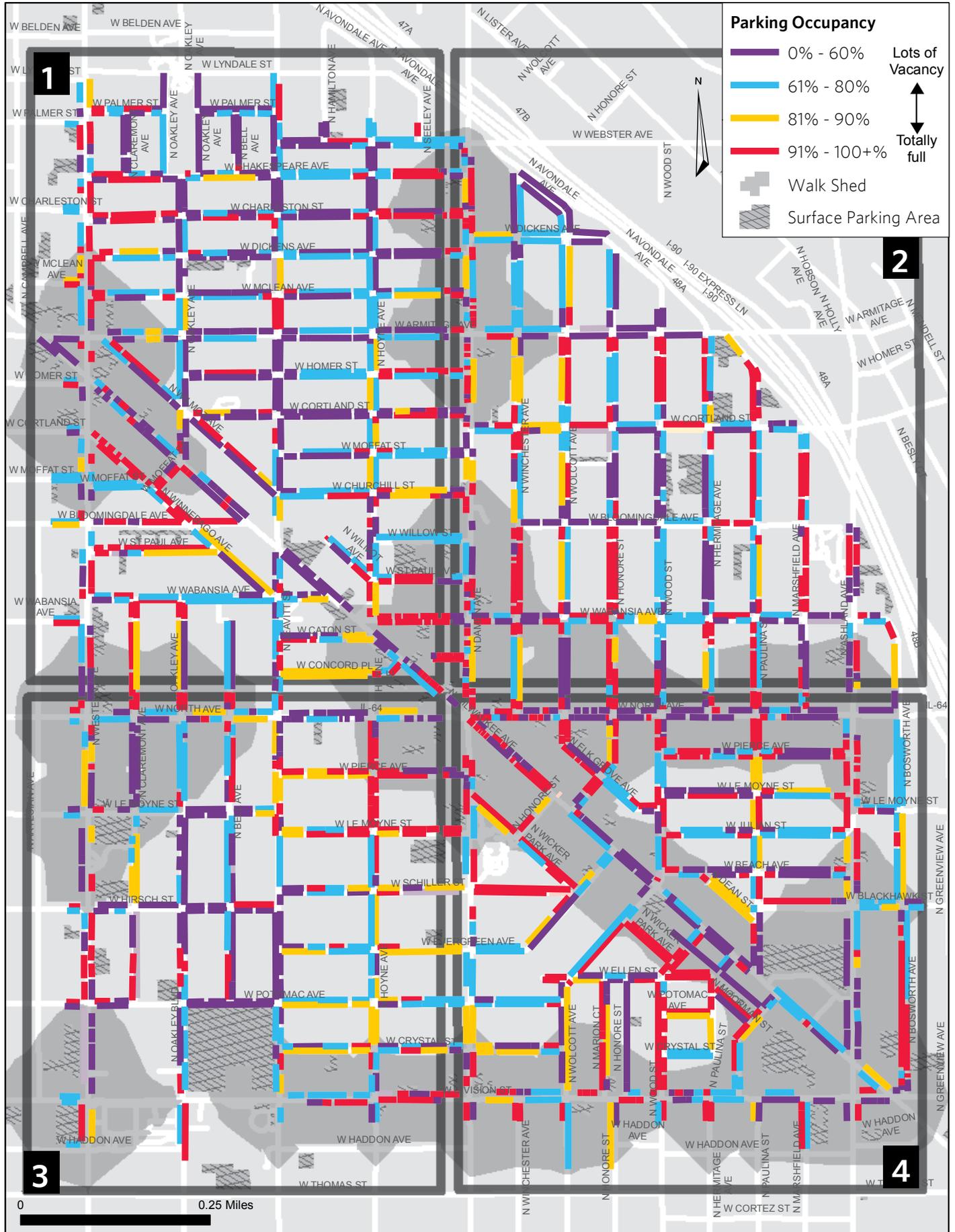


Source: Chicago Metropolitan Agency for Planning.



Source: Chicago Metropolitan Agency for Planning.

Figure 29. Parking occupancy, weekday 1:00 P.M.

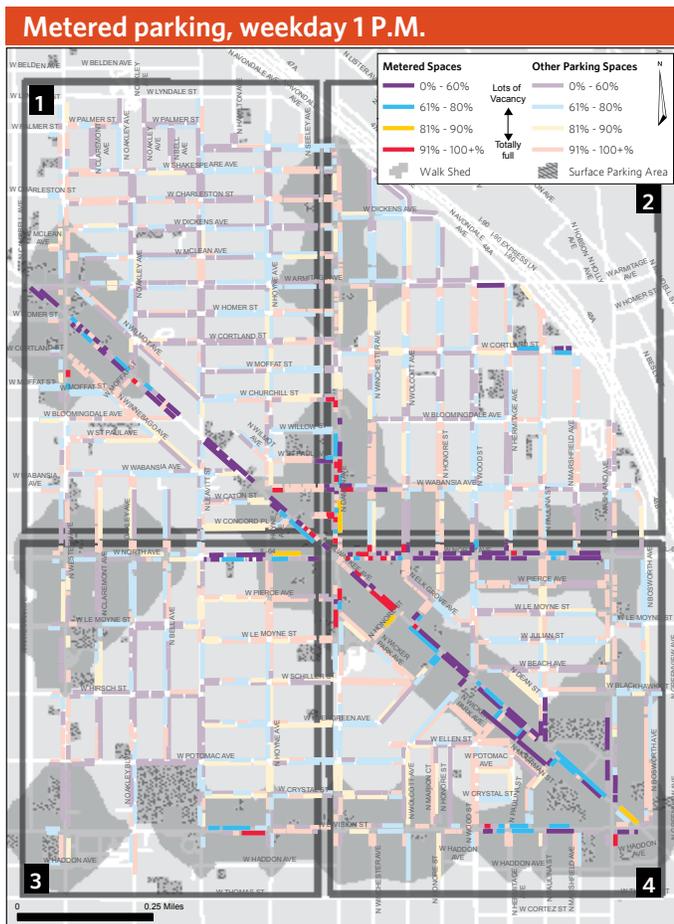


Source: Chicago Metropolitan Agency for Planning.

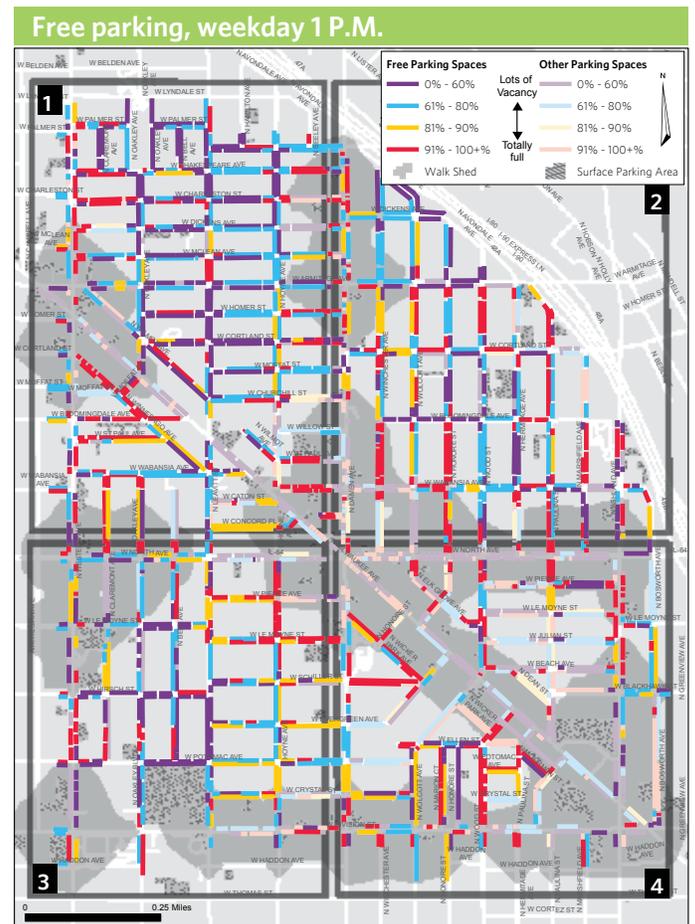
Weekdays, 1:00 P.M.

At midday, on weekdays, many WPB residents are working and have their cars with them. Most people driving to the area during this time are employees, short term customers, and lunch goers. WPB experiences the lowest rates of parking occupancy at this time. The streets with free parking within the POI walking shed, or those just outside of it, seem to have higher parking occupancy, such as Bloomingdale Avenue and St. Paul Avenue in Quadrant 1; Winchester and Honore Street in Quadrant 2; and Le Moyne and Pierce in Quadrant 3.

Parking in the central residential areas within each quadrant is less desirable to motorists who would prefer not to walk at length before they reach their destination. These streets include Cortland, Homer, and Armitage in Quadrant 1; and Hirsch, Potomac, and Oakley in Quadrant 3. This time period also has the lowest percentage of occupied metered parking spaces, the majority of which are between 0-60 percent occupied. The areas in which spaces are 90-100+ percent full are primarily in loading/standing parking zones, indicating that commercial streets during this time period may be used more for deliveries and loading, or shoppers simply avoid the metered spaces by seeking out the free and standing zone spaces.

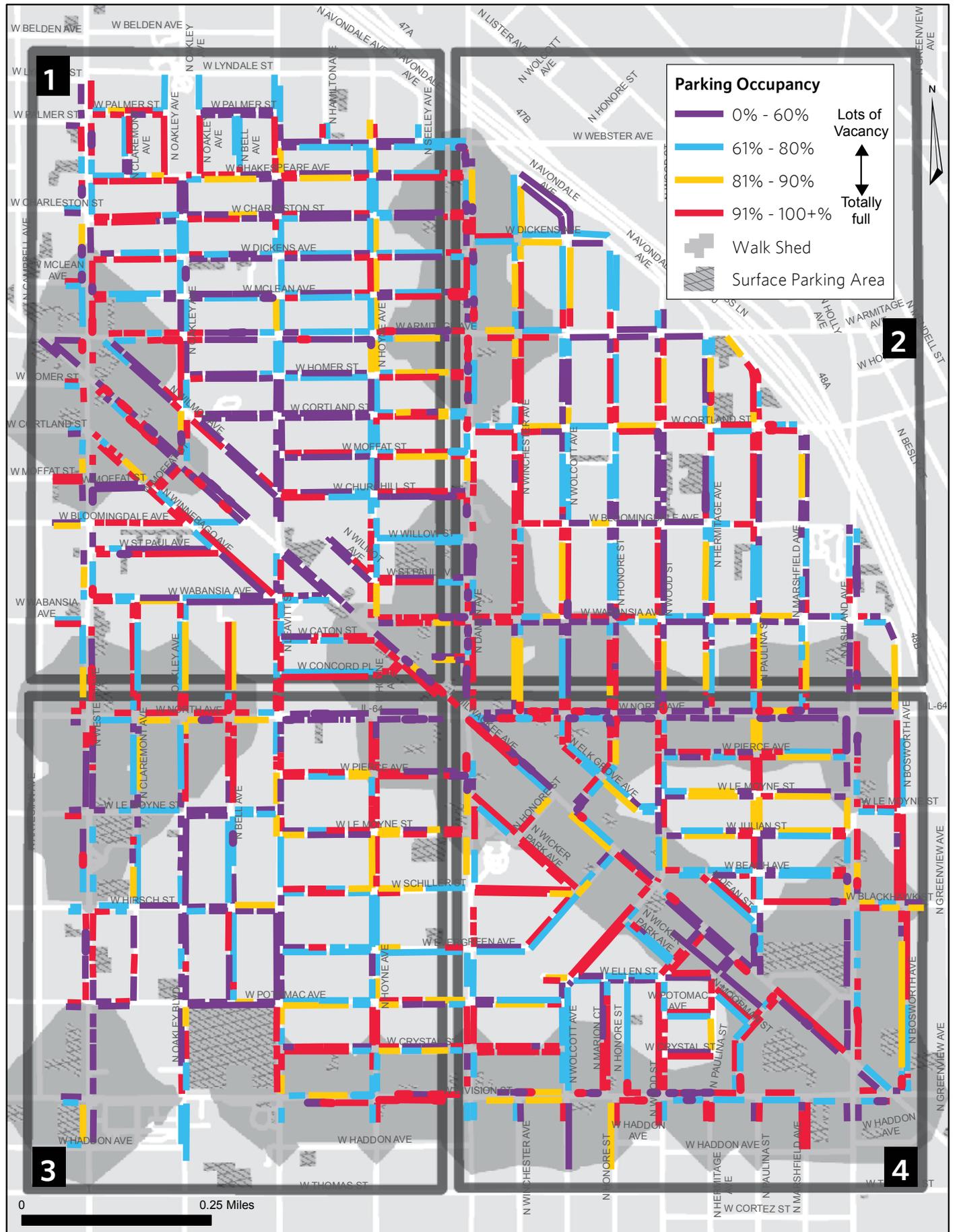


Source: Chicago Metropolitan Agency for Planning.



Source: Chicago Metropolitan Agency for Planning.

Figure 29. Parking occupancy, Friday / Saturday 1:00 P.M.

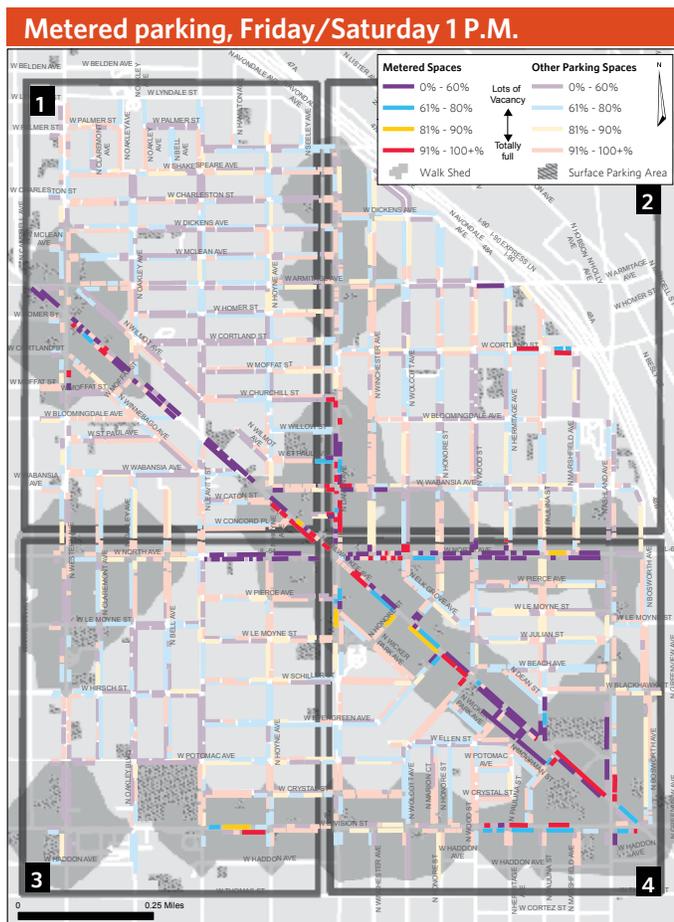


Source: Chicago Metropolitan Agency for Planning.

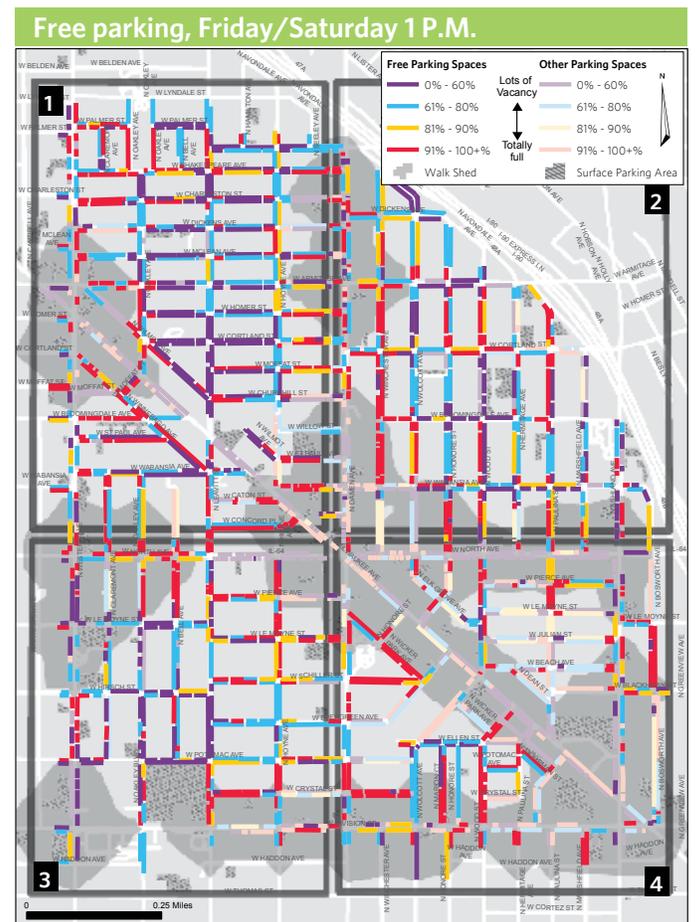
Friday / Saturday, 1:00 P.M.

On Fridays and Saturdays, residents and visitors display similar parking behavior as a weekday at 1:00 p.m., with lunch goers, shoppers, and residents filling up restaurants and boutiques along WPB’s commercial streets. Accordingly, the free parking spots within proximity to a larger POI walkshed have higher parking occupancy. This can be seen in Quadrants 3 and 4 at the intersection of Division and Damen, spilling over to the surrounding free residential streets including Crystal, Marion, and Wood. This pattern of increased parking occupancy can also be seen in Quadrant 3 along the western portion of North Avenue and the surrounding residential streets in Quadrants 1 and 3 such as Bell, Oakley, and Claremont.

The least occupied spaces during this time period are located in the residential areas with free spaces in the central sections of Quadrants 1, 2, and 3. Also similar to the Weekday 1:00 p.m. survey period, metered parking along commercial streets is primarily between 0-60 percent occupied, with an increase at the intersection of Milwaukee, North, and Damen Avenue. Many of these spaces are loading zones, often used by business owners or employees, and some loading. Overall, the Friday/Saturday 1:00 p.m. survey period confirms the tendency that drivers are attracted to the commercial streets, and will park within reasonable proximity of their ultimate destination in order to avoid paying the meters.



Source: Chicago Metropolitan Agency for Planning.



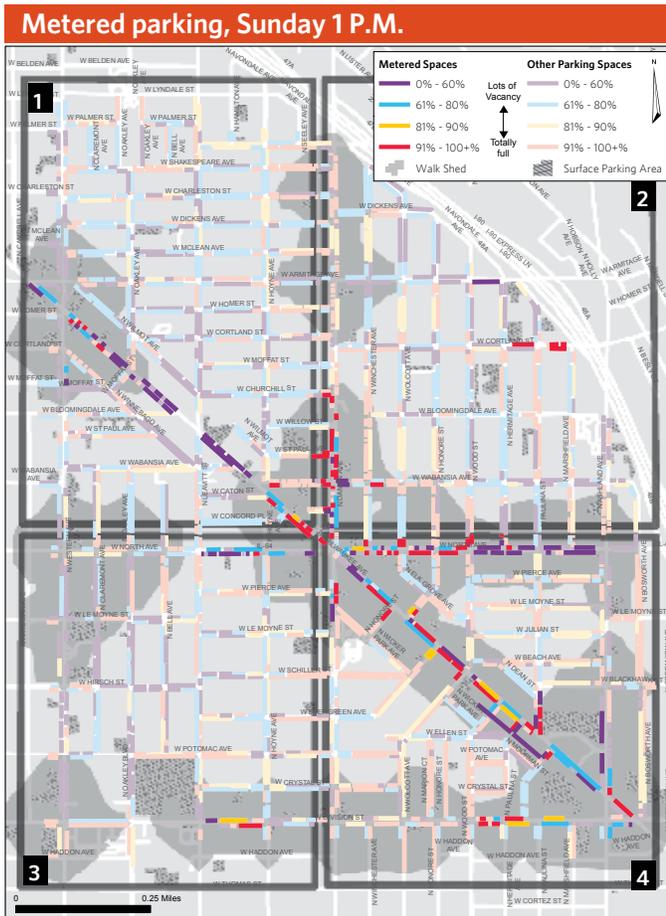
Source: Chicago Metropolitan Agency for Planning.

Sunday, 1:00 P.M.

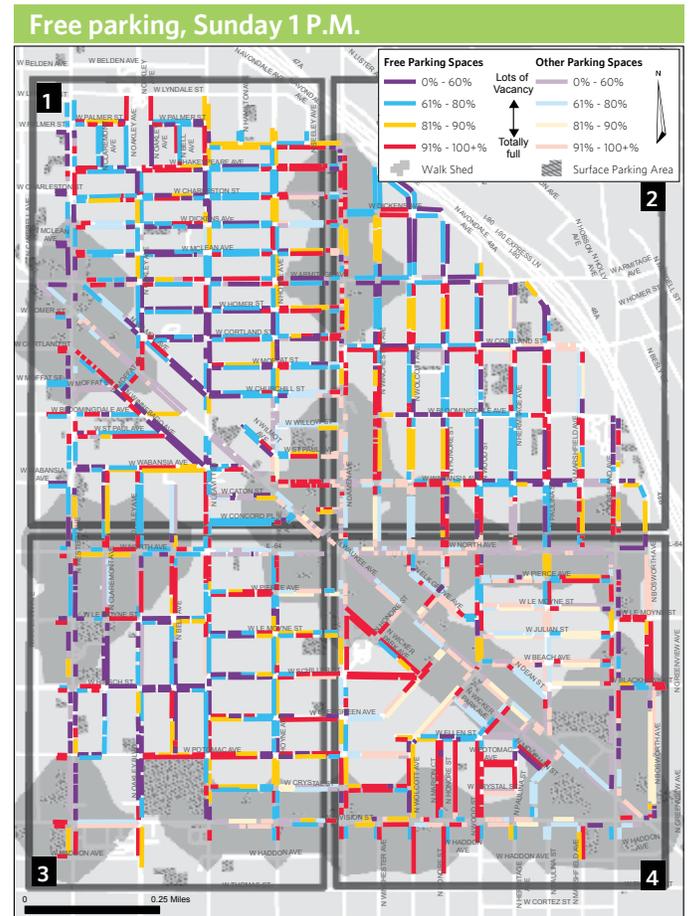
Similar to Friday / Saturday counts, Sunday is not a typical workday, giving residents and potential visitors the opportunity to visit WBP’s various retail shops and commercial amenities. Accordingly, Figure 38 shows a slight overall increase in metered parking occupancy, particularly in Quadrant 4. Sunday is more likely to attract consumers from other parts of the city and the free residential parking is being used by many local residents. It is likely that visitors are willing to pay for metered parking in order to visit the many commercial destinations in the study area [Parking counts were conducted when Sunday metered parking was not free].

Some of the residential streets experience higher parking demand at this time. For example, Quadrant 1 had 0-60 percent occupancy on many residential streets for all previous 1:00 p.m. counts, but has greater occupancy, at 61-80 percent, for this survey period.

This residential parking demand may indicate that many residents with automobiles drive their cars to work on a regular basis and are more likely to park in the study area on the weekend. Also, demand from churchgoers on these streets is likely to have an impact. Similar to the Friday/Saturday 6:00 p.m. survey period, free parking along the large institutional structures in Quadrant 3 remains underutilized on Oakley, Hirsch, and Western at 0-60 percent occupied.

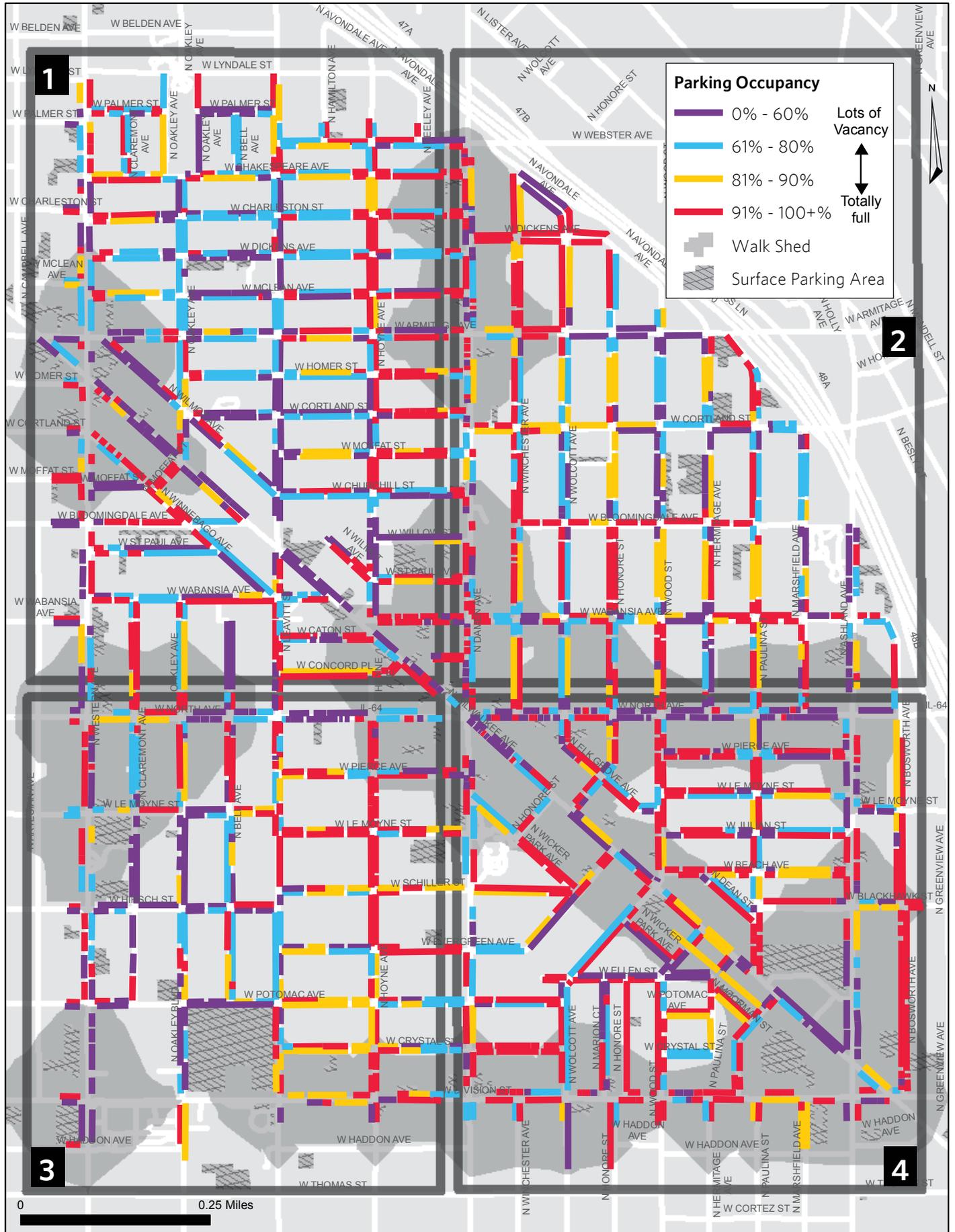


Source: Chicago Metropolitan Agency for Planning.



Source: Chicago Metropolitan Agency for Planning.

Figure 29. Parking occupancy, weekday 6:00 P.M.



Source: Chicago Metropolitan Agency for Planning.

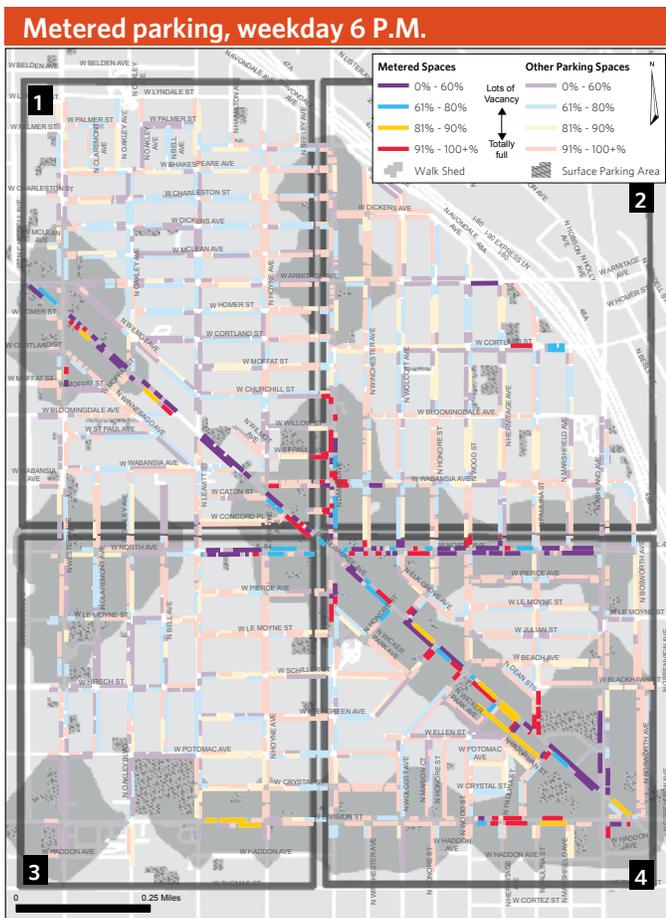
Weekdays, 6:00 P.M.

By 6:00 p.m., the typical work day has ended and many residents are out running errands or returning home from their jobs, while others are out for dinner or shopping along commercial streets. Due to heightened activity, the overall parking occupancy within WPB’s POI walking shed also increases. Residential streets in Quadrant 1 located between Hoyne and Damen, such as Armitage, Homer, Moffat, and McClean are often over 90 percent occupied.

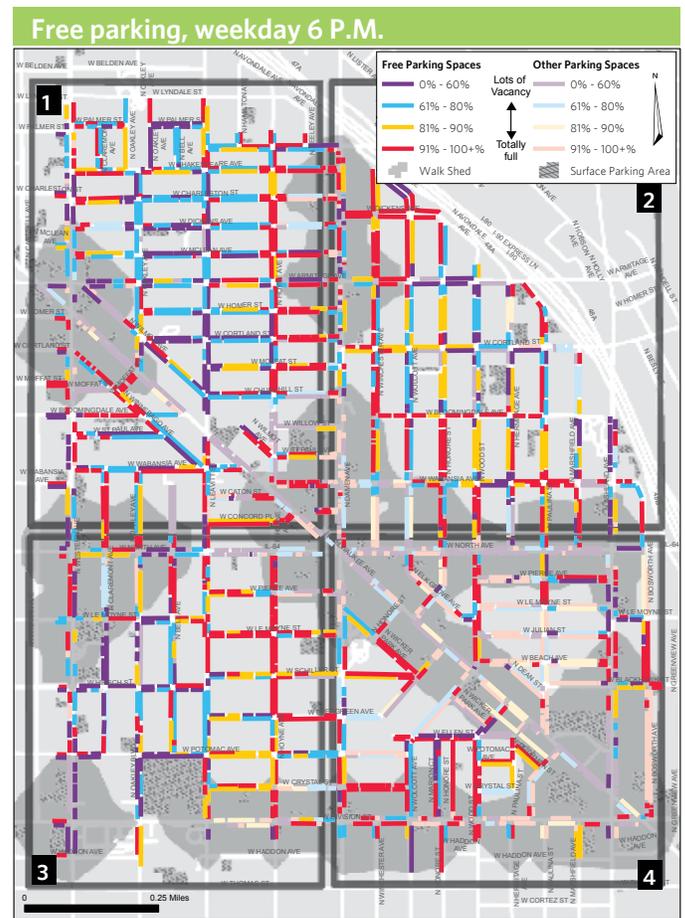
As residents return home from work, the free and permitted spaces in residential areas begin to fill up. Free spaces in the residential

portion of Quadrant 3 (Wood, Hermitage, Paulina, Dickens, and Winchester) along with permitted spaces in the residential portion of Quadrant 4 (Pierce, Le Moyne, Julian, and Beach) have increased parking occupancy, generally between 80-100 percent full.

Despite these increases, many of the residential streets located in the central portion of Quadrant 1 remain unaffected, with only 0-60 percent occupancy. As mentioned before, this quadrant has many one-way streets, potentially deterring drivers from parking and explaining this pattern (see Figure 28).

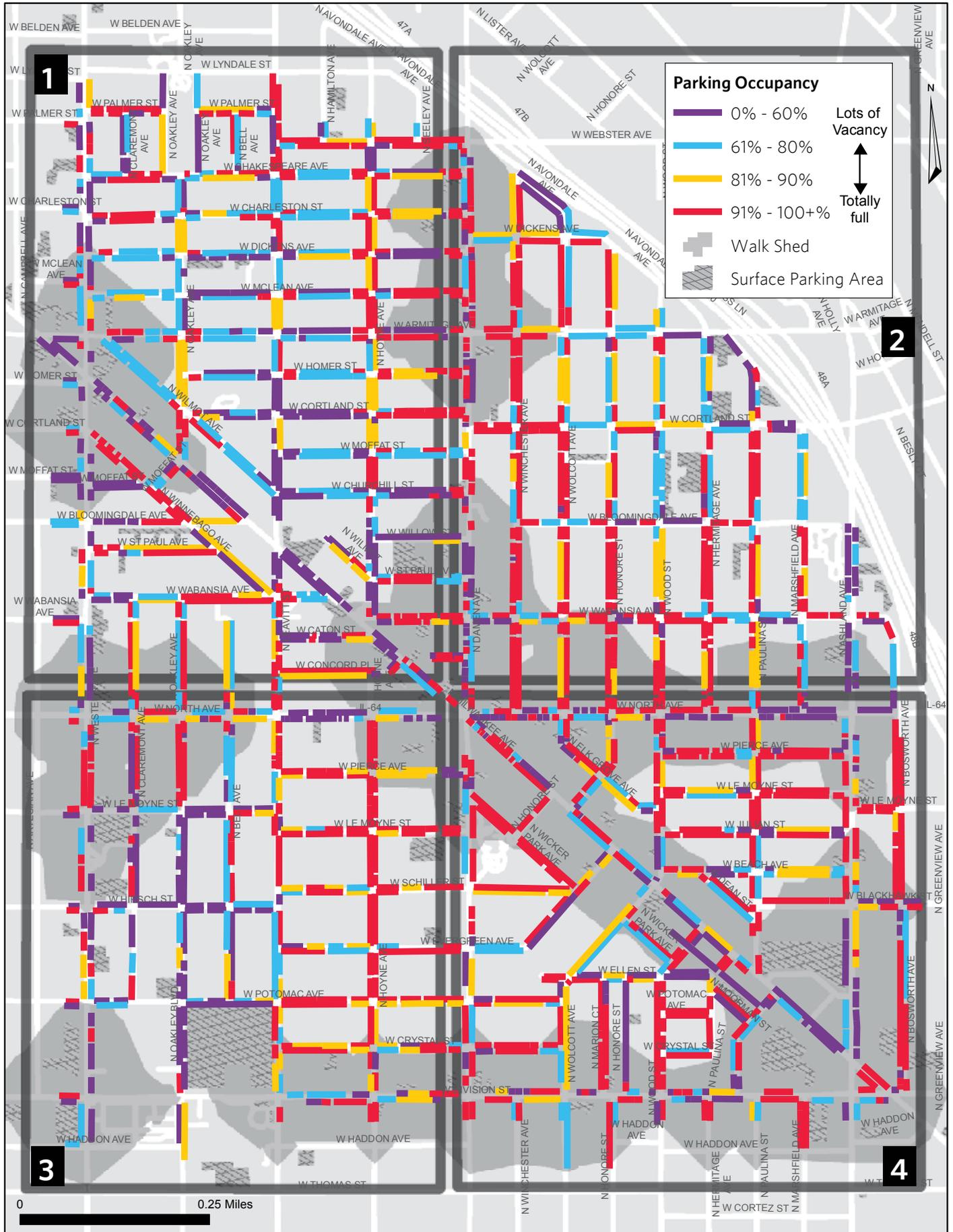


Source: Chicago Metropolitan Agency for Planning.



Source: Chicago Metropolitan Agency for Planning.

Figure 29. Parking occupancy, Friday / Saturday 6:00 P.M.



Source: Chicago Metropolitan Agency for Planning.

Friday / Saturday, 6:00 P.M.

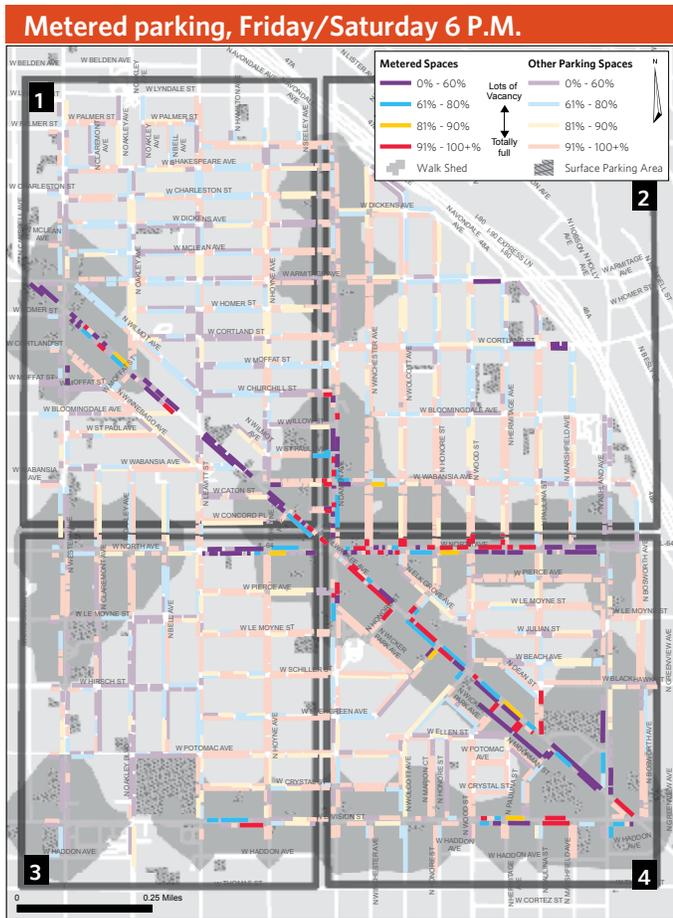
During the Friday / Saturday 6:00 p.m. time slot, the typical work week is over and many people visit the variety of restaurants, bars, and other nightlife activities WPB has to offer.

With many residents home at this hour and additional visitors, shoppers, and diners in the area, WPB’s overall parking occupancy was the highest during this survey period and at 9:00 p.m. Much of the permitted parking—particularly in Quadrant 4—has over 90 percent occupancy. Similar to weekdays at 6:00 p.m., free residential parking within the POI walkshed in proximity to commercial streets experiences high occupancy. This can be seen in Quadrant 2, along Winchester, Wolcott, Honore, and Wood, which have over 90 percent occupancy.

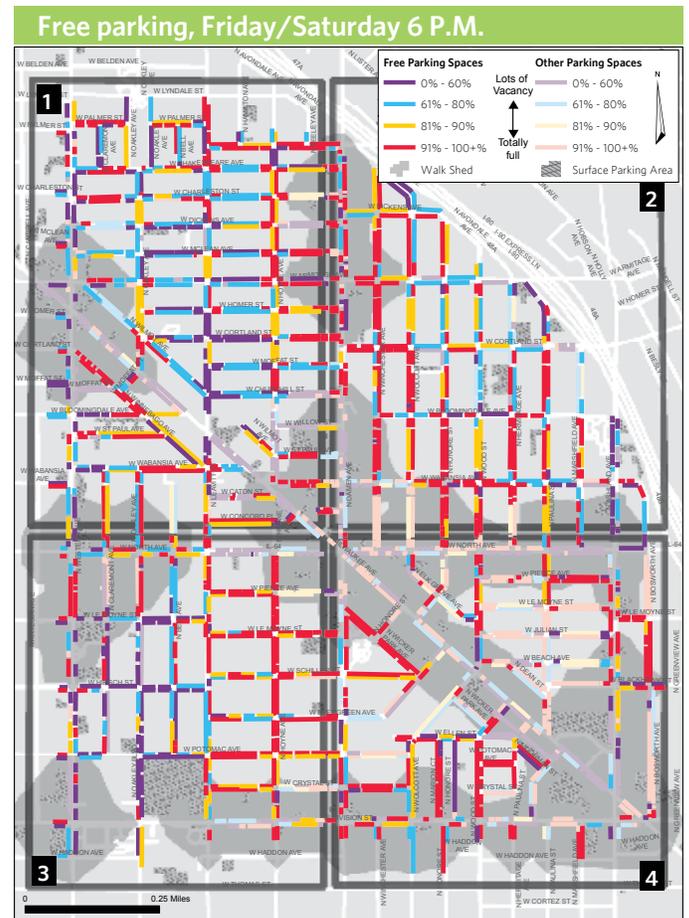
There is also a significant increase in occupancy of free residential parking spaces in Quadrant 3 between Leavitt and Damen, including Pierce, Le Moyne, Schiller, Potomac and Crystal. High occupancy on

free streets results in more drivers using the metered parking along WPB commercial streets. Occupancy rates of 90-100+ percent are found along North and Milwaukee Avenues in Quadrant 4, where despite having to pay, more drivers are parking in the metered spaces.

The streets with the lowest occupancy rates are the free residential streets in the western portion of Quadrant 3, including Oakley, Hirsch, and Potomac. This quadrant houses several large institutional buildings primarily used during working weekday hours, such as the Roberto Clemente Community Academy and Saints Mary and Elizabeth Medical Center. Visitors—along with residents—would be required to walk at length before arriving to commercial activities or their residential streets. And less street activity makes people feel unsafe.

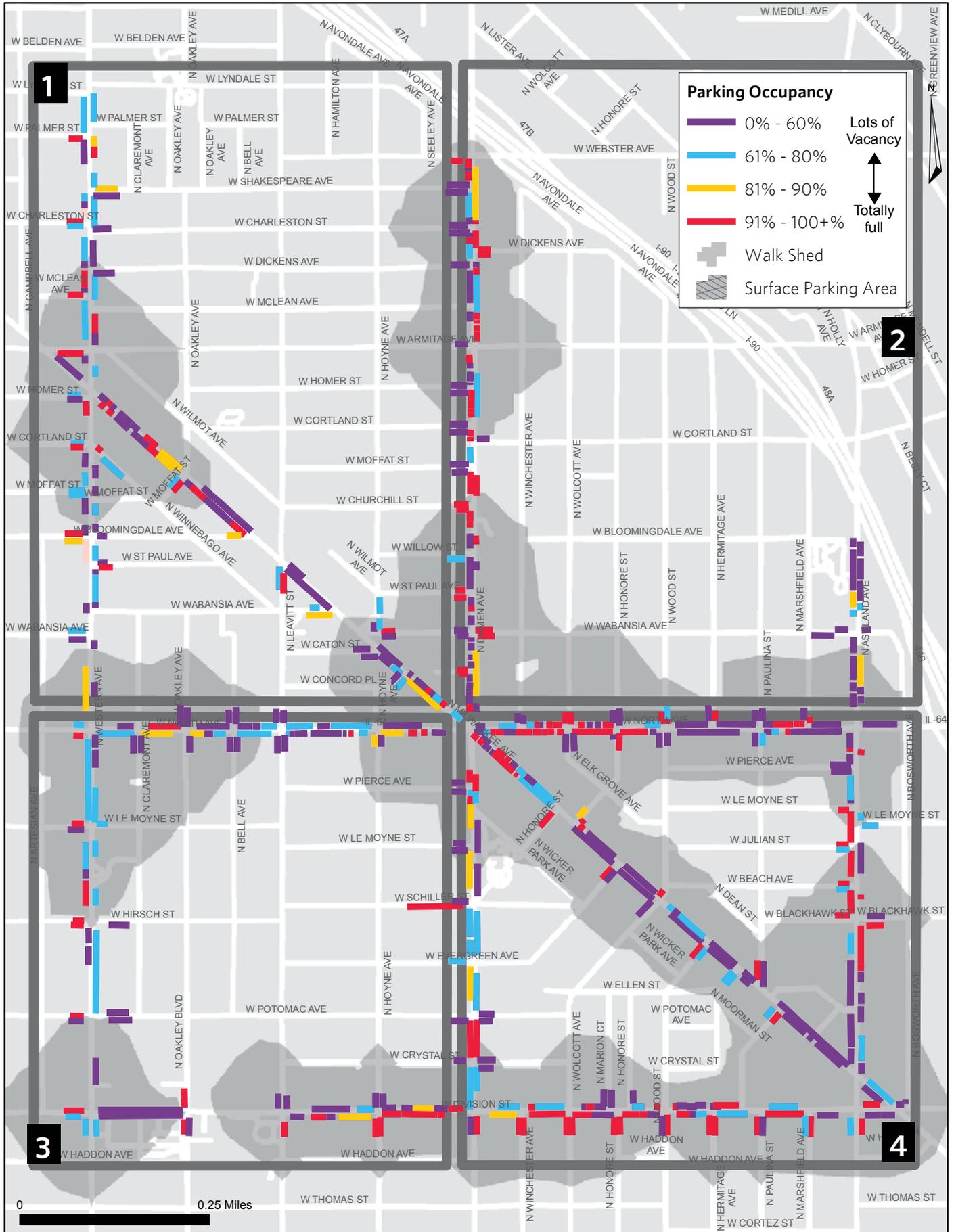


Source: Chicago Metropolitan Agency for Planning.



Source: Chicago Metropolitan Agency for Planning.

Parking occupancy, weekday 9:00 P.M.



Source: Chicago Metropolitan Agency for Planning.

Weekday, 9:00 P.M.

As mentioned before, when we did the survey counts, the metered parking was free after 9:00 p.m. At this time on weekdays, most residents have returned from work, while visitors have finished eating dinner and are enjoying the WPB nightlife. In comparison to other times of the day, there is an overall increase in parking occupancy. As seen in Figure 41, the highest parking demand is in Quadrant 4 along Division, North, and Ashland, where the POI walkshed borders each of these commercial streets. There is also an increased amount of parking occupancy along the northern portion of Damen Avenue in Quadrant 2, where more neighborhood bars and restaurants are located.

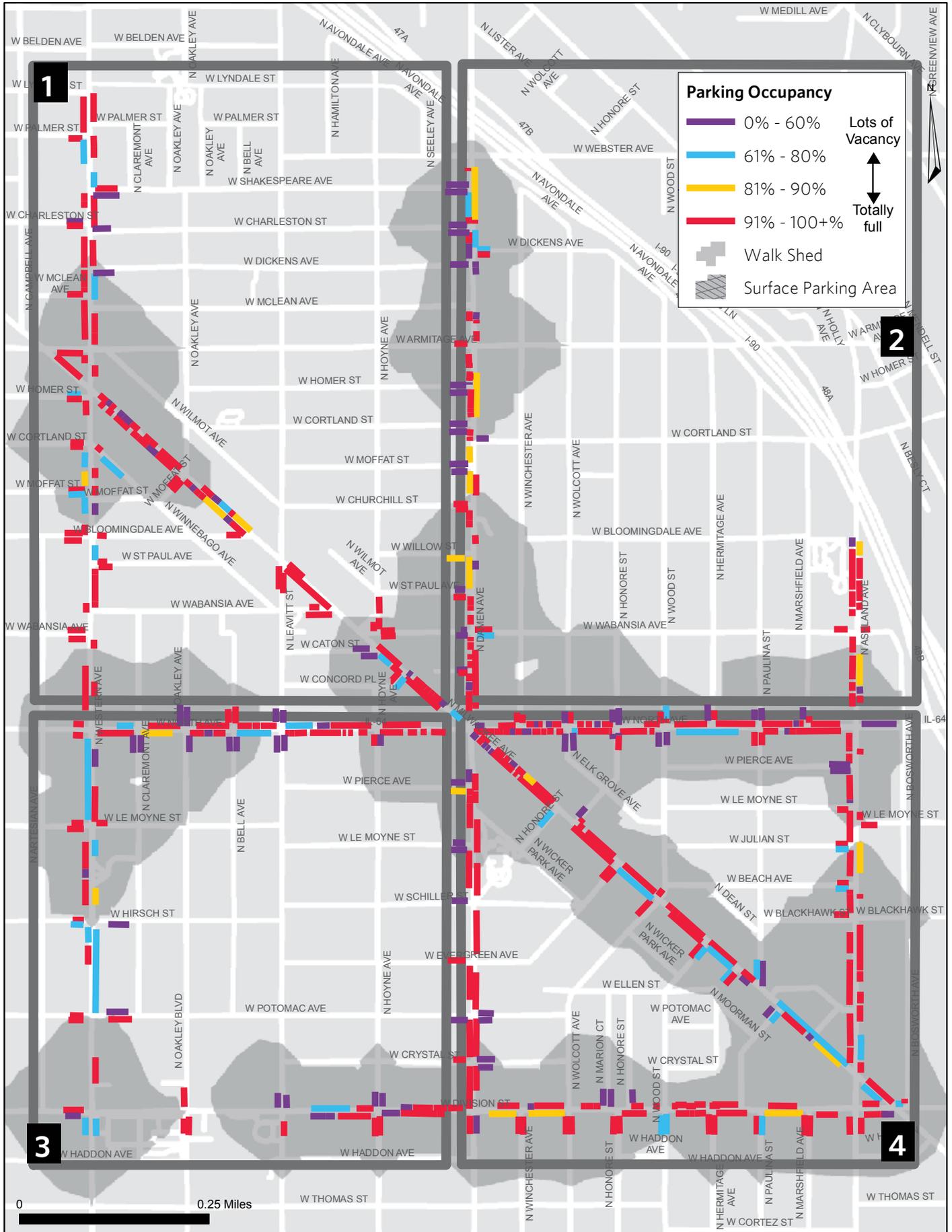
Conversely, Quadrants 1 and 3 have a low parking occupancy rate during this time period, particularly along North and Western Avenue in Quadrant 3 and Milwaukee Avenue in Quadrant 1. This increased vacancy may be attributed to the types of businesses located along these streets; although they contain POI's, many of them are not open or utilized after the typical workday hours of 9:00 a.m. to 5:00 p.m.

Comparison maps of free and metered parking are not shown because all of the parking was free at 9:00 p.m., when the surveys were conducted.



Photo from Creative Commons, by Eric Rogers: <http://bit.ly/1h1BHBj>.

Parking occupancy, Friday / Saturday 9:00 P.M.



Friday / Saturday, 9:00 P.M.

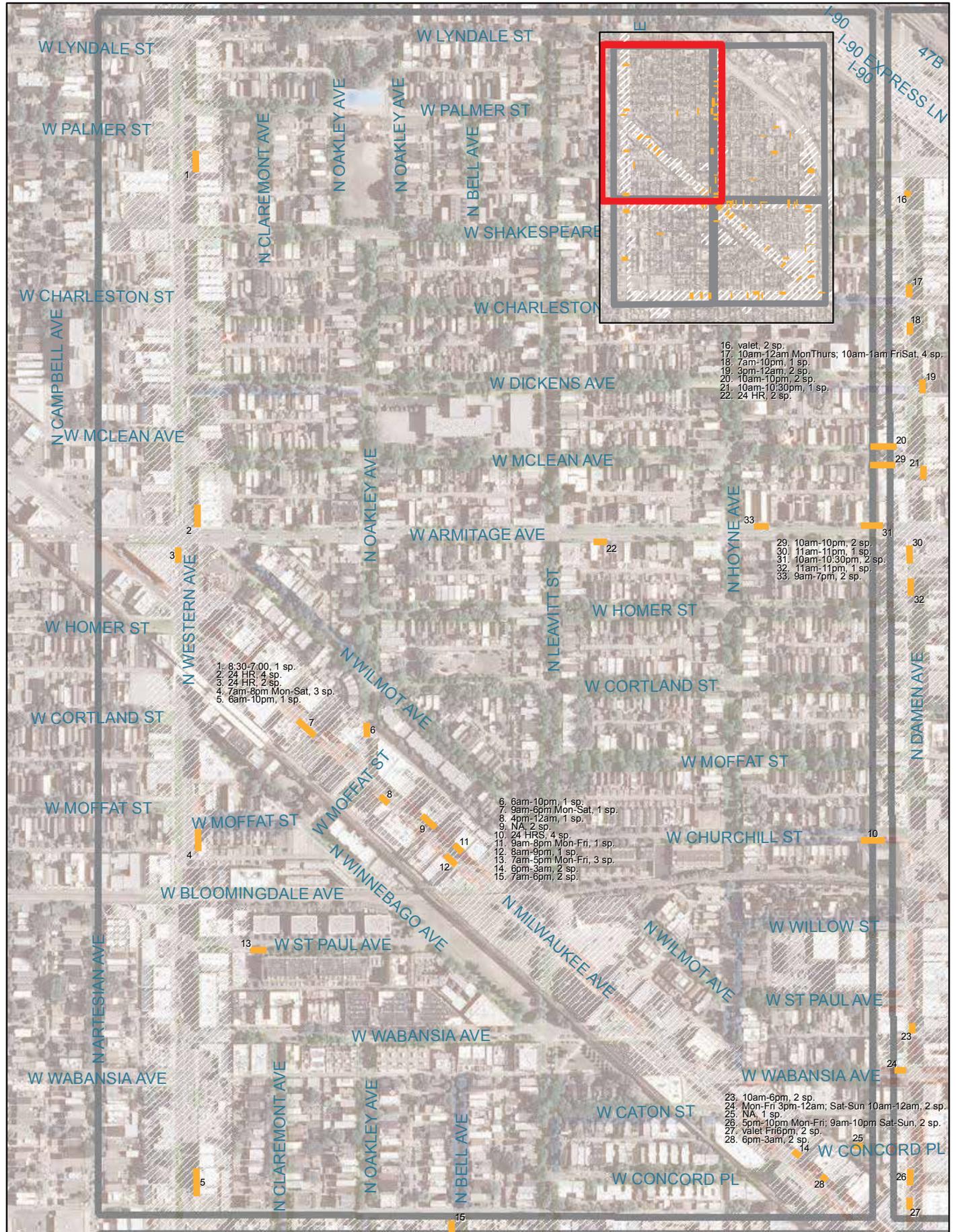
Given WPB's popularity as a nightlife destination in the Chicago area, parking along commercial streets significantly increases in demand on Friday and Saturday nights. As seen in Figure 44, most streets are fully occupied at this time. The only exception was the central portion of Western Avenue in Quadrants 1 and 3, which primarily houses institutional and service facilities. Some of these facilities are not open during evening hours and they are not very close to the more desirable nighttime destinations along Division and Milwaukee Avenue (primarily located in Quadrant 4).

When the parking survey was conducted, all meters were free after 9:00 p.m., creating a surge in demand for parking at this time, incentivizing patrons to remain in these spots for the duration of the night, decreasing—if not completely eliminating—turnover rates at this time. The lack of turnover, combined with a substantial increase in demand, results in an overall parking inefficiency during this time period. The lack of available parking spaces frustrates drivers who are forced to cruise around looking for a vacant spot, adds to the congestion in the area, and ultimately drives potential consumers from WPB.



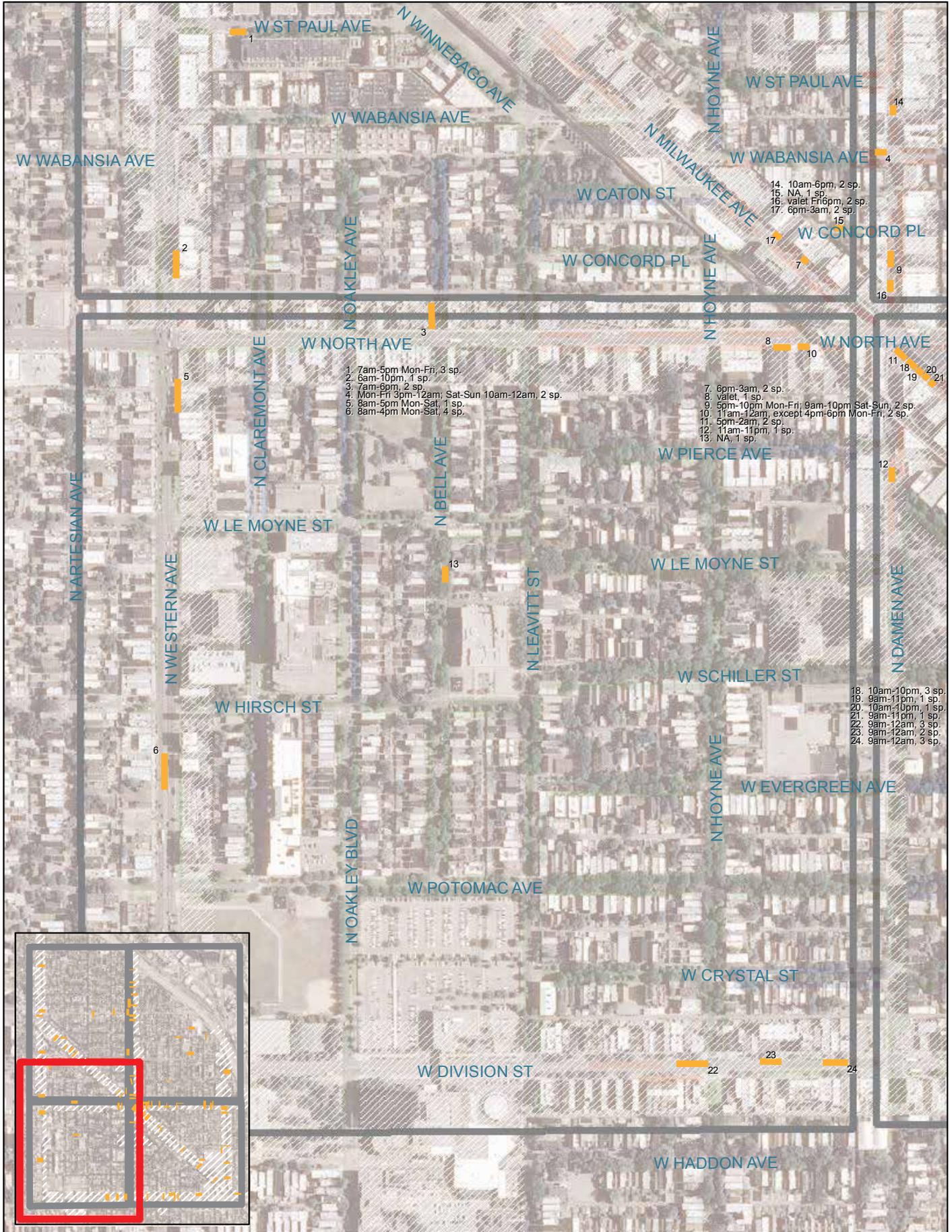
Creative Commons photo by Ben Husmann: <http://bit.ly/1i51i2J>.

Loading zones - Quadrant 1



Source: Chicago Metropolitan Agency for Planning.

Loading zones - Quadrant 3



Source: Chicago Metropolitan Agency for Planning.

List of Acronyms

AADT	Annual Average Daily Traffic
CDOT	Chicago Department of Transportation
CMAP	Chicago Metropolitan Agency for Planning
CPM	Chicago Parking Meters, LLC
CTA	Chicago Transit Authority
CUF	Neighborhoods of Clifton Heights, University Heights, Fairview
ECR	Existing Conditions Report
FHWA	Federal Highway Administration
HUD	U.S. Department of Housing and Urban Development
IDOT	Illinois Department of Transportation
ITE	Institute of Transportation Engineers
LEHD	Longitudinal Employer-Household Dynamics
LTA	Local Technical Assistance
MPC	Metropolitan Planning Council
SAIC	School of the Art Institute of Chicago
TOD	Transit-Oriented Development
WPB	Wicker Park Bucktown neighborhood within the study area
WPB SSA	Wicker Park Bucktown Chamber of Commerce/Special Service Area #33



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