

070203

Kathy Dennis
Southern Exposure Gallery
11 S. Park Ave.
Lombard IL 60148

April 2, 2007

To Whom It May Concern:

I would like to take this opportunity to address the issue of parking in the downtown area.

As a struggling business owner in Lombard's downtown, there are several factors that I have going against me- one of the issues is -parking. I am open most days from 10- 5:00. On many of those days when I look out into the street it is filled, with cars of business owners and or their employees. I have had people come in and say," I was going to stop in your shop the other day but there was no parking." (Which of course would be great if the spots were filled with customers.) I like all of my neighbors and I do not want to cause tension or bad feelings, It is my hope that the village will do something about the parking and enforce it. If we want to attract businesses that rely on a customer base we should at least have adequate parking.

Thank you for your time.



Kathy Dennis
Owner, Southern Exposure Gallery

Thank you for your time and the opportunity to speak.

Hello my name is Tom Masterson. I grew up in Lombard. I currently own property in Downtown Lombard. My office has been in Downtown Lombard 17 of the last 23 years. I was the 1st recipient of the Facade Program funds.

If you have an ordinance shouldn't the ordinance have a goal it is designed to achieve? What is the goal of the current downtown parking ordinance? Is the current parking ordinance achieving it's goal? Should an ordinance be enforceable? Is Lombard capable of enforcing it's current downtown parking ordinance on a regular basis to make the ordinance effective? My experience of the last 10+ years is No.

The purpose of parking restrictions is to allow parking spaces to be used for their intended purpose. A 2 or 3 hour time limit eliminates a car occupying a space for the entire day. A 2 or 3 hour time limit allows for the same space to be utilized by many different individuals during a single day. 2 or 3 hour time limits are typically used in downtown areas to accommodate customers of the downtown businesses. (It has been shown the value of a parking space to a retail business to be in excess of \$30,000 annually).

The parking spaces are not owned by the property owners or businesses. The parking spaces are for the benefit of customers visiting Downtown Lombard. A parking space in front of a business is not owned by that business the spot is there for the benefit of everyone's customers.

Lombard has done an excellent job of improving the Downtown Area. Just look at all the new buildings, improvements and businesses. Lombard also has more grants than any other town to encourage and attract retail businesses and restaurants to move to the Downtown area. Once these retail businesses and restaurants are open in Lombard they need customers. Customers need parking spaces. Doesn't it make sense to do what we can so the customers have use of the parking spaces intended for them for the benefit of the businesses we are encouraging in our Downtown?

The current system does not work. How many times has the Village or Police Department sent out notices/letters regarding the parking ordinance? In May 2006 Lombard Town Centre sent out a letter to all business owners in the Downtown area regarding the parking ordinance. It has all fallen on deaf ears.

This is not the fault of the Police Department. The Police Department faces budget and labor constraints in enforcing the current Village Parking Ordinances.

Occasionally non-customers circumvent the intent of parking restrictions by moving their vehicles every few hours. This practice does not allow the parking spaces to serve their intended use. Some villages have solved this problem by designating parking spaces as "Customer Parking Only" with a 2 or 3 hour time limit.

Enforcing a 2 or 3 hour time limit is more difficult and time consuming than enforcing a "Customer Only Parking" with a 2 to 3 hour time limit. You will find most of the violators of the time limit are also non-customers.

Enforcing a time limit only parking restriction requires at least 2 trips, that is if it is timed correctly. Enforcing a "Customer Parking Only" restriction can be accomplished in 1 trip.

Over a two day period I monitored 22 parking spots in the Downtown area. On the 1st day January 23rd, 2007 there were 11 vehicles in violation of the Village Parking Ordinance. On the 2nd day January 24th, 2007 there were 15 vehicles in violation of the Village Parking Ordinance, yes 15 violations in 22 parking spots. I have included a list of these license plates in the packet. This would be a good start for the Scofflaw list. Of course a warning letter should be given to all first and if no response to contest their status then they would remain on the Scofflaw list. (Copy of letter supplied by City of Wheaton in packet).

The lack of proper enforcement has negative effects. When non-customers occupy spaces intended for the customers of retail businesses and restaurants these businesses can become resentful toward violators (other businesses). Should parking spots be a source of resentment and hard feelings? Also people take on negative attitudes "parking ordinances are a joke", "The Village doesn't care", "it's a waste of time they don't do anything" and "they give lip service to enforcement every 6 months". None of this serves a good purpose.

Two neighboring towns Glen Ellyn and Wheaton have gone to what seems to be more logical and enforceable parking ordinances.

Village of Glen Ellyn

Per Patti Taves of Glen Ellyn Police Department: Glen Ellyn changed to "3 Hour Customer Parking Only" in November 2006 in the downtown area. Per Ms. Taves they changed at the urging of the Chamber of Commerce and Economic Development Corporation who wanted to encourage customer parking. When asked how does Glen Ellyn handle a shop owner or employee claiming to be a customer, Ms. Taves responded we don't accept that excuse. Per Ms. Taves if you are a shop owner or employee you should not be parking in an area designated as "Customer Only Parking". Tickets are issued and are not rescinded.

City of Wheaton

Wheaton has "2 hour Customer Parking Only" in their downtown area. Officer Blanchard is the CSO responsible for enforcement of parking ordinances in Wheaton. Officer Blanchard stated once a vehicle is observed in the same area a few days in a row the vehicle is given a warning letter on their windshield. If there is no response and the vehicle continues to park in the "Customer Only Area" the vehicle is ticketed and the license plate number is added to the Scofflaw list. Officer Blanchard stated this system "works well". If Officer Blanchard notices a license plate on the Scofflaw list in a designated "Customer Parking Only" area they are ticketed. There are very few "request for Municipal citation review" filed on parking tickets she issues.

In Downtown Lombard between Main Street and Elizabeth there are 103 two (2) hour parking spots on the street. Within 1 block of St. Charles between Main and Elizabeth there are 90 parking spaces on side streets that have all day parking after 9:00 a.m. These 90 spaces can be used by non-customers.

There is also a Permit lot, North Park Avenue lot (located behind Morning Star) for use by business owners and their employees (Permits are free). This lot has 91 spots. Last Friday at 10:30 a.m. only 36 spots were being used leaving 55 spots empty. So there is no shortage of parking spots in the Downtown, 103 for customers on the street and 181 for non-customers (Businessowners, Employees, etc.).

Why are the prime customer spots taken by non-customers? Business owners, employees and commuters can walk 1 to 3 blocks in Wheaton and Glen Ellyn why not 1 block in Lombard?

A few new businesses A La Mode, Contours Express and a clothes boutique have come to Lombard and more will continue to come. The Sprinkler Park will be opening this summer. This will increase the need of customer parking. The parking spaces are there they are just occupied by non-customers.

Customer parking will continue to be an issue and be a larger issue until solved.

ABC Channel 7 Chicago featured Lombard on their program 190 hosted by Janet Davies. From the Downtown area 4 businesses were spotlighted-Brix Wood Fired Pizza, Southern Exposure, Praga and Sweet Streets. These are the types of businesses Lombard wants in their Downtown. Three of these four businesses have issues with the current state of street parking. (Praga has their own parking lot).

I have heard it said people will park and walk 3 blocks to a store elsewhere. But that is not always the case in a downtown area. If there are no spaces the vehicle continues to Burger King, the mall, etc.. It's just human nature. We all do it. We can not control human nature but we can control our parking ordinances and the enforcement of them. This is the least we owe to the retail businesses and restaurants we have attracted and targeted for our downtown. So I ask you to go to "2 or 3 hour Customer Parking Only" as it achieves the goal and is much easier to enforce.

List of Plates in violation

	11/23/07	11/23/07	11/24/07
6288475 - Punkys		X	X
PPJ923			X
217066D			X
9020909			X
9832181 - Yeager		X	X
2433054		X	X
1335138			X
CZ6885			X
RA4550		X	
J189413 Country Cos.			X
7064104			X
9983370 Slick + B.J.		X	X
318H487 ^{plate} temp Yeagers		X	X
T696724 Fairy Tales			X
HZ8736 St. Germaines		X	
1664692 Cleaners		X	
7524137		X	
1727018		X	
7081164		X	X
Vehicles reported by others as habitual offenders			
2404HH - Punkys			4554422 - Fairy Tales
Saint 1 - St. Germaines			2800637 - My Personal Touch
Jax 49 - Fairy tales			
8051247 - Yeager			
ER3528 Tax Services			
DDH324 Country Companies			
65500D Cafe 101			
LDC 504 Cafe 101			

Tracks 1/24/07

4:30	2:10	11:25	9:15	9:15	11:25	2:10	4:30
1592A	9039645	E	E 1	9- E	6288475 6288475	6288475	6288475
				8- PPJP23	PPJ923	2170660	Y118924
4705742	2433503	E	E 2	7- 1664692	E	E	4859397
182603D	7696724	12:00	7696724	6- cpm961-6195355	E		JXN360
778164			3	5- E	808486	E	- Jon2031
Temp	Temp	Temp		4- 9020909-9020909-9020909			JR1627
318H487-318H487-318H487			LOC5044	3- E	E	9832181-9832181	
				2- E	DC2825-	E	J192799
9983370-9983370-9983370-9983370			5	1- E	E	2433054-2433054	
				H- E	B	E	E

part 4

3	2	1	1	2
E	E	J189413	9:15	CZ6885
MNG DEW 3	E	J189413	11:25	CZ6885
7064104	CB1306	7081164	2:10	CZ6885
7064104		7081164	4:30	CZ6883
				1335138
				1335138
				1335138
				1335138

St. Charles

Train

9:15	RA4550	2
11:25	RA4550	T837599
2:10	RA4550	E
4:30	RA4550	E

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1/23/87

4:05	1:00	10:40	
343 8192	F	708 1173	1
518 9413	L21247	Saint 13	2
455 9422	C56128	T205239	3
	T696724		4
3184487 temp	3184487 temp	3184487 temp	5
172 7018	172 7018		

	10:40	1:00	4:05
9	7012116	628 8475	628 8475
8	H28736	H28736	E
7	1664692	1664692	E
6	PPJ923	909 3988	Saint 13
5	SAM982	2R278	JOV 2031
4	7524137	7524137	7524137
3	T696724	2170660	E
2	TK2307	290000	J192799
1	1244471 temp	2433054	2433054
H	E	E	E

3	2	1		1	2
E	E	998 3370	10:40	E	RA 4550
4633617	7031164	998 3370	1:00	J189413	9832181
	7081164	E	4:05	998 3370	9832181

St Charles Rd

Frosty Tefan

10:40
1:00
4:05

1	2
E	E
E	RA4550
E	RA4550

Lombard Town Centre
Letter of May 17, 2006

May 17, 2006

Dear Business Owner:

It has recently come to our attention that the Lombard Police Department will begin enforcing the 2 Hour parking restrictions in the Downtown Area effective July 1, 2006. For those of you who do not have off street parking available to you, we are providing parking permit applications for the North Park Avenue lot (located behind Morningstar Bookstore). These permits are free of charge and are available to both business owners and employees. Please do not apply for others as parking spaces are limited.

We encourage you to obtain these permits as soon as possible to avoid any issues in the future.

**Respectfully
The Economic Committee
Lombard Town Centre**

THANK YOU FOR SHOPPING DOWNTOWN WHEATON

**You are parked in a
CUSTOMER ONLY
Parking Zone!**

**Employees and commuters are not allowed to
park in these
CUSTOMER FRIENDLY ZONES.**

**Your Downtown merchants have reserved the
most convenient
on-street parking for you, the shopper.
Downtown employees and commuters must use
leased parking or off-site locations. Violators are
subject to a fine.**

**For leased parking information, call
260-2000**

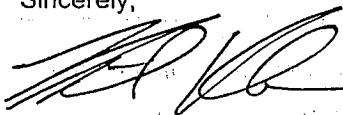
March 31, 2007

Dear Trustee Steve Seby:

My name is Visal Kheam; I am the owner of Dutch Liquors at 20 West Saint Charles Road. I am writing this letter to appeal for your help in curtailing the parking problems on St. Charles Road. It is becoming an epidemic with cars parking all day long which is causing problems for my customers to find temporary parking. While some current customers know that there is public parking on North Park Avenue, potential new customers, with St. Charles Road parking taken, will move on to somewhere else. Most people will not take the time to drive around looking for parking. This is a serious problem because I have made a major investment in completely renovating and remodeling the premise and is hoping to attract many new customers to the downtown. I'm looking to grow the customer base beyond Lombard and would appreciate any help in making this happen.

I do not have any specific suggestions to help alleviate this problem but should you have any questions regarding my observations with this issue, please call me at 630-629-4600. Thank you for your consideration and time.

Sincerely,



Visal Kheam
Owner
Dutch Liquors
20 W. St. Charles Rd
Lombard, IL 60148
630-629-4600

BRIX
Wood Fired Pizza
104 West St. Charles Rd.
Lombard, IL 60148

March 30, 2007

To Whom It May Concern:

Yesterday was the one year anniversary for Brix Wood Fired Pizza.

It has been an exciting and satisfying first year at Brix. A new concept being accepted and supported by so many nice people. Being an owner/operator I not only get a chance to meet my customers...but get a chance to know them a little as well.

In many conversations over this past year one topic always seems to surface...the parking issue in Downtown Lombard.

In talking with my lunchtime customers, they have expressed to me that there are days when they can't find a parking spot and can't spend an extra ten minutes trying to find one because of a limited lunch time. Instead they opt to get a "Drive-Thru Lunch" and not eating at Brix. This concerns me.

My business is predicated on customer counts...not service type appointments. If potential customers can't find parking spaces, they won't have the opportunity to walk through my door or other current or future retail stores for that matter.

Downtown Lombard retail stores and restaurants need regulated, "Customer Only" street parking spaces.

Sincerely,



Bill Wilson
Owner/Operator
Brix Wood Fired Pizza



April 2, 2007

Trustee Steve Seby
Village of Lombard
255 E. Wilson
Lombard, IL 60148

RE: Parking in Downtown Lombard

Dear Trustee Seby:

I am writing this letter as a concerned business owner in downtown Lombard. The issue of customer parking is one that needs to be addressed.

Being located on the corner of Park and St. Charles with access to the North Park lot as well as street parking should be enough to handle our customers. Unfortunately, this is not the case. In the North Park lot, there are people parking in the two hour parking all day. Some of the cars have parking permits issued by the village some do not. Either way, these all day parkers take up valuable spaces not only for our customers but for any customer who wants to shop in the downtown. Every now and then, the police community officer drives through the lot and issues tickets and the problem clears up for a week or so, but then it is back to more of the same. The same problem occurs with the street parking on North Park. No one adheres to the two hour limit.

One suggestion would be to move the permit parking in the North Park lot back a row and have an additional row of two hour parking. If the signage for this parking could say Customer Parking 2 hour limit and not just 2 hour parking, maybe it will deter people from parking all day.

I look forward to hearing from you regarding this matter.

Sincerely

Christine C. Regan
Morning Star Books and Gifts

Sweet Street

CANDIES & GOODIES

17 W. St. Charles Rd.
Lombard, IL 60148

630-627-8510

April 2, 2007

Trustee Steve Seby
Village of Lombard

Dear Mr. Seby:

My name is Debbie Barry, owner of Sweet Street Candies and Goodies. I have been in business for 5 1/2 years in Downtown Lombard.

Many people have told me over the years they would have stopped in if there had been a parking space. I operate on a low mark-up and every customer is important to me and the future of my business.

I truly believe there needs to be stronger enforcement of the parking ordinance. I cannot tell you how many times the parking spaces in front of my store have been taken by someone parking there all day long. As I write this letter there is such a vehicle in front of my store.

Please let me know what you are going to do to help this situation and businesses in Downtown Lombard.

Thank you



Debbie Barry



When anyone talks about the difficulty of doing business downtown, lack of parking is one of the first limitations they cite. And yet, on any given day, one can walk down the street and see that business owners and employees are filling valuable parking spaces that should be reserved for actual customers.

A recent Texas Main Street study found that if a downtown customer parked for 30 minutes and spent only \$5, each parking space could generate \$20,800 a year in gross sales!

People are funny. They don't mind walking miles and miles from their parking place to the mall and yet they object to parking a block away from a downtown store. We can't change customer's mindsets about where they want to park. We *can* use the knowledge of our customers' parking preferences to change where we park.

If you or your employees are parking near your door, you are literally taking money out of someone's pocket. During the winter months no one wants to walk a block to their store or office and **neither do your customers.**

Perhaps your business does not depend on walk-in customers. **But perhaps your neighbor's business does.** We are asking that all of you who work in Downtown Lombard be aware and care about your downtown business community. After many years, Downtown Lombard is finally on an upswing again but it will not survive if we are not concerned about the businesses around us. We're all in this together!

Many downtowns have instituted programs that have penalized employees who park in spaces in front of stores. In 1995, Albany OR instituted a severe parking program that fined shoppers who stayed over their 2 hour limit \$5, and employees \$25 the first time and \$50 each recurrent time. People were furious. **Then store owners reported that sales and customer traffic increased by 40%.**

The last thing anyone wants to do is establish a punitive system to ensure that parking is available for the people who want to come downtown to shop, eat or take advantage of the service businesses that are down here. The municipal lots where store owners and employees can **park for free all day** are very close to your businesses. If you are unaware of them, please contact the Lombard Town Centre office or the Village office. We will be more than happy to make sure you have all the information you need.

So take a moment before you pull into that "convenient" parking spot and think about its real value. Then show you care about Downtown Lombard by parking in a little less convenient space.

Effigy Salon Inc
100 W St Charles Rd.
Lombard, IL 60148

April 2, 2007

To Whom It May Concern:

As a business owner in downtown Lombard for over three years, I have not felt that there is a parking problem in downtown but an enforcement issue. If a sign is posted for two hour parking then people should be parking for around two hours.

Either the posted limit should be enforced and the people that are parked on the street all day everyday should be ticketed or take down the parking signs and have a free-for-all.

I feel it is important to get this issue taken care of before we have a real problem with new businesses coming to the downtown.

Sincerely

A handwritten signature in black ink, appearing to read 'F M Sibr', written in a cursive style.

Frank M Sibr
Effigy Salon Inc.