

2016 Village Centre Parking Plan



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Prepared by the Menomonee Falls Department of Community Development

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Introduction

The Village Centre business district is a unique asset for Menomonee Falls, providing a compact mix of businesses, services and housing options in the historic heart of the community. Despite the area's importance to Menomonee Falls' identity and quality of life, concerns about automobile access and parking have been raised for several decades. Today, a perceived lack of Village Centre parking (especially public parking) and concerns about inadequate parking signage and ineffective parking regulations persist. The *2016 Village Centre Parking Plan* has been developed in order to evaluate existing parking conditions and regulations, anticipate future parking demand and to make recommendations which accommodate the parking needs of visitors, patrons, employees and residents.

Development Context

Recently approved projects in the Village Centre include the 114 unit *RiverWalk on the Falls* apartments and *Fresh Thyme Farmers Market* grocery store. These projects, located just blocks from the "Four Corners" (the intersection of Appleton Avenue and Main Street), will change the face of the Village Centre and have potential to revitalize the business district with the new residents and customers they will draw. These uses, along with anticipated restaurant and mixed use redevelopment projects, will have significant impacts on parking and traffic circulation.

Community-wide demographic and development trends may also support continued growth in the Village Centre area. Menomonee Falls population is expected to grow 15 percent to over 41,000 by 2030 with significant population growth anticipated near the Village Centre. 318 market-rate apartments at the nearby White Stone Station redevelopment area, along with potential mixed-use redevelopment projects in the East Main Street corridor are likely to increase the customer base and visibility of Village Centre businesses. With many projects underway or expected in close proximity, the provision of visible and convenient parking options and an improved car-to-destination experience (navigating from the parking spot to the businesses) will be crucial for the near-term and long-term success of the Village Centre.



A rendering showing the scale of the future 114 unit RiverWalk on the Falls apartment building on Main Street



318 apartment units are being constructed at the nearby White Stone Station redevelopment site

Planning Context

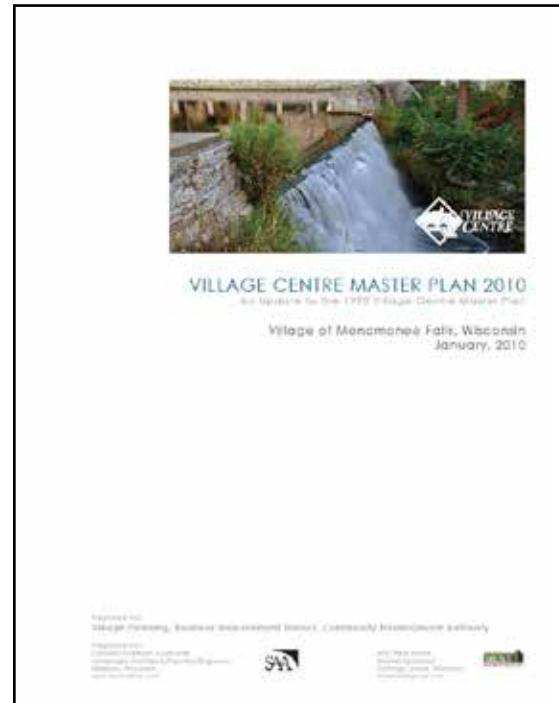
Menomonee Falls' planning efforts have targeted parking in the Village Centre dating as far back as the proposed *1960 General Plan*. Citing a parking shortage, the *General Plan* recommended a major reconfiguration of area to include a large pedestrian shopping plaza ringed by a dozen large surface parking lots. Parking proposals in later Village Centre plans were less ambitious, but still focused on parking expansion. The *1990 Village Centre Master Plan* recommended significant additions to the off-street parking inventory through parcel acquisition, building demolition, lot reconfiguration and construction of a multi-level parking garage. Parking recommendations in the *2010 Village Centre Master Plan* retained some of the recommendations from 1990 and added recommendations for a commercial parking utility, consistent wayfinding signage and the completion of a parking study.

The *2016 Village Centre Parking Plan* fulfills the *2010 Village Centre Master Plan*'s recommendation to "quantify and analyze perceived shortages and current insufficient locations" and supports a number of *2015 Comprehensive Plan* recommendations including:

- To avoid undue costs by evaluating all existing major transportation facilities and services prior to making improvements to facilities and services
- To review directional signage and consider possible improvements in order to connect residents and visitors to local areas of interest
- To consider strategies to spur redevelopment of underutilized parcels within aging commercial corridors
- To strive for vibrant public spaces with features and events that encourage people to gather, play and interact



The Village Centre parking and traffic reconfiguration (with pedestrian plaza concept) envisioned in the 1960 General Plan



Intent

The 2016 Village Centre Parking Plan (hereafter referred to as the Parking Plan) adopts a comprehensive approach in determining action and policy recommendations to improve the Village Centre parking experience. The Parking Plan is intended to serve as a guide for developing a more complete and convenient parking system to the benefit of businesses, residents and visitors. As designed, the Parking Plan:

- Creates an inventory of existing on-street and off-street parking
- Determines typical day-time and evening occupancy
- Models existing and future parking demand
- Reviews existing parking regulations and enforcement
- Evaluates existing parking signage
- Considers adequacy of bicycle parking
- Makes recommendations for a variety of actions and policies that will improve parking

In addition to applying a data-driven approach for understanding parking conditions and demand, the recommendations of the Parking Plan also reflect some basic **unwritten rules** for how parking should work in the Village Centre.

1. The parking needs of businesses, residents and visitors need to be balanced
2. Visitor/customer parking should be the most convenient
3. Public parking in the Village will remain free for users in the near future
4. Navigation from parking to Village Centre destinations should be simple
5. Parking areas should be easy to find
6. Parking regulations should support a more vibrant Village Centre



Methodology

Parking was analyzed for the Village Centre based on the study area shown in **Map 1**. Village staff utilized GIS mapping applications to develop a parking inventory including public and private off-street and public on-street parking within the study area. Staff visited the Village Centre on four occasions to conduct observations of parking occupancy. Occupancy observations were taken two times during the mid-day (11:30 AM – 1:00 PM) and two times in the evening (5:30 PM – 7:00 PM) during July and August 2016. Staff compiled data from these observations to determine average mid-day and evening occupancy for off-street and on-street parking areas in the Village Centre. Village staff also utilized a parking demand calculation to estimate parking needs based on specific land uses within the study area. The parking demand calculation gave staff an opportunity to evaluate the adequacy of parking in relation to current and (anticipated) future needs. Staff also reviewed existing parking signage, parking regulations and enforcement in the Village Centre in order to evaluate their strengths and weaknesses with regard to clarity and effectiveness. Findings regarding parking inventory, occupancy, demand and regulations are summarized below.

Map 1: Parking Study Area and Sub-Areas



Village Centre Parking Inventory

The Village Centre study area has a total off-street public parking inventory of 348 spaces within ten surface parking lots (nine Village-owned lots and one School District lot). An additional 144 off-street spaces located at the North Middle School campus are available for public use outside of school day hours. The study area also includes 390 on-street public parking spaces. Most of these spaces are regulated as 90 minute parking, some are limited during school hours and others are unrestricted. The study area includes 821 spaces in private surface parking lots for businesses, churches and multi-use buildings. Another 251 private surface and underground parking spots are reserved for multi-family residential developments such as the *Dalles* condominiums and the *Riverwalk on the Falls* apartments (planned for 2017). The combined parking total for uses which are not exclusively residential within the Village Centre is estimated to be 1,703 spaces. **Table 1** shows a breakdown of the total existing parking supply in the study area and for the quadrant subareas (northeast, southeast, southwest and northwest). **Table 2** provides an overview of public parking in the study area and for the sub-areas.

Table 1: Breakdown of all Existing Parking in the Village Centre

	Study Area	NE Area	SE Area	SW Area	NW Area
Public Off-street	492	38	74	380	0
Public On-street	390	164	59	113	54
Private Off-Street*	821	241	190	34	356
Total Spaces	1,703 spaces	443 (26.0%)	323 (19.0%)	527 (30.9%)	410 (24.1%)

*Private off-street space totals include surface parking for building uses which are not exclusively residential

Figure 1: Village Centre Parking Overview

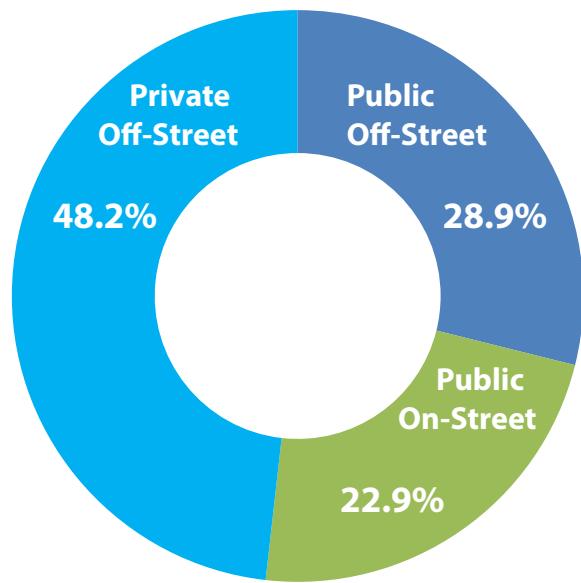


Table 2: Public Parking in the Village Centre

	Study Area	NE Area	SE Area	SW Area	NW Area
Village Parking Lot Spaces	297	38	74	185	0
School District Parking Lot Spaces	195	0	0	195	0
On-Street Spaces	390	164	59	113	54
Total Public Spaces	882 spaces	202 (22.9%)	133 (15.1%)	493 (55.9%)	54 (6.1%)



North Church Street municipal parking lot



Mill Pond Park shoulder parking area



North Middle School Main Street parking lot



On-street parking, Appleton Avenue

Map 2, Map 3 and Map 4 depict existing public and private parking areas in the Village Centre study area. The maps incorporate all on-street spaces and all surface parking lots in the study area which contain ten or more spaces.

Map 2: Public Off-Street Parking

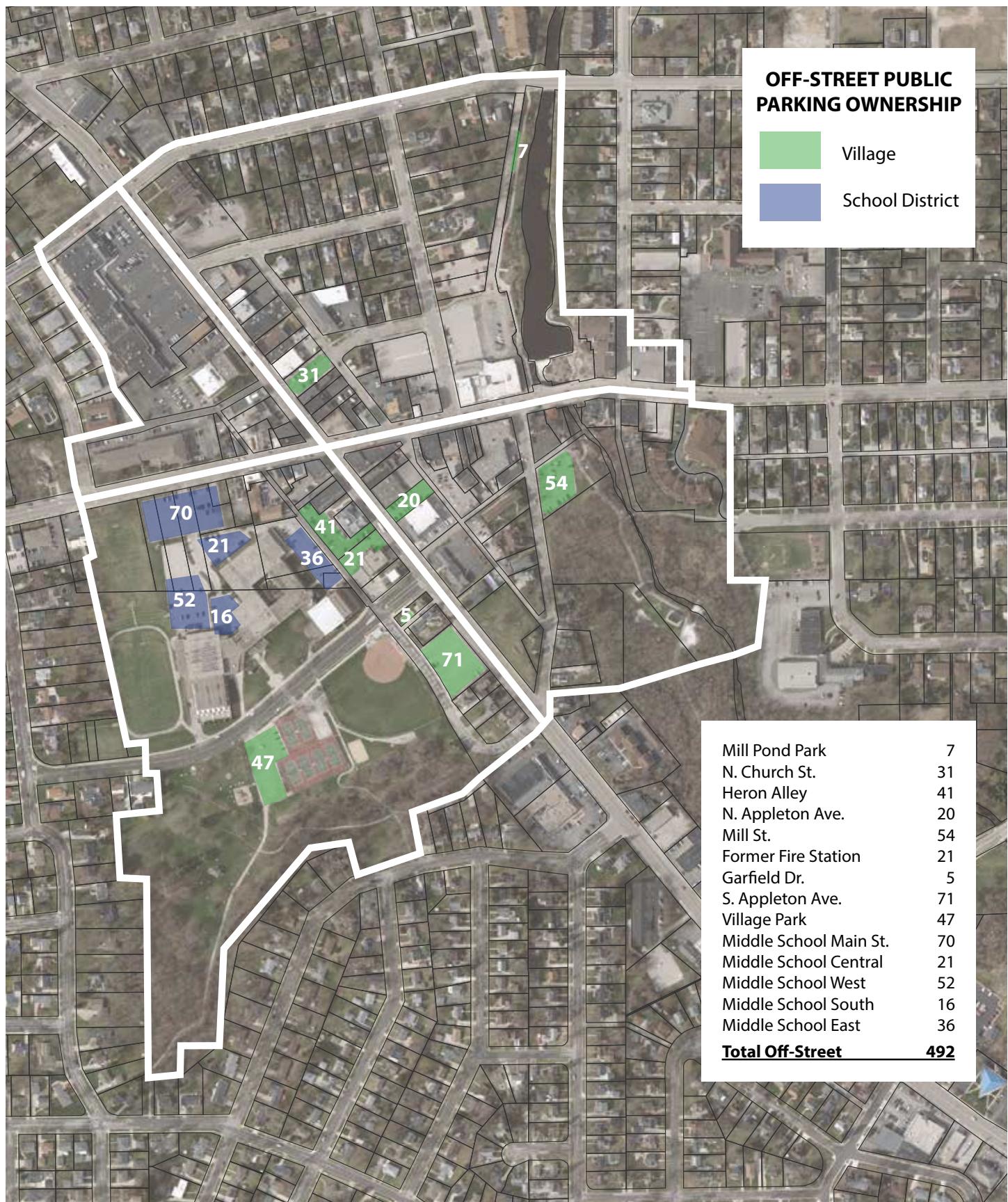
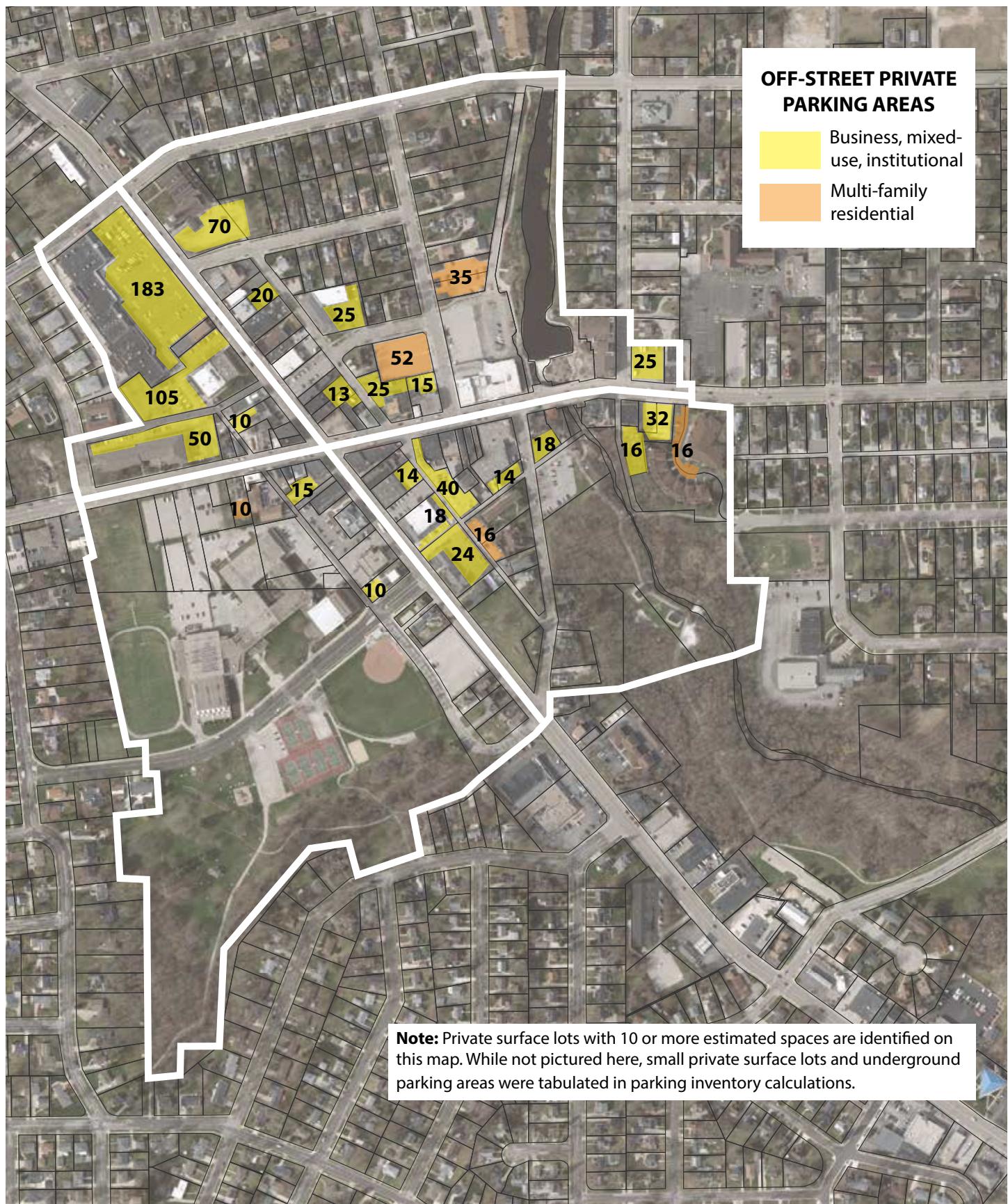


Table 3: Public On-Street Parking



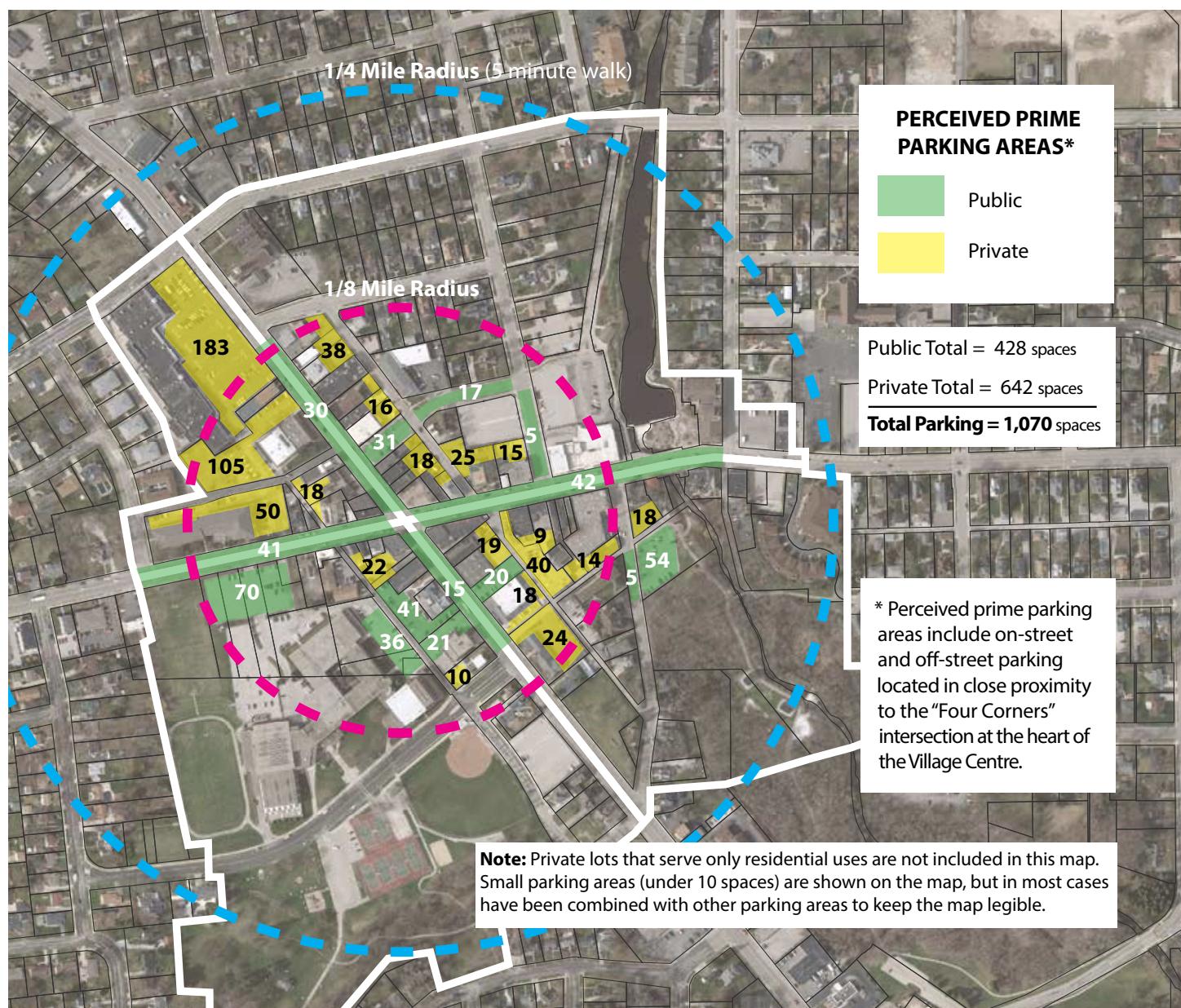
Map 4: Private Off-Street Parking



Perceived Prime Parking

While there are over 1,700 parking spaces within the Village Centre study area, many visitors perceive a shortage in convenient parking near the heart of the business district. Staff identified parking areas in close proximity to the "Four Corners" (the intersection of Main Street and Appleton Avenue) to better understand the amount of parking with immediate access to popular businesses along Main Street and Appleton Avenue. Over 1,000 spaces are identified as "perceived prime parking areas" in **Map 5** including 428 public spaces. 327 of the prime public spaces were marked with signage as available for public parking during the summer of 2016 (some areas are identified for school use and others lack identification signage). Prime parking spaces are generally found within 1/8th of a mile of the Four Corners and within a couple of minute walk of popular destinations like restaurants, salons and specialty retailers. A few prime parking areas extend beyond 1/8th of a mile walk, but were included because of their high visibility and relatively high observed occupancies (see the following section).

Map 5: Perceived Prime Parking



Observed Parking Occupancy

To gain a sense of how parking is utilized in the Village Centre, staff recorded parking occupancies in off-street and on-street areas four times during July and August of 2016. Staff made mid-day observations from 11:30 AM–1:00 PM on Thursday, July 28th and Tuesday, August 2nd. Staff made evening observations from 5:30 PM–7:00 PM on Wednesday, August 4th and Wednesday, August 10th. Counts of parked vehicles were averaged for the two days to determine a typical occupancy for parking on streets and in surface parking lots. Average counts were divided by the total number of spaces available (supply) to determine the percent occupancies indicated in **Map 6**, **Map 7**, **Map 8** and **Map 9**.

Mid-Day Parking Occupancy

The mid-day observations revealed that most of the on-street and off-street areas in the Village Centre were utilized at rates well below 50 percent of capacity during summer weekdays. No on-street parking areas were occupied at over 50 percent, and the highest recorded average occupancies were along Main Street east of Appleton Avenue (39.1 percent) and Appleton Avenue north of Main Street (38.3 percent). A handful of off-street lots exceeded 50 percent occupancy including three private lots located immediately to the south of Main Street and to the east of Appleton Avenue. At 70.7 percent occupancy, the lot adjacent to Heron Alley had the highest average utilization among public lots. The highest average occupancy among private lots (60.7 percent) was recorded at the lot south of the Main Mill mixed-use building. On the other end of the spectrum, five lots (including some Village-owned lots) were observed to be occupied at 10 percent of capacity or less. On the whole, mid-day occupancy averaged 23.1 percent for observed non-residential parking capacity revealing an abundance of parking within the Village Centre study area. Observations for lots with fewer than ten spaces were not conducted. Mid-day parking occupancy observations are summarized in **Table 3**.

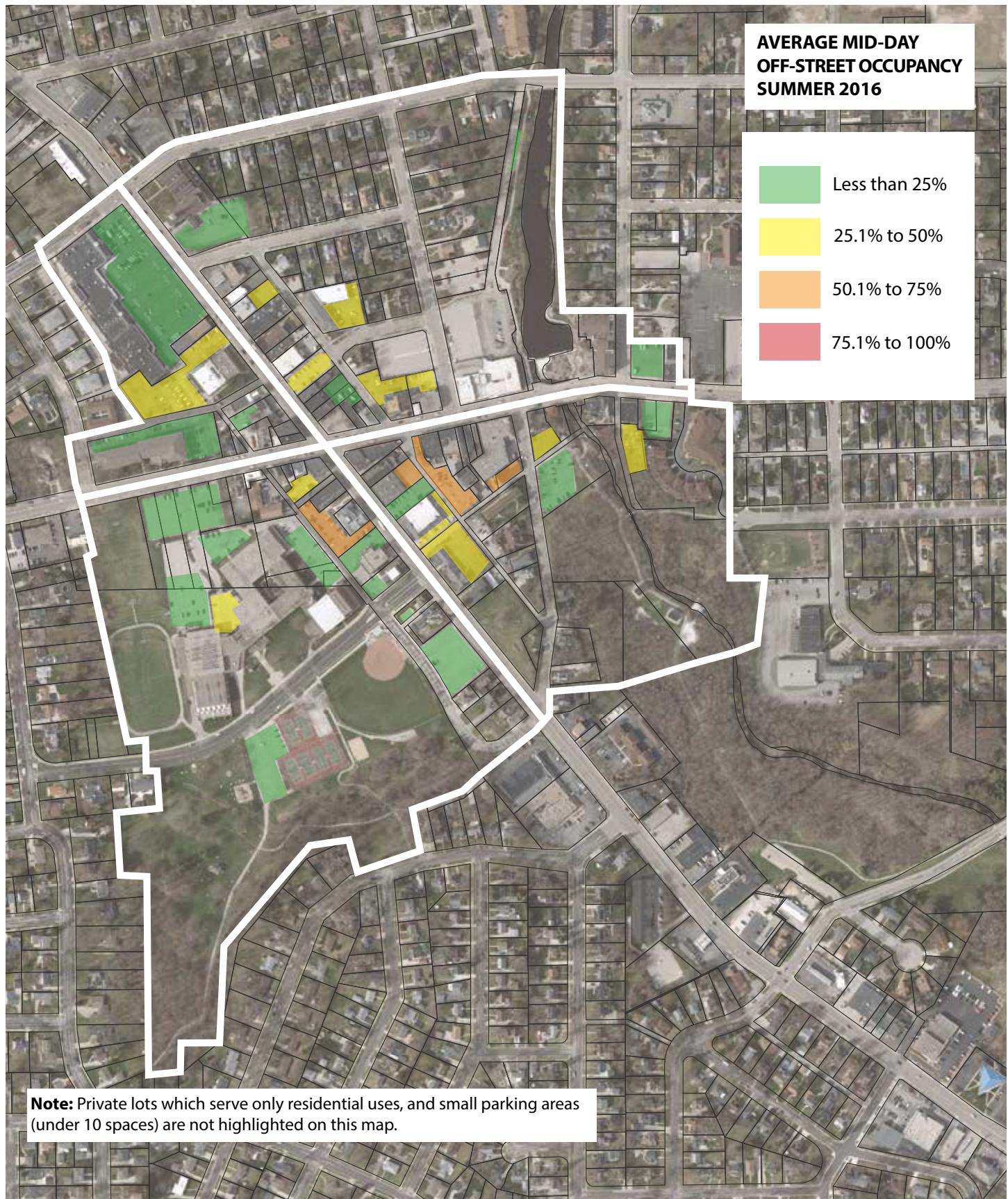


Table 3: Mid-Day Parking Occupancy

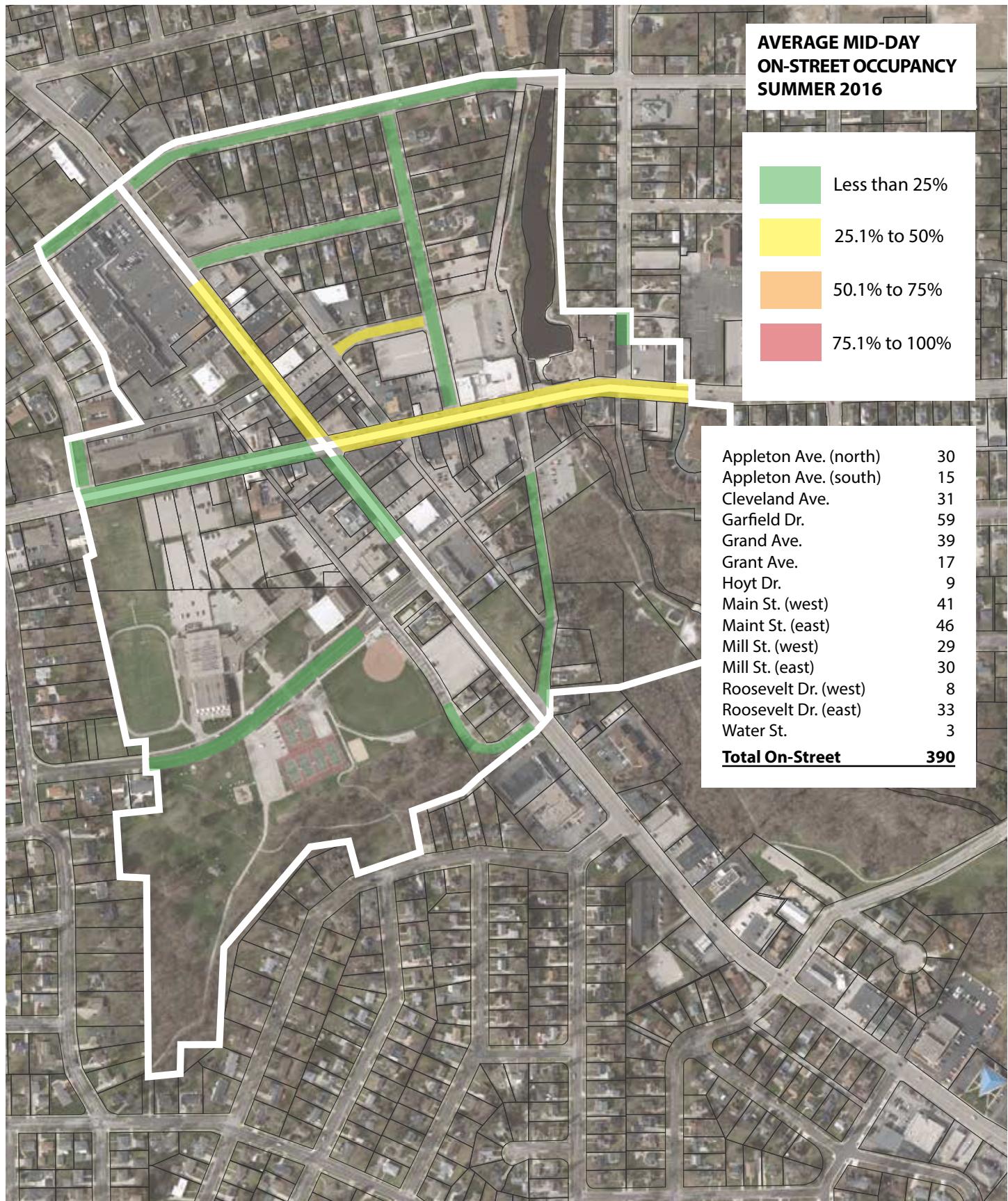
	Average Occupancy	Supply	Average Percent Occupancy
Public On-street	60.5 vehicles	390	15.5%
Public Off-street	98 vehicles	492	19.9%
Private Off-Street *	217 vehicles	742	30.1%
Total	375.5 vehicles	1,624	23.1%

* Private off-street supply and observation values include surface parking areas which are not exclusively residential and have ten or more spaces within the Village Centre study area

Map 6: Observed Off-Street Mid-Day Occupancy



Map 7: Observed On-Street Mid-Day Occupancy



Evening Parking Occupancy

Observations revealed that parking utilization after 5:30 PM is both similar to and different than mid-day parking utilization. Like the mid-day counts, evening parking observations indicate a more than adequate parking supply. On the balance, evening parking occupancy averaged 22.8 percent for all on-street and off-street parking spaces (excluding residential-only parking areas). While the overall utilization remained similar to the mid-day, occupancy for some sites differed significantly. The evening use of Village-owned lots increased by 36 vehicles, while the evening use of School District-owned lots decreased by 22 vehicles when compared to mid-day observations. For private off-street lots, evening occupancy was much lower at office locations (i.e. Menomonee Falls Professional Center, PNC Bank and the Mill Building) and higher than mid-day occupancy at restaurants and bars (i.e. AJ O'Brady's and Sal's Pub & Grill). Most sites, however, maintained the low to moderate utilization rates observed during the mid-day. The highest average evening occupancy (89.3 percent) was recorded for the parking lot south of The Main Mill Restaurant. On-street parking utilization increased in the evening to 18.8 percent of capacity with significantly more vehicles parking along Garfield Drive near North Middle School. Evening parking occupancy observations are summarized in **Table 4**.

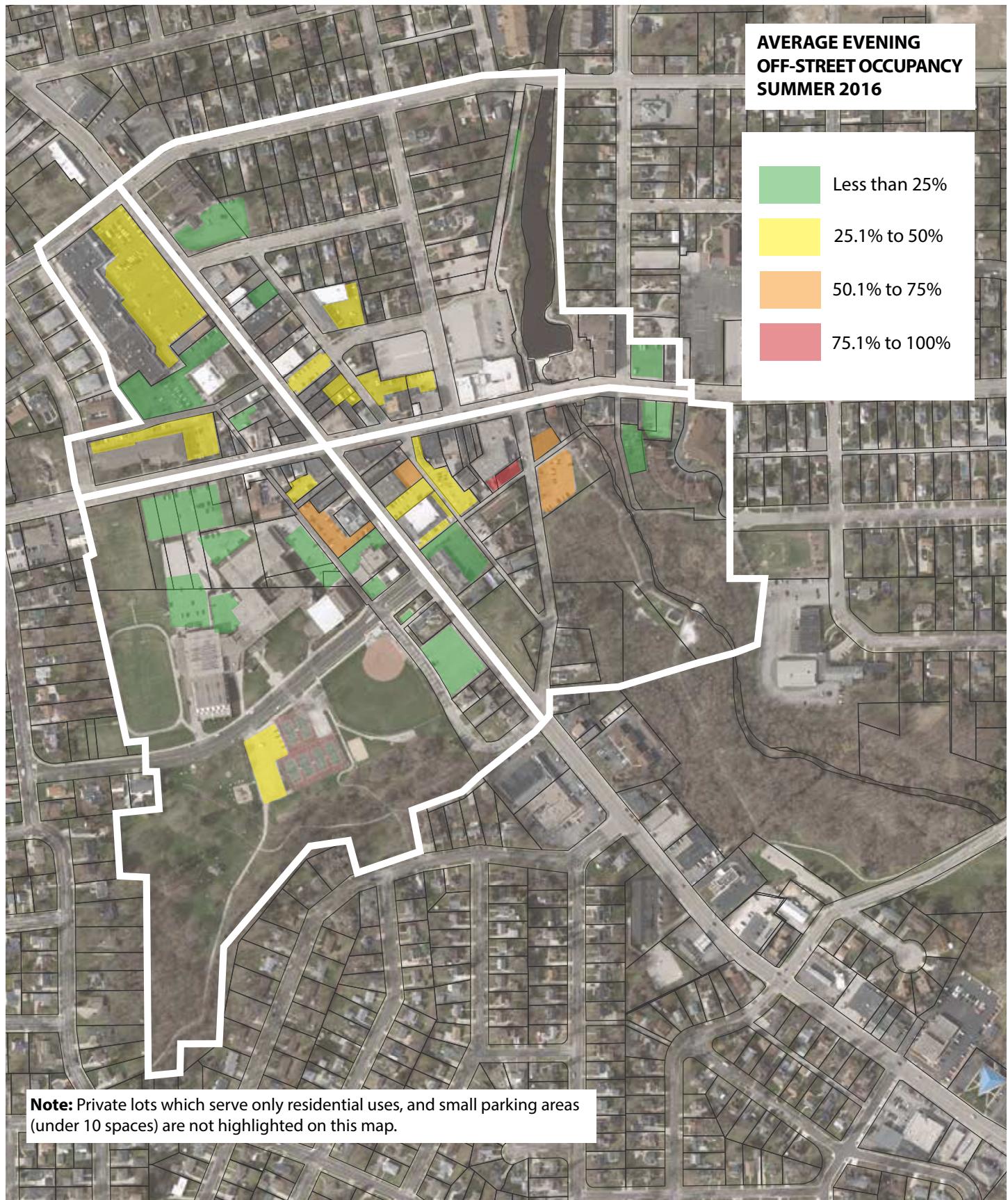
Table 4: Evening Parking Occupancy

	Average Occupancy	Supply	Average Percent Occupancy
Public On-street	73.5 vehicles	390	18.8%
Public Off-street	112 vehicles	492	22.8%
Private Off-Street *	185 vehicles	742	24.9%
Total	370.5 vehicles	1,624	22.8%

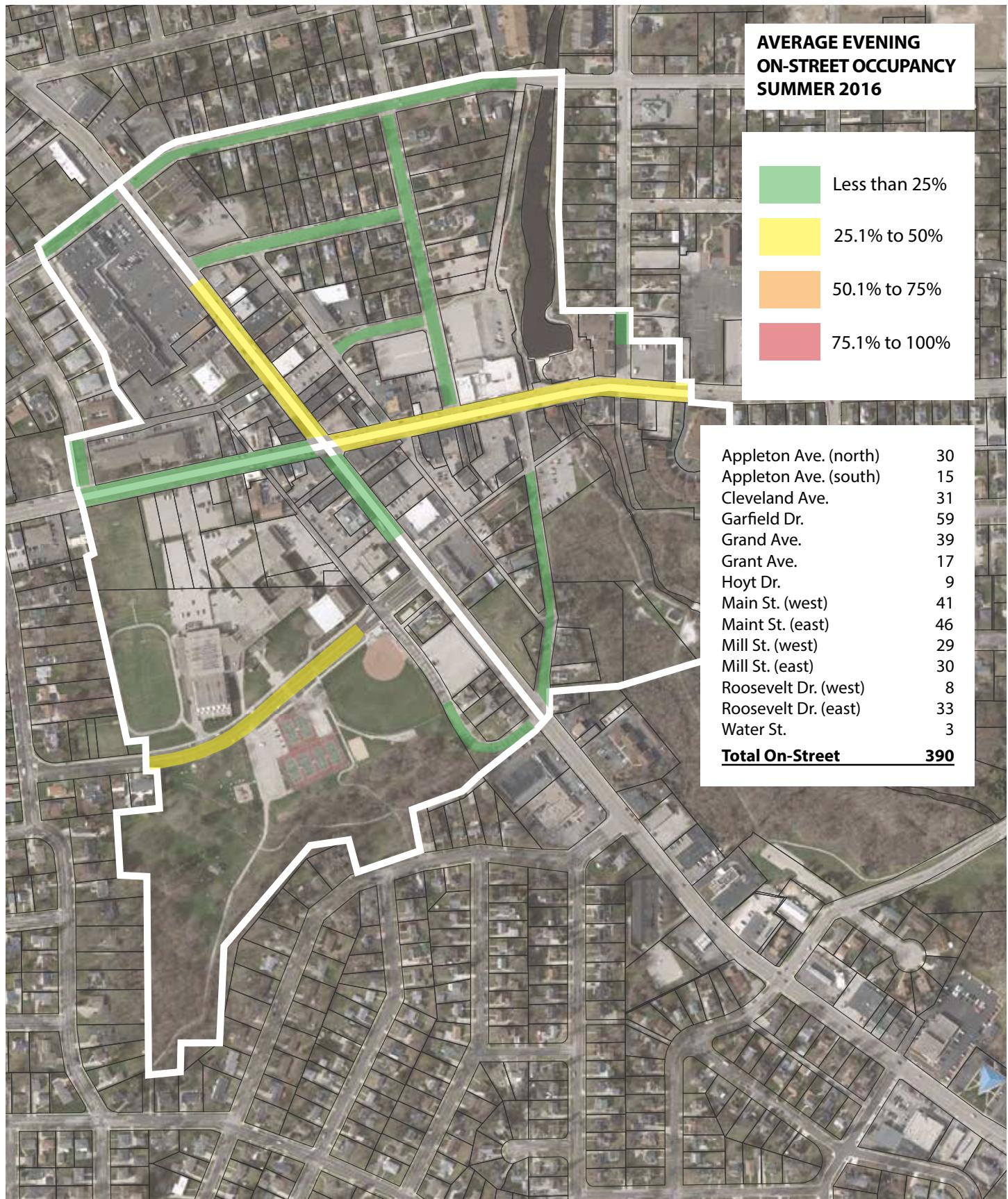
* Private off-street supply and observation values include surface parking areas which are not exclusively residential and have ten or more spaces within the Village Centre study area



Map 8: Observed Off-Street Evening Occupancy



Map 9: Observed On-Street Evening Occupancy



Village Centre Parking Demand

Staff applied a parking demand model to estimate the current and future parking demands and needs for the Village Centre study area. The model was based on the *2007 Cary, North Carolina Parking Study* and relied on the premise that parking demand can be estimated for a given area based on the square footage of use categories like restaurants, retail, offices and service providers. Parking demand ratios in the model were developed based on responses from a survey of Cary, NC businesses and property owners and accounted for employee, customer and resident parking needs. The demand model applied higher parking demand ratios for restaurants (6.87 spaces/1,000 ft²), medical offices (3.5 spaces/1,000 ft²) and mixed use buildings (3.25 spaces/1,000 ft²) and lower parking ratios for retail establishments (2.38 spaces/1,000 ft²), service providers (2.19 spaces/1,000 ft²) and churches (0.67 spaces/1,000 ft²). While these ratios were not developed specifically for Menomonee Falls, the resulting demand calculations offer a valuable estimate of how much parking the Village Centre needs and will need in the future.

The demand calculations depend upon the following assumptions:

1. Parking demand in each Village Centre sub area (**Map 1**) was dependent upon the gross floor area of buildings contained in the quadrant.
2. Currently occupied properties will remain occupied at existing or higher than existing levels into the future.
3. Parking demand is not affected by parking availability, use, location and price.

To apply the parking demand model, staff calculated the gross square footage of buildings in each quadrant of the Village Centre and then sorted them into one of ten use categories identified within the study area. Exclusively residential uses like apartment buildings, duplexes and single family homes were not included in the analysis because parking on residential properties is typically supplied on site and restricted to residents. Parking demand ratios were applied to total of 236,470 ft² of floor area to determine current demand. Future parking demand was calculated by applying the ratios to an additional 60,900 ft² of floor area which staff anticipated will be occupied via the addition of a new grocery store, a large restaurant, a mixed use redevelopment project and a retail space. Only the small retail component (2,000 ft²) of the *RiverWalk on the Falls* apartment project was incorporated into the future parking demand model because the residential portions of project will meet parking requirements of residents and visitors on-site. **Table 5** summarizes estimated current parking demands for Village Centre quadrants. **Table 6** indicates how the estimated current parking demand relates to the existing parking supply.



Current Demand

The estimated current parking demand for the Village Centre study area is 725 spaces, which suggests a current parking surplus of 978 spaces. The southeast and southwest quadrants are estimated to have the highest current parking demand at 274 and 206 spaces, respectively. Despite their higher demand, these quadrants have estimated parking surpluses of 49 and 321 spaces. It is worth noting that the significant parking surplus indicated by the model is partly offset by the parking demands of schools and parks which are not included in the analysis. The estimated parking surplus is supported, however, by the mid-day and evening parking counts which estimated overall study area parking occupancy at around 23 percent.

Table 5: Current Village Centre Parking Demand by Sub-Area

	Mixed Use	Rest.	Light Ind.	Retail	Service	Bank	Office	Medical Office	Church	Comm.	Total Feet ²	Parking Demand
Ratio	3.25	6.87	0.75	2.38	2.19	2.95	2.65	3.5	0.67	0.55		
NE	37,300	2,800	2,300	4,700	2,750	-	7,100	-	14,500	2,300	73,750	189
NW	6,300	-	-	3,450	2,200	-	5,000	2,500	-	-	19,450	56
SE	49,670	800	8,500	15,200	3,200	3,800	16,000	1,100	-	-	98,270	274
SW	21,200	17,500	-	1,000	-	-	5,300	-	-	-	45,000	206
Total	114,470	21,100	10,800	24,350	8,150	3,800	33,400	3,600	14,500	2,300	236,470	725

Map 10: Current Village Centre Parking Surplus by Sub-Area

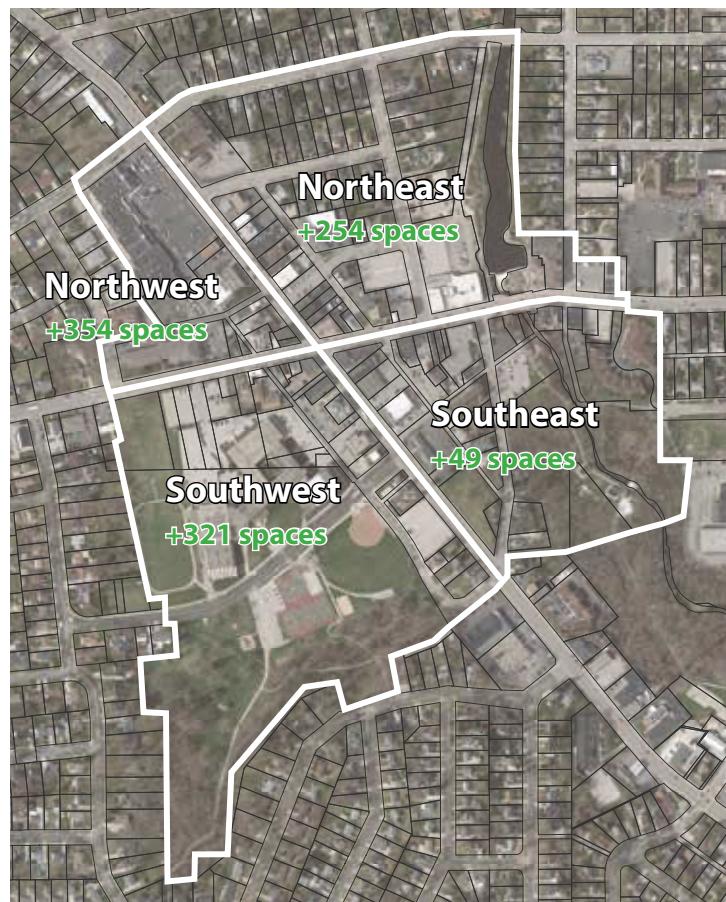
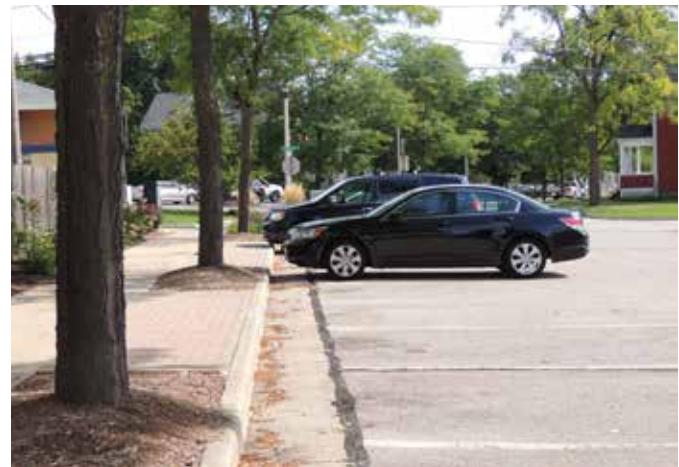


Table 6: Current Village Centre Parking Surplus

Sub Area	Current Demand	Parking Supply*	Current Surplus
NE	189	443	254
NW	56	410	354
SE	274	323	49
SW	206	527	321
Total	725	1,703	978

*Parking supply includes on-street parking and surface parking for uses which are not exclusively residential.



Future Demand

The estimated future parking demand for the Village Centre study area is 929 spaces, resulting in a future estimated parking surplus of 774 spaces. Future parking demand is expected to increase significantly in the northwest and southwest quadrants with the completion of anticipated development. The future parking demand calculation reveals that the existing parking supply will more than adequately accommodate parking needs in the near future.

Table 7: Future Village Centre Parking Demand by Sub-Area

	Mixed Use	Rest.	Light Ind.	Retail	Service	Bank	Office	Medical Office	Church	Comm.	Total Feet ²	Parking Demand
Ratio	3.25	6.87	0.75	2.38	2.19	2.95	2.65	3.5	0.67	0.55		
NE	37,300	4,800	2,300	4,700	2,750	-	7,100	-	14,500	2,300	75,750	203
NW	16,300	-	-	42,950	2,200	-	5,000	2,500	-	-	68,950	182
SE	49,670	800	8,500	15,200	3,200	3,800	16,000	1,100	-	-	98,270	274
SW	21,200	26,900	-	1,000	-	-	5,300	-	-	-	54,400	270
Total	124,470	32,500	10,800	63,850	8,150	3,800	33,400	3,600	14,500	2,300	297,370	929

Map 11: Future Village Centre Parking Surplus by Sub-Area

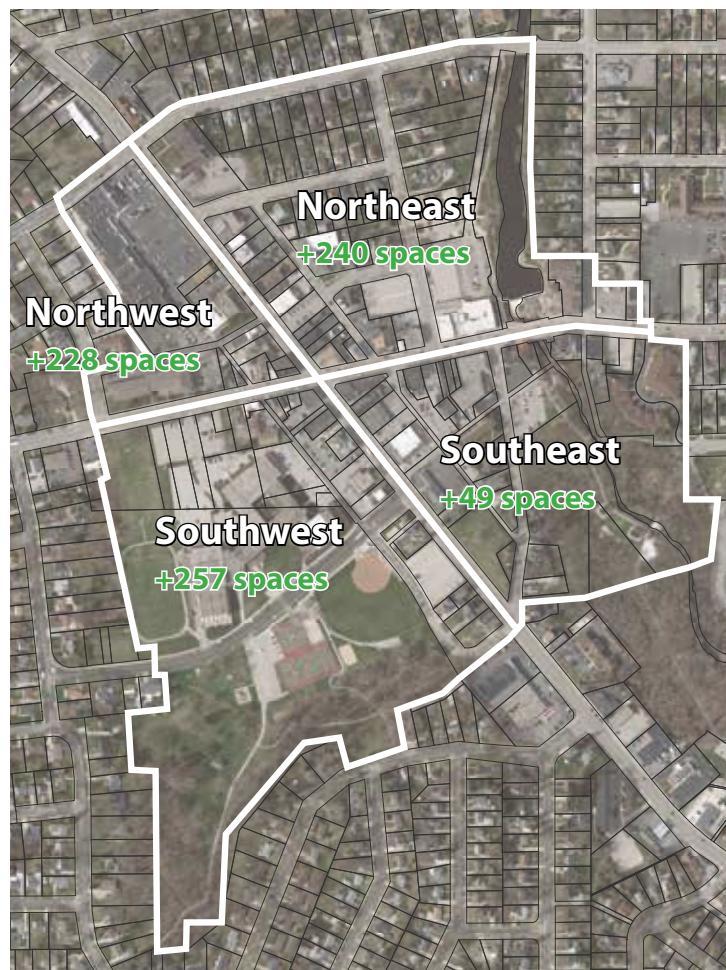


Table 8: Future Village Centre Parking Surplus

Sub Area	Future Demand	Parking Supply*	Future Surplus
NE	203	443	240
NW	182	410	228
SE	274	323	49
SW	270	527	257
Total	929	1,703	774

*Parking supply includes on-street parking and surface parking for uses which are not exclusively residential.



Fresh Thyme Farmers Market grocery store will add 29,000 square feet retail space to the area in 2017

Parking Signage & Wayfinding

The 882 public parking spaces in the study area account for 51.8 percent of the estimated non-residential parking inventory, but many drivers perceive a public parking shortage because many of these spaces are difficult to find. To address the poor visibility of public parking, the *2010 Village Centre Master Plan* recommended the creation of a “clear and aesthetically pleasing wayfinding system to inform visitors of the type of parking lot (public/private) and location.” To date, this recommendation remains unfulfilled as the Village Centre lacks consistent directional signage and lot identification/parking time signage for several public parking areas.

In August of 2016, Village staff took an inventory of the existing parking signage and summarized the findings in **Map 12**. Staff identified 16 signs directing visitors to parking, 4 on-site parking lot signs and 33 signs indicating regulated public parking times. Staff noted that parking directional signage was inconsistent (with four types of signs) and insufficient in some locations. Directional signage points to some public lots from multiple approaches while other lots lack directional signage in key locations along Main Street and Appleton Avenue.

Successful parking signage and wayfinding systems clearly direct visitors to parking and also guide visitors from parking areas to the destinations (i.e. shopping, dining and parks) which they ultimately reach as pedestrians. Visitors that drive into the Village Centre currently encounter a wide variety of parking directional signage and very inadequate wayfinding system. A visitor who parks their vehicle in a public lot in the Village Centre most likely has a general sense of where their specific destination is located (perhaps having driven past it or located it via a mapping application), but they may not be aware of the best way to reach that destination on foot, or about the parks, trails, historic sites and shopping areas located nearby.

Staff who completed the signage inventory also noted that the signs regulating public parking times were somewhat difficult to understand and were, in some cases, missing altogether. Most on-street parking in the Village Centre is regulated by signs that read: “90 minute parking 8AM to 6PM Except Friday 8AM to 9PM Except Sunday And Holidays 30 Minute Parking 2AM to 6AM”. Other on-street parking areas lack any signage, leaving parking duration open to interpretation. Some public parking lots were found to have signage regulating parking to 90 minutes, others only specified “no parking 2AM to 6AM without a permit” and a couple of lots had no time regulations whatsoever. Results of summer parking observations suggest that the lack of clear and consistent public parking regulation signage may result in employees using prime customer public parking areas for day-long work shifts. For example, the Heron Alley public lot lacks parking time regulation signage and was observed by staff to have the highest average occupancy among public lots.



Map 12: Existing Parking Signage



Parking Requirements, Regulations & Enforcement

As part of the existing conditions analysis, staff evaluated existing Village Centre parking requirements, regulations and enforcement policies. Findings from the policy review are summarized below.

Parking Stall Requirements

Although the Village Centre is unique compared to other commercial areas in the Village, the municipal code treats all areas of Menomonee Falls the same with regard to parking needs. **Table 9** summarizes parking requirements for common uses within the Village Centre which are outlined in Section 122-716 of the municipal code. The municipal code also specifies requirements for many Village Centre uses which are less common (not included in Table 9). In the case of uses not specified, the number of spaces for a similar type of structure applies.

Table 9: Parking Stall Requirements for Selected Uses in the Village Centre

Selected Use	Municipal Code Parking Stall Requirements
Bars, taverns and dance halls	1 space/2.5 people based on maximum capacity and 1 space/employee for largest work shift
Barbers/beauty salons	2 spaces/each chair/station and 1 space/employee for largest work shift
Financial institutions	1 space per 300 square feet gross floor area
Restaurants class "A"	1 space/3 people based on maximum capacity and 2 spaces/3 people of largest work shift
Retail specialty stores < or =2,500 square feet gross floor area	1 space/200 square feet gross floor area
Retail specialty stores >2,500 square feet gross floor area	1 space/250 square feet gross floor area
Supermarkets	1 space/181 square feet of gross floor area
Athletic fields	20 spaces/facility, 100 spaces/2 facilities, 40 spaces for each additional facility
Courts – tennis, racquetball, handball	2 spaces/each court, 1 space/every four spectator seats
Dance studio/martial arts studios	1 space/200 square feet gross floor area
Health clubs/sports clubs	1 space/4 patrons based upon maximum capacity
Parks	TBD by Plan Commission based upon master plan for park
Places of worship, community centers and other places of public assembly	1 space/3 seats based upon maximum capacity
Medical, dental, and similar professional health services	1 space/employee of largest work shift and 1.5 spaces for each examination room/dental chair
Office buildings	1 space/250 square feet of net office space
Multi-family residential buildings	1 space/bedroom with a minimum of 1 space fully enclosed and a maximum of 2 spaces/unit, with 1 additional space/each 2 units for visitors

Village-wide parking requirements are not met by the vast majority of existing uses within the Village Centre. Most restaurants, bars, retailers and service providers within the Village Centre are located in close proximity to other commercial and residential uses on parcels that cannot accommodate the number of stalls required. Fortunately, the limited on-site parking of businesses in the Village Centre is complemented by several public parking lots and hundreds of on-street parking stalls. Despite the availability of public parking, some recent development and redevelopment projects within the Village Centre have required parking exceptions due to the higher density nature of the area.

Lot Coverage Ratio

Lot coverage ratio requirements, outlined in Section 122-287 of the municipal code, are meant to mitigate excessive volumes of storm water runoff by limiting the proportion of impervious surfaces (i.e. roof-tops, parking lots and driveways) on a given site. The lot coverage ratio requirements for the Village Centre have impacts on businesses meeting parking requirements, given the relatively small parcels in the area. The lot coverage ratio for new development and redevelopment within the Village Centre zoning district (C-2 community business) allows for a maximum of 80 percent for impervious surfaces with the other 20 percent being reserved for green space/ landscaping. It has been (and would be) challenging to develop or redevelop many sites within the Village Centre in a manner that meets this lot coverage ratio. Within the higher density context of this historic business district, the lot coverage ratio functionally limits development of on-site parking, making it even more difficult to meet parking stall requirements. As with parking requirements, exemptions to the lot coverage ratio have been granted in the recent past to move redevelopment projects forward in the Village Centre.

Parking Regulations

Section 106-133 of the municipal code states that there should be no parking within restricted areas (designated by signage) except for the length of time during the hours specified below:

1. 30 minute parking	6. Miscellaneous parking restrictions
2. 60 minute parking	7. Angle parking required
3. 90 minute parking	8. Bus stops
4. 2 hour parking	9. Handicapped parking
5. Loading zones	



Regulatory signage at the South Appleton public lot

Based upon staff review, the only time restricted parking areas currently existing in the Village Centre are 90 minute parking zones. Apart from fire lanes and zones, fines and enforcement policies for restricted parking areas are not discussed in the municipal code. The severity of penalties and frequency of enforcement for restricted parking areas in the Village Centre likely impacts compliance and, ultimately, parking availability in on-street and off-street public parking areas.

Section 106-151 states that parking between 2 AM and 6 AM on public streets, alleys and parking lots is prohibited for more than 30 minutes unless a "special privilege parking permit" is obtained from the police department and visibly displayed on the dash of an eligible vehicle (not motorcycles, recreational vehicles, buses or trailers). Drivers who utilize special privilege permits for overnight parking are also required to park on alternate sides of the road depending on even and odd dates on the calendar. The restriction of all night parking may limit the ease by which visitors can conveniently stay overnight with residents in mixed-use and multi-family residential developments in the Village Centre.

Enforcement

Parking enforcement programs have impacts on compliance with parking regulations and parking turnover. Staff reviewed the enforcement program for the Village Centre and for similar sized central business districts in surrounding communities. Results of this review are summarized in **Table 10**. The Menomonee Falls Police Department enforces time restricted parking in the Village Centre on a complaint-driven basis. Complaints regarding parking the Village Centre have been relatively rare resulting in only a handful of tickets annually. Fines for overtime parking violations are set at \$20.

Compared with most surrounding communities, the Menomonee Falls Police Department takes a reactive approach to parking enforcement. In four out of five comparison communities, police officers check for parking compliance as part of their regular patrols. Only the Village of Hartland follows a similar complaint-driven approach to downtown parking enforcement. In speaking with representatives from area police departments, staff found that most parking enforcement policies have been in place for decades, but some have been revised recently based on changing development contexts. Some police department members described their approach to parking enforcement as a balancing act. They explained that the goal of enforcement is to maintain parking turnover without making people feel like “you are out to get them”.

Table 10: Parking Regulation & Enforcement in Selected Area Business Districts

Municipality	Regulation	Enforcement	Tickets Issued Annually
Menomonee Falls	90 minutes (8AM-6PM)	Complaint-driven	10
Cedarburg	2 hours (7AM-7PM)	Chalking tires	390
Grafton	2 hours (8AM-5PM)	Chalking tires	75
Hartland	2 hours (8AM-5PM)	Complaint-driven	5
Oconomowoc	2 hours (7AM-4PM)	Chalking tires	1,000
Pewaukee (Village)	1 hour	Plate checks/map	100

Commercial Parking Utility

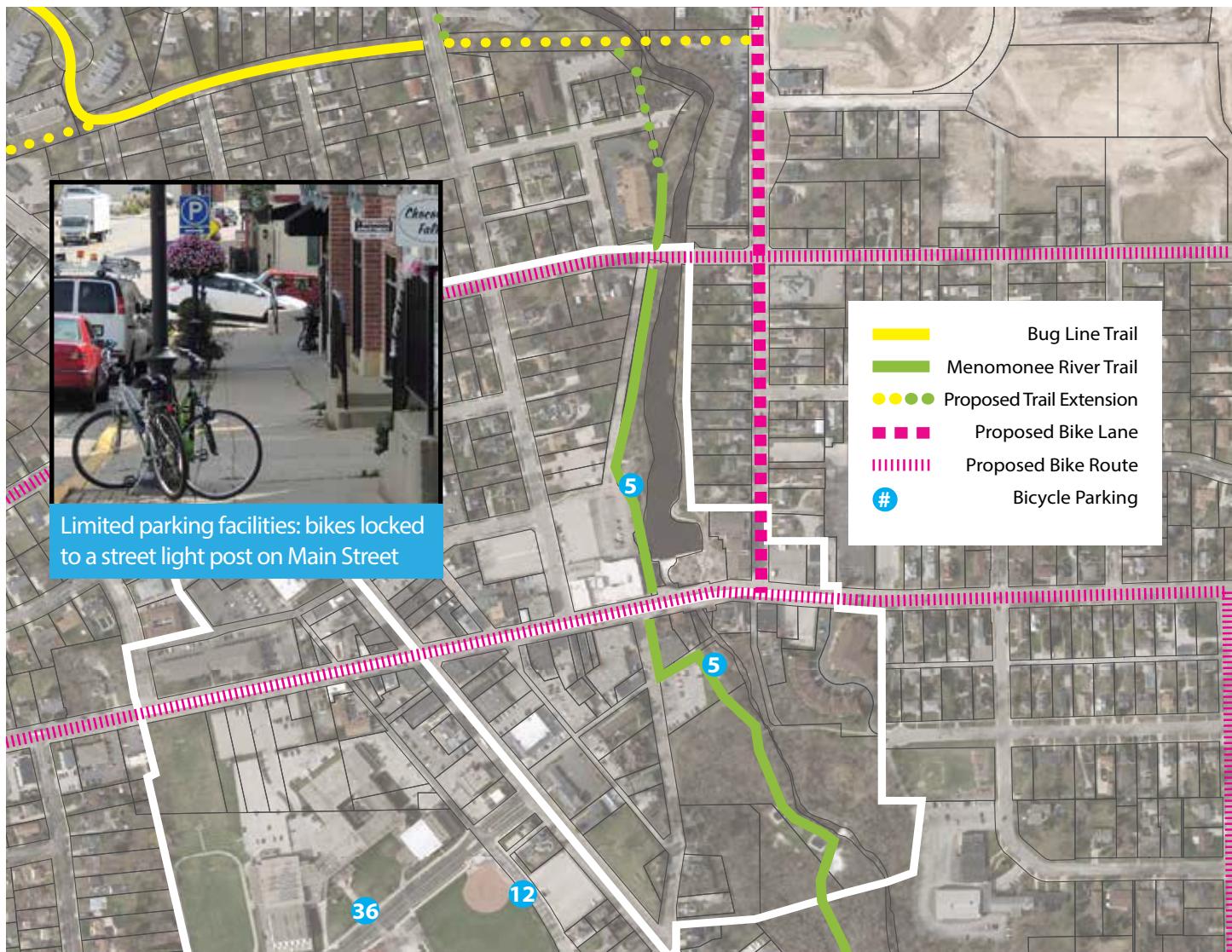
In 2011, the Village amended Section 110-301 of the municipal code to allow for the creation of a commercial parking utility with the aim of improving public parking facilities for the benefit of businesses, patrons and residents within commercial areas like the Village Centre. The amended section of the municipal code authorizes creation of a parking utility and designated parking utility districts. The code also approves a variety of mechanisms to fund parking improvements. Funding mechanisms include village investments, fee collection and annual assessments to property owners within the parking utility districts. The parking utility was envisioned in the *2010 Village Centre Master Plan* to acquire, expand and redesign off-street parking areas. Despite the inclusion of commercial parking utility authorization in the municipal code, no parking utility districts have been designated as of 2016. It is likely that anticipated concerns regarding parking assessments for businesses have deterred development of a commercial parking utility for the Village Centre.



Bicycle Parking

The Village Centre study area is well positioned to serve as a destination for bicycle riders, being situated adjacent to residential neighborhoods and home to dozens of shopping and dining options, a large middle school and several parks. The Menomonee River Trail passes through the study area and the Bugline Trail passes just to the north of the Village Centre. Even a modest increase in bicycle trips to and from the Village Centre would improve parking availability for instances where bicycles replace automobiles. Adequate supplies of bicycle racks and other bicycle-friendly facilities (i.e. marked bike routes, bike lanes, sharrows and high visibility crossings) have been shown to promote ridership. Unfortunately, bicycle parking is currently lacking in the Village Centre, limiting the convenience of bicycle trips to the area. A few bicycle racks are located in Village parks and at North Middle School, but racks in front of businesses are extremely rare and there have been no bicycle racks installed along Village Centre Streets. **Map 13** depicts existing bicycle racks and bicycle routes identified in the draft 2016-2020 Comprehensive Outdoor Recreation Plan.

Map 13: Existing Bicycle Parking



Recommendations

1. Signage

a. Directional Signs to Public Parking Areas:

Replace the four styles of directional signs with one sign type to provide information about parking in a consistent manner. Directional signage should be installed along Appleton Avenue, Main Street and other locations identified in **Map 14** in advance of vehicle access points (driveways, alleys and side streets) which lead to the public parking lots. The Village should either install standard parking directional signs based on the example in the Federal Highway Administration's *Manual on Uniform Traffic Control Devices* (MUTCD) or install custom parking directional signs with a consistent design theme to match existing parking lot identification signs.

Custom Directional Signage



Directional signs should also be installed to increase the visibility of on-street parking areas which are under-utilized. Directional signs along Mill Street, Grant Avenue and Grand Avenue (**Map 14**) are meant to highlight the abundance of public spaces available along these streets in close proximity to parks and the popular Main Street corridor.

b. Pedestrian Wayfinding Signage:

Develop and install a system of pedestrian-scaled directional signage to connect people who park in the Village Centre to the wide variety of destinations. As parking is not always available immediately adjacent to destinations, small informational signs with directions to streets, parks and businesses would play an important role in helping visitors navigate the area. All automobile trips to the Village Centre end with a walk from parking areas to destinations. Wayfinding signage could improve this walk by helping visitors maintain their bearings once they leave their cars. Pedestrian wayfinding signage would also highlight important local sites and legitimize walking routes along sidewalks, across parks and through alleys.

Destinations to incorporate into wayfinding signage could include:

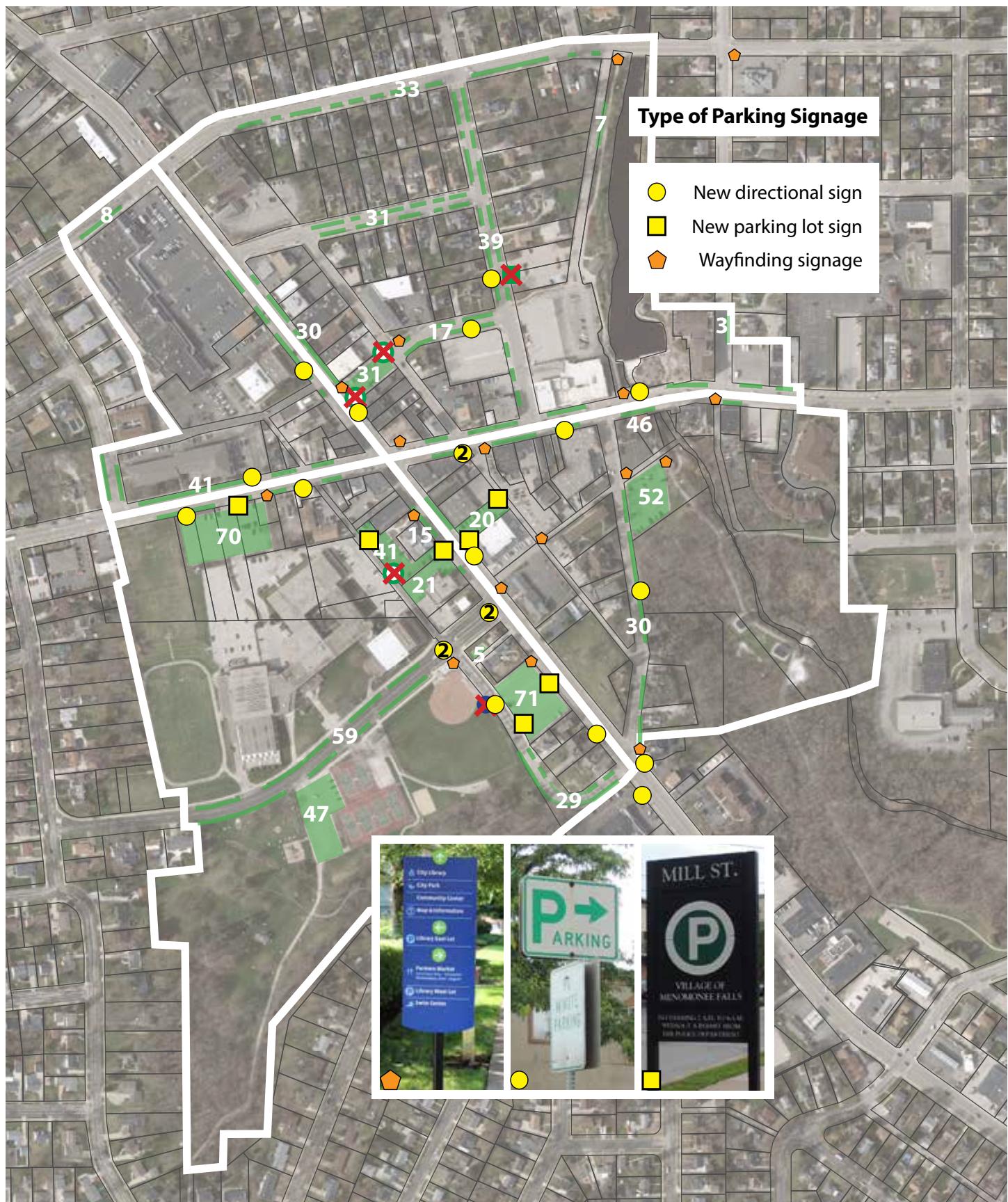
- Appleton Avenue
- Main Street
- Bug Line Trail
- Centennial Plaza
- John Taylor Park
- Heron Alley
- Mill Pond Park & Plaza
- Lime Kiln Park
- Village Park
- North Middle School
- Public Parking Lots
- Village Centre Farmers Market

MUCTD Parking Sign



Proposed Village Centre wayfinding signage locations are based on recommendations from the draft 2016-2020 *Comprehensive Outdoor Recreation Plan* and are included in **Map 14**.

Map 14: Recommended Public Parking & Pedestrian Wayfinding Signage



c. Parking Time Regulation Signs:

Replace existing time regulation signs with signs which highlight daytime parking hours with large numbers. Signs with large time limit numbers are clearer and less confusing for users when compared to signs with a single size font. Existing font size and wording (see below) should be replaced to ensure users can understand parking regulations at a glance.



Sign with parking hours highlighted



2. Designated On-Street Parking Spaces

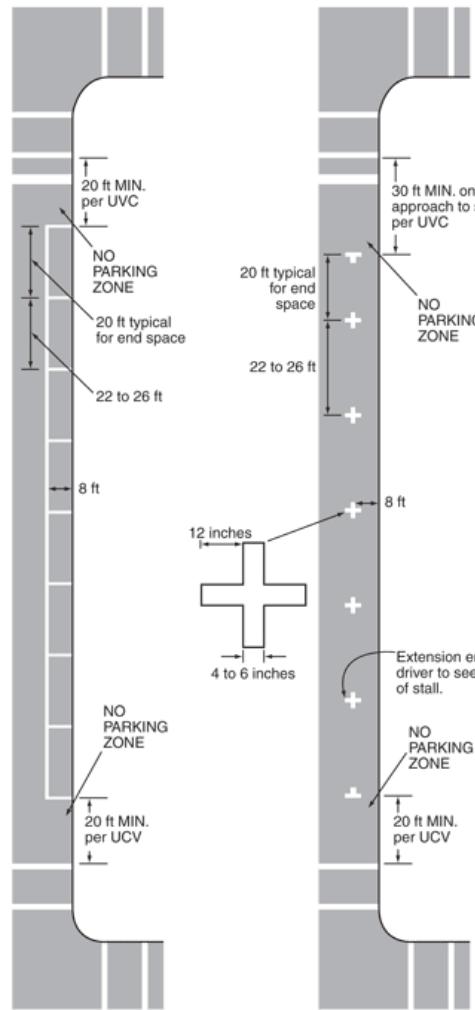
Designate on-street parking spaces based on the paint marking examples in the Federal Highway Administration's *Manual on Uniform Traffic Control Devices*. Marking end parallel parking spaces at 20 feet and interior parallel parking spaces at 22 feet will increase on-street parking efficiency in the Village Centre by ensuring that vehicles stagger at regular intervals rather than parking in a manner which results in atypical gaps and half space availability.

Specific parallel parking spaces should be marked along Main Street and Appleton Avenue and marking should also be considered for adjacent side streets east of Appleton Avenue including Mill Street, Grand Avenue and Grant Avenue. Parking efficiency increases from paint marking along these streets (at the heart of the Village Centre) would improve real and perceived parking availability.



Existing markings indicate general parking areas, not specific spots

Examples of Parking Space Markings

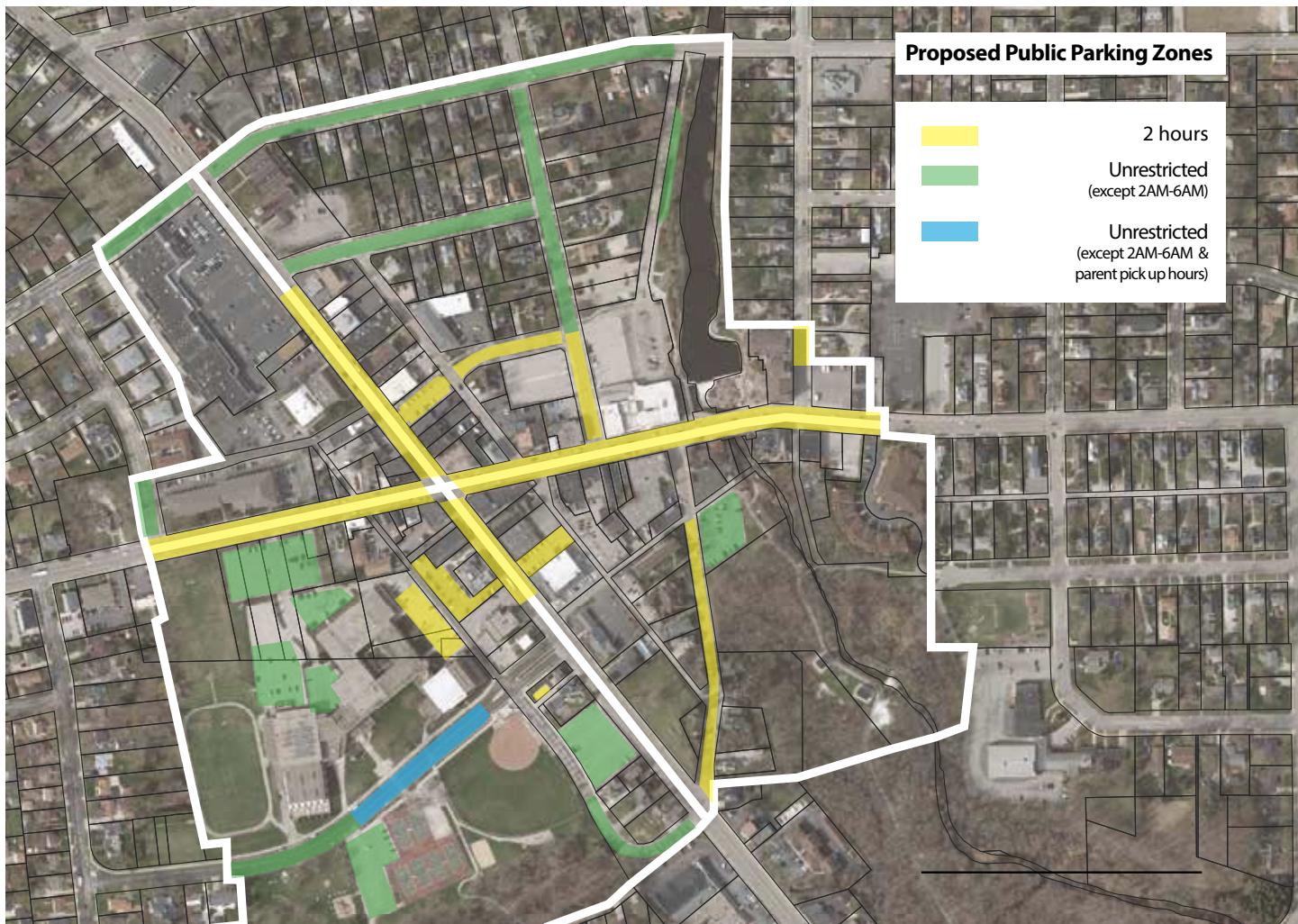


3. Tiered Parking Zones

Designate public on-street and off-street parking in the heart of the Village Centre for two hour use between 8AM and 6PM rather than the existing 90 minute period. Two hour parking designation allows for longer daytime shopping and dining experiences and promotes parking turnover in high demand areas. Current time limit signage only designates 90 minute use for on-street parking and at the north Church Street public lot. As a result, some Village Centre employees and visitors utilize parking for extended periods during day time hours at prime public parking areas like the Heron Alley lot and the North Church Street lot. The long-term use of public lots in the heart of the Village Centre may create the perception of a public parking shortage. The wider designation of proposed two hour parking areas (**Map 15**) will encourage long-term users to park in unrestricted on-street and off-street parking areas which are a block or two away from the prime parking areas which are directly adjacent to destinations along Appleton Avenue and Main Street.

The Village should also explore the designation of employee parking areas where parking could be used for full work shifts. Potential locations for designated employee parking include the North Middle School Main Street lot and the Village's South Appleton Avenue lot. These large lots were found to be under-utilized during day-time hours despite their location within a couple of blocks of popular destinations near the "Four Corners".

Map 15: Recommended Village Centre Parking Zones



4. Parking Enforcement

Consider incorporating regular parking enforcement into police patrols where time restriction signage has been installed to promote regulation compliance and consistent parking turnover in the Village Centre's public parking areas. If pursued, a parking enforcement routine should be conducted at least once per week and could be conducted by chalking tires or through license plate checks.

Parking enforcement could be phased in with warning notices for the first few weeks. Warning notices could explain why parking turnover is important for Village Centre businesses and the date when ticketing would commence. At police digression, some leeway may be given in enforcement (e.g. check two hour zones after three hours) to help reduce the perception police "being out to get" public parking users.



5. Shared Use Parking Agreements

a. School District of Menomonee Falls

Partner with the School District of Menomonee Falls to adopt parking agreements which provide for general public use of lots at North Middle School both during and after regular school hours. A contractual agreement should be created to formalize the allowance of public parking in North Middle School's Main Street lot and an agreement should be pursued for North Middle School's East lot which is located adjacent to the Heron Alley public parking area. These shared use agreements would ensure continued day time public access to 51 spaces in the Main Street lot (19 are currently reserved for school district use) and the evening use of another 36 spaces in the East lot. Shared parking lot maintenance duties and installation of new parking lot signage should be considered as part of an agreement between the Village and the School District.



Public parking is allowed on this North Middle School lot, but the arrangement lacks signage and a formal contract

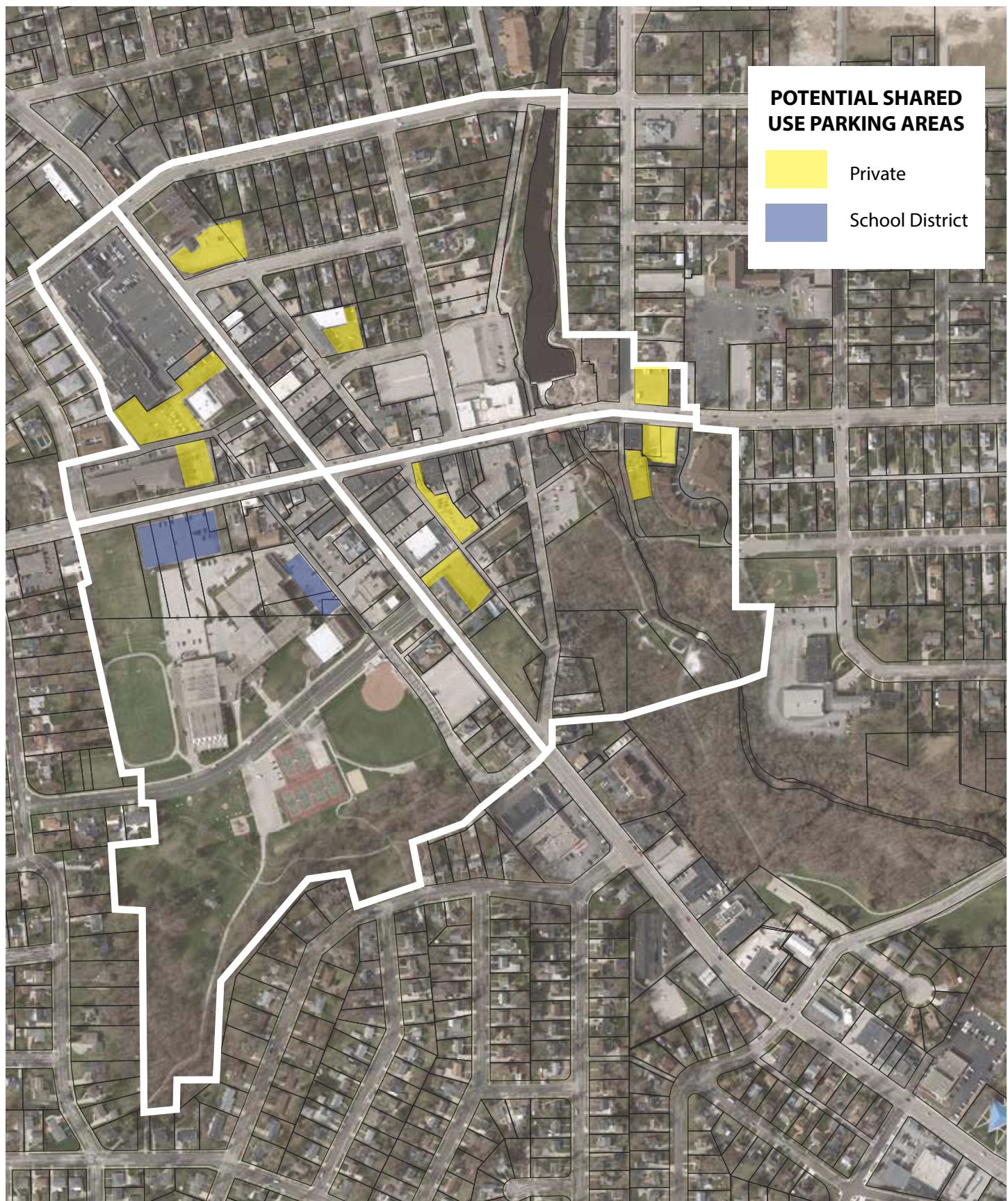
b. Private-Owned Lots

Pursue shared use parking agreements with private property owners who have lots that are consistently underutilized during certain hours of the day or certain days of the week. Opportunities for shared use parking exist at Village Centre banks, offices, medical offices and places of worship. The southeast area of the Village Centre may benefit most from increased public access to private lots as it was found to have the fewest surplus parking spaces in the parking demand analysis. Potential shared use parking areas are identified in **Map 16**. A model shared use agreement for parking is included as **Appendix A**.



The PNC Bank lot is rarely used after 5PM

Map 16: Potential Shared-Use Parking Areas



6. Parking Requirements

Waive parking requirements (non-conformities) for existing uses and buildings and reduce parking requirements for new non-residential construction by 50 percent within the Village Centre Overlay District. New construction should be defined as any addition or new structure which exceeds 50 percent of the total assessed value of the existing building. Additional parking requirements should be waived for renovations to existing first and second floor occupancies regardless of the renovation construction value.

Off-street parking requirements for multi-family residential developments should be reduced within the Village Centre to a minimum of one space per unit and 0.5 spaces per bedroom. Bicycle parking requirements for multi-family residential developments should be increased within the Village Centre to one bike parking space per five units. As needed, residential overnight permits for Village lots should be made available to accommodate multi-family households who own more than one vehicle.

Revised parking requirements will encourage future redevelopment by replacing unrealistic parking requirements with standards which are relevant within the higher density context of the Village Centre business district.

7. Lot Coverage Ratios

Waive or revise lot coverage ratio requirements for existing uses and buildings and for all new construction within the Village Centre Overlay District. Waived or revised lot coverage ratio requirements will encourage future redevelopment by removing unrealistic requirements for a minimum of 20 percent pervious surfaces within the higher density context of the Village Centre business district. Waived or revised lot coverage requirements could also make it easier to incorporate surface parking spaces into redevelopment proposals.

Currently most properties in the Village Centre fall short of the existing 20 percent requirement with large portions of parcels being utilized by building roof tops, parking areas, driveways and pedestrian walkways. Revised lot coverage ratio requirements could require maintenance of pre-existing lot coverage ratios for new construction and redevelopment projects in order to maintain existing levels of storm water run off in the Village Centre. Reductions could be granted for projects that install storm water mitigating elements like green roofs, rain gardens and bio swales.



Sites that meet parking & lot coverage requirements are inconsistent with the look and feel of the Village Centre



8. Bicycle Parking

Install bicycle racks along Main Street and Appleton Avenue to promote bicycle trips to the Village Centre business district. Additional bicycle racks will accommodate Village Centre residents, employees and visitors who may otherwise lock their bicycles to street poles, railings or benches. Bicycle racks in the public right of way should be installed parallel to the street, at least two feet from the curb (to ensure adequate space for the bicycle) and in a manner which maintains a pedestrian clearance of at least five feet. Locations for 14 proposed bike racks are identified in **Map 17**.

The Village should also consider development of a bicycle rack program for businesses within the Village Centre Business Improvement District. The bicycle rack program could be developed using a cost sharing approach that would allow businesses to request the Village to install of bicycle racks in the public right of way adjacent to their businesses for a standard fee. A program of this nature would support future development of bicycle racks in the Village Centre at lower cost to the Village.

Map 17: Recommended Bicycle Rack Installation Locations



9. Public Lot Improvements

Address existing concerns at Village-owned parking lots to ensure that public parking areas are functional, attractive and inviting for both day time and evening visitors. A complete and well-maintained surface lot should have clear signage, smooth asphalt, fresh paint and appropriate lighting to ensure users feel welcome and safe. Existing conditions and recommended improvements for Village-owned parking lots in the Village Centre are summarized in **Table 11**.

Table 11: Village Parking Lot Conditions & Recommended Improvements

Parking Area	Standard Stalls	Handicap Stalls	Signage	Surface Condition	Lighting	Recommendations
Mill Pond Park	7	0	None	Some cracking & pot holes, no paint markings	Yes	Repair pavement & paint to designate spaces
N. Church Street	29	2	Lot ID, directional & time limit	Asphalt in good condition, paint markings are visible (except where sealant applied)	Yes	Refresh paint markings
Heron Alley	40	1	Directional	Asphalt in good condition (except along south driveway), paint markings are visible, (except along south driveway)	None	Repair pavement and paint to designate spaces along south driveway, install ID & time limit signage
N. Appleton Avenue	19	1	None	This lot is currently being redesigned & repaved	None	Install lighting & signage with reconstruction
Mill Street	51	3	Lot ID	Asphalt is in good condition, paint markings visible (except where sealant applied)	Yes	Refresh paint markings & install time limit signage
Former Fire Station #1 (for sale)	20	1	None	Some cracking & pot holes, no paint markings	None	Repair pavement, designate spaces, install lighting & signage with site reuse
Garfield Drive	5	0	None	Asphalt in good condition, paint markings visible	No	Install time limit signage to designate public access
S. Appleton Avenue	67	4	Directional	Asphalt in good condition, paint markings are visible (except where sealant applied)	Yes	Refresh paint markings, install ID and time limit signage
Village Park	45	2	None	Asphalt is cracking, weeds growing, paint needs refreshing	Yes	Repair pavement, refresh paint markings, install time limit signage



10. Main Street Redesign

Adopt and implement a redesign concept for Main Street which aligns with recommendations in the adopted 2010 *Village Centre Master Plan* and supports parking visibility and convenience. In accordance with *Village Centre Master Plan* Recommendations, the redesign concept should maintain on-street parking, improve alley access, add street trees, install bump out features and enhance crosswalks. Stated aims of the redesign include improved pedestrian connectivity, safety and comfort, as well as overall enhancement to the Village Centre's character as a destination within Menomonee Falls.

A potential Main Street redesign concept is represented in **Map 18** and the figures below. The concept maintains parallel parking on both sides of Main Street and represents an estimated loss of about ten parking spaces due to the proposed installation of bump outs and crossing improvements. Given the existing and future parking surplus identified for the Village Centre in the parking demand analysis, the loss of ten parking spaces does not limit the feasibility of this proposal. The concept incorporates design features and streetscape amenities which are consistent with the 2010 *Village Centre Master Plan*. Village staff also considered an alternative parking concept with angled parking, but determined that concept was not feasible given the limited public right-of-way width along Main Street.

Map 18: Main Street Redesign Concept

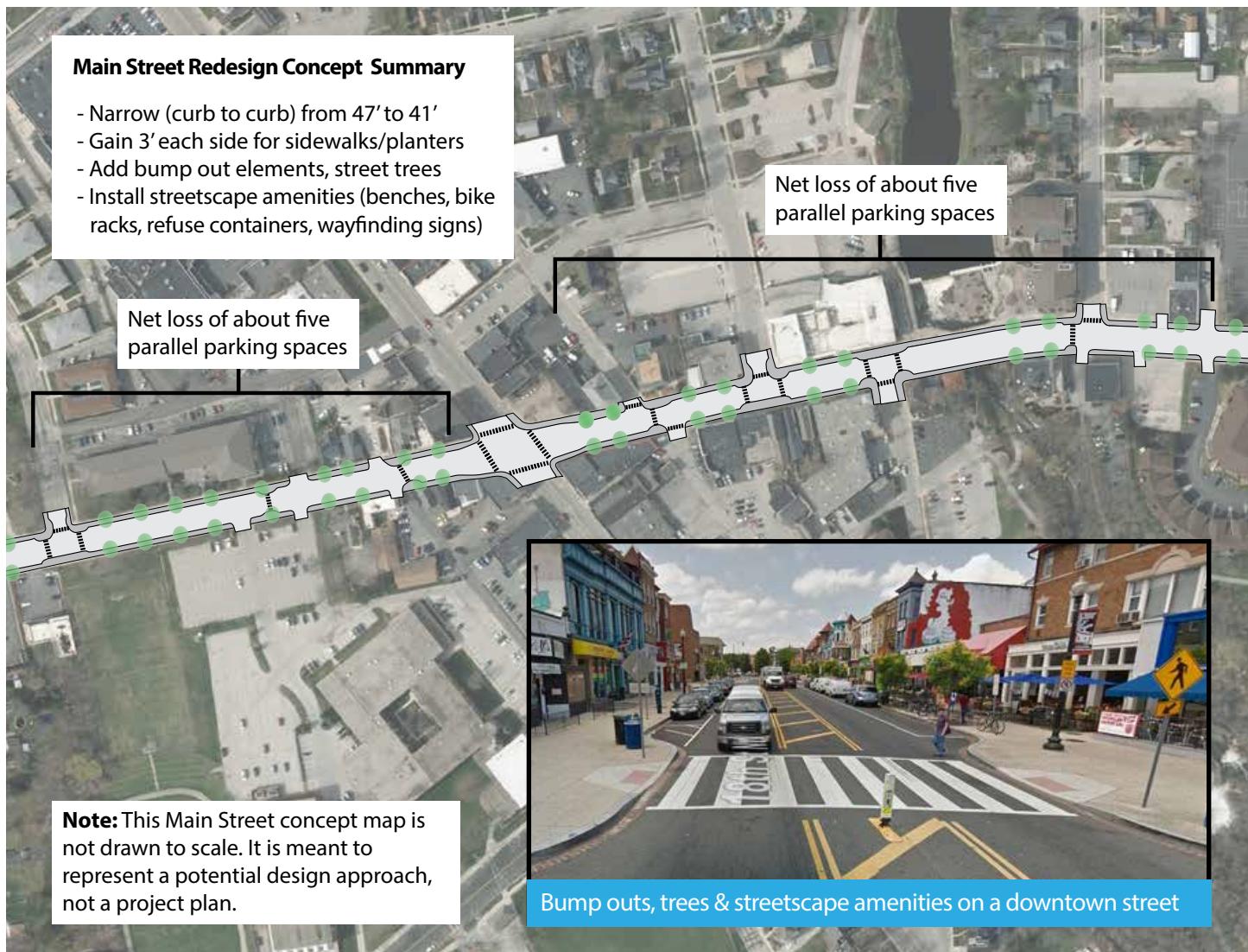


Figure 2: Main Street at Mill Street Looking West



Figure 3: Main Street at Grand Avenue Looking East



Figure 4: Grand Avenue at Main Street



Figure 5: Main Street at Church Street Looking East



11. Garfield Drive & Mill Street Redesign

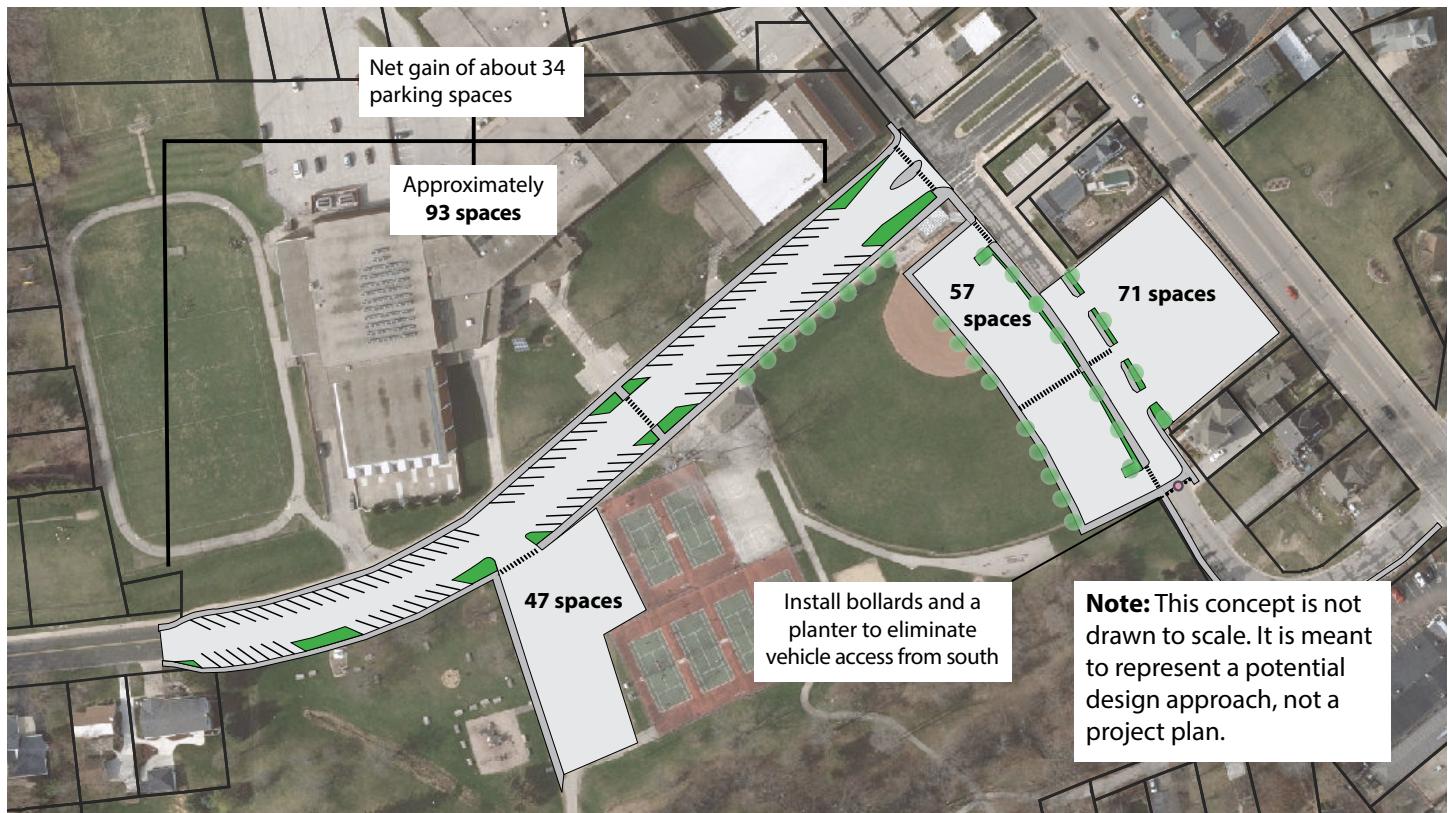
Adopt and implement a redesign concept for Garfield Drive and Mill Street which aligns with vision of the *2016 Village Park Master Plan* and supports parking visibility and convenience. In accordance with *Village Park Master Plan*, the redesign concept should add angled on-street parking along Garfield Drive and create a new off-street parking lot adjacent to Mill Street.

A potential redesign concept is represented in **Map 19**. The concept proposes 49 angled parking spaces on the north side of Garfield Drive and 44 angled parking spaces on the south side of Garfield Drive and 57 new spaces in a new parking lot west of Mill Street for an estimated gain of 91 parking spaces when compared to existing conditions. The redesign concept also proposes resurfacing of the existing 47 space Village Park lot and a new paved path along the west side of the existing lot. Including the 71 spaces at the Village's South Appleton Avenue lot, the concept provides for 268 spaces with immediate access to Village Park. As Village Park is redeveloped in the coming years (in accordance with the *Village Park Master Plan*), implementation of this parking concept will support community access to proposed park amenities which include a splash pad and a new performance venue.



A recent photo of Garfield Drive reveals the ample width available for adding angled parking as proposed below

Map 19: Garfield Drive & Mill Street Redesign Concept



12. Alley Access Improvements

Create safe, welcoming intersections where alleys join main arterial streets. Alley intersections should provide clear connections to public parking areas for both drivers and pedestrians. Alley intersections should incorporate mid-block crossings with striped crosswalks and bump outs to increase their visibility and accessibility. Alley entries could also be enhanced by lighting, asphalt resurfacing and painted pedestrian markings to indicate that alleys should function as a shared space for vehicles and visitors.



Example pedestrian paint marking

In support of improved alley access and visibility, the Village should designate alleys with names and street signs. The alley right of way east of Nino's Bakery could be designated as Church Street and the alley right of way between Appleton Avenue and Mill Street could be designated as Lime Kiln Way (or some other alternative).



Alley intersection example from West Jefferson, North Carolina

13. Education & Outreach

Develop a map to provide an overview of all public parking areas in the Village Centre. The map should include locations for public on-street and off-street parking, public bicycle racks and existing parking time restrictions. The map could also highlight parking areas recommended for employee use or residential overnight parking. The parking map should be available on the Village website and could be incorporated as part of a general parking information page. The map should be formatted for convenient viewing on mobile devices and should also be displayed on websites and social media pages for partner organizations including the Village Centre Business Improvement District and the Menomonee Falls Chamber of Commerce. A model public parking map is included as **Appendix B**.



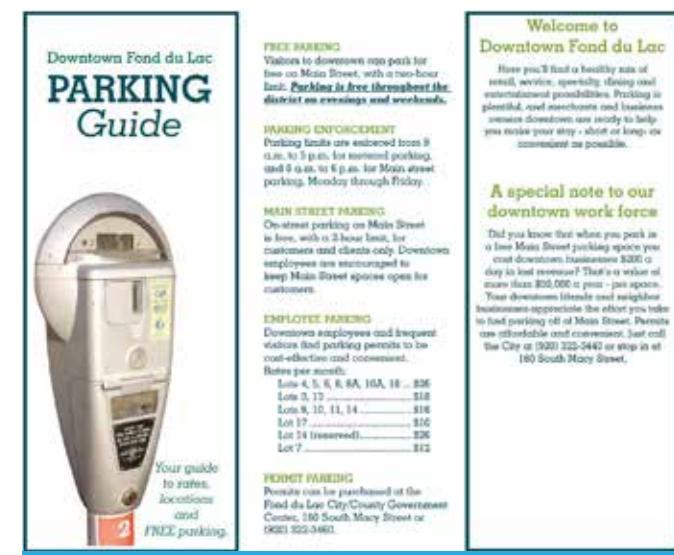
Public parking map for downtown Neenah, Wisconsin

Create and print copies of a Village Centre parking brochure for distribution at public buildings and Village Centre businesses and organizations. In addition to the public parking map, the brochure should contain an overview of Village parking policies including: parking time zones, restricted parking areas, enforcement programs/fines, overnight parking permits and parking on holidays and during snow emergencies. Parking information should also be incorporated into proposed wayfinding signage and information kiosks as they are installed.

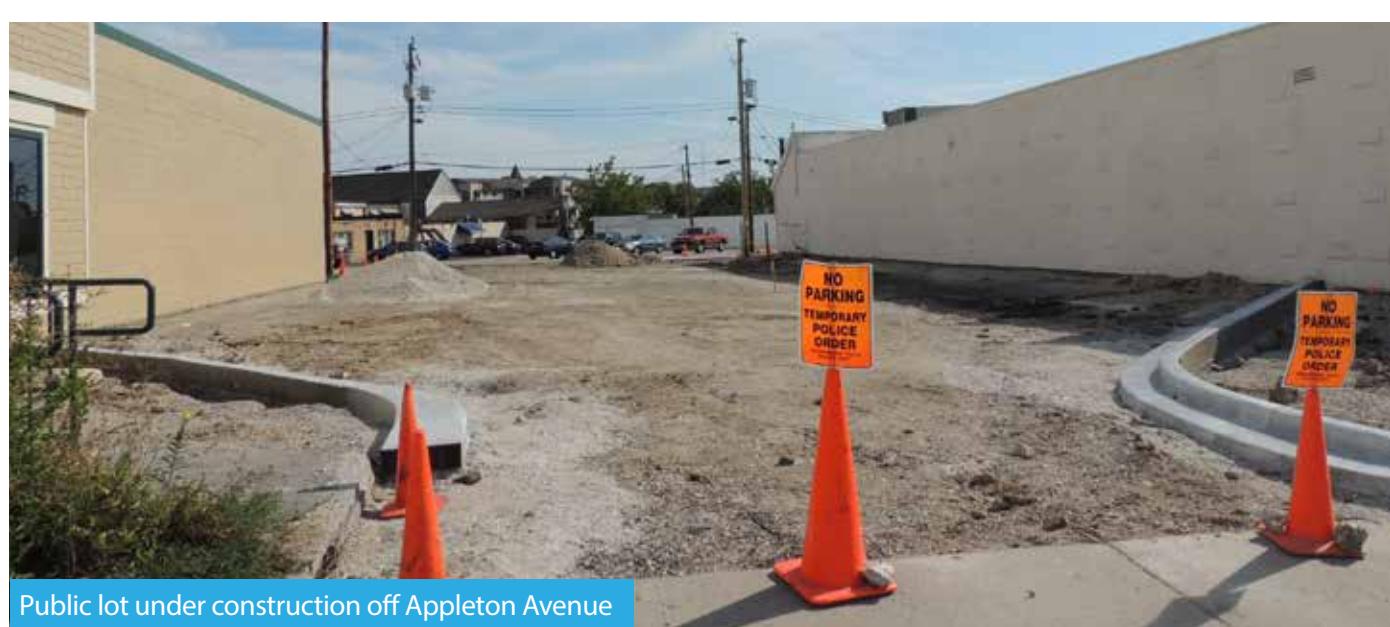
As proposed changes in parking signage, lot improvements, street/alley design and parking enforcement move forward, consistent communication with residents, businesses and visitors will be crucial so no impacted parties are caught off guard. Development of a parking information web page should include information on ongoing/anticipated projects, contact information for Village staff, and a link to the Village Centre Parking Plan. Additional outreach should be considered prior to implementation of any significant parking policy changes. Outreach efforts could include mailers, media coverage, public meetings and public surveys. These approaches would provide opportunities for the Village to share information and gather public input related to proposed changes.



Downtown parking web page for Hudson, Wisconsin



Downtown parking brochure: Fond du Lac, Wisconsin



Public lot under construction off Appleton Avenue

14. Parking Plan Updates

Regularly evaluate the Village Centre Parking Plan to ensure that the plan is responsive to the changing parking demands and challenges of the Village Centre. As future projects are proposed and completed in the Village Centre, Village staff should anticipate parking impacts by incorporating new uses into parking demand models and observe impacts on parking utilization through occupancy counts. As parking challenges arise in association with new development, Village staff should partner with the Community Development Authority to determine whether additions or revisions to plan recommendations are warranted.

At a minimum, Village staff should update the Parking Plan every five years to reconsider parking conditions, measure progress toward plan recommendations and address relevant parking concerns. Current levels of automobile ownership and driver autonomy may change in the future as ride sharing applications and self-driving cars reshape the transportation market, but demand for a comprehensive parking strategy will remain for decades to come. Updates will keep the Parking Plan's recommendations relevant in an ever-changing transportation context.



Appendix A: Model Shared Use Parking Agreement

This Shared Use Agreement for Parking Facilities, entered into this _____ day of _____, _____, between _____, hereinafter called lessor and _____, hereinafter called lessee.

In consideration of the covenants herein, lessor agrees to share with lessee certain parking facilities, as is situated in the City (Village) of _____, County of _____ and State of _____, hereinafter called the facilities, described as:

[Include legal description of location and spaces to be shared here, and as shown on attachment 1.]

The facilities shall be shared commencing with the _____ day of _____, _____, and ending at 11:59 PM on the _____ day of _____, _____, for [insert negotiated compensation figures, as appropriate]. [The lessee agrees to pay at [insert payment address] to lessor by the _____ day of each month [or other payment arrangements].]

Lessor hereby represents that it holds legal title to the facilities

The parties agree:

1. USE OF FACILITIES

This section should describe the nature of the shared use (exclusive, joint sections, time(s) and day(s) of week of usage).

-SAMPLE CLAUSE-

[Lessee shall have exclusive use of the facilities. The use shall only be between the hours of 5:30 PM Friday through 5:30 AM Monday and between the hours of 5:30 PM and 5:30 AM Monday through Thursday.]

2. MAINTENANCE

This section should describe responsibility for aspects of maintenance of the facilities. This could include cleaning, striping, seal coating, asphalt repair and more.

-SAMPLE CLAUSE-

[Lessor shall provide, as reasonably necessary asphalt repair work. Lessee and Lessor agree to share striping, seal coating and lot sweeping at a 50%/50% split based upon mutually accepted maintenance contracts with outside vendors. Lessor shall maintain lot and landscaping at or above the current condition, at no additional cost to the lessee.]

3. UTILITIES and TAXES

This section should describe responsibility for utilities and taxes. This could include electrical, water, sewage, and more.

-SAMPLE CLAUSE-

[Lessor shall pay all taxes and utilities associated with the facilities, including maintenance of existing facility lighting as directed by standard safety practices.]

4. SIGNAGE

This section should describe signage allowances and restrictions.

-SAMPLE CLAUSE-

[Lessee may provide signage, meeting with the written approval of lessor, designating usage allowances.]

5. ENFORCEMENT

This section should describe any facility usage enforcement methods.

-SAMPLE CLAUSE-

[Lessee may provide a surveillance officer(s) for parking safety and usage only for the period of its exclusive use. Lessee and lessor reserve the right to tow, at owners expense, vehicles improperly parked or abandoned. All towing shall be with the approval of the lessor.]

6. COOPERATION

This section should describe communication relationship.

-SAMPLE CLAUSE-

[Lessor and lessee agree to cooperate to the best of their abilities to mutually use the facilities without disrupting the other party. The parties agree to meet on occasion to work out any problems that may arise to the shared use.]

7. INSURANCE

This section should describe insurance requirements for the facilities.

-SAMPLE CLAUSE-

[At their own expense, lessor and lessee agree to maintain liability insurance for the facilities as is standard for their own business usage.]

8. INDEMNIFICATION

This section should describe indemnification as applicable and negotiated. This is a very technical section and legal counsel should be consulted for appropriate language to each and every agreement.

-NO SAMPLE CLAUSE PROVIDED-

9. TERMINATION

This section should describe how to or if this agreement can be terminated and post termination responsibilities.

-SAMPLE CLAUSE-

[If lessor transfers ownership, or if part of all of the facilities are condemned, or access to the facilities is changed or limited, lessee may, in its sole discretion terminate this agreement without further liability by giving Lessor not less than 60 days prior written notice. Upon termination of this agreement, Lessee agrees to remove all signage and repair damage due to excessive use or abuse. Lessor agrees to give lessee the right of first refusal on subsequent renewal of this agreement.]

10. SUPPLEMENTAL COVENANTS

This section should contain any additional covenants, rights, responsibilities and/or agreements.

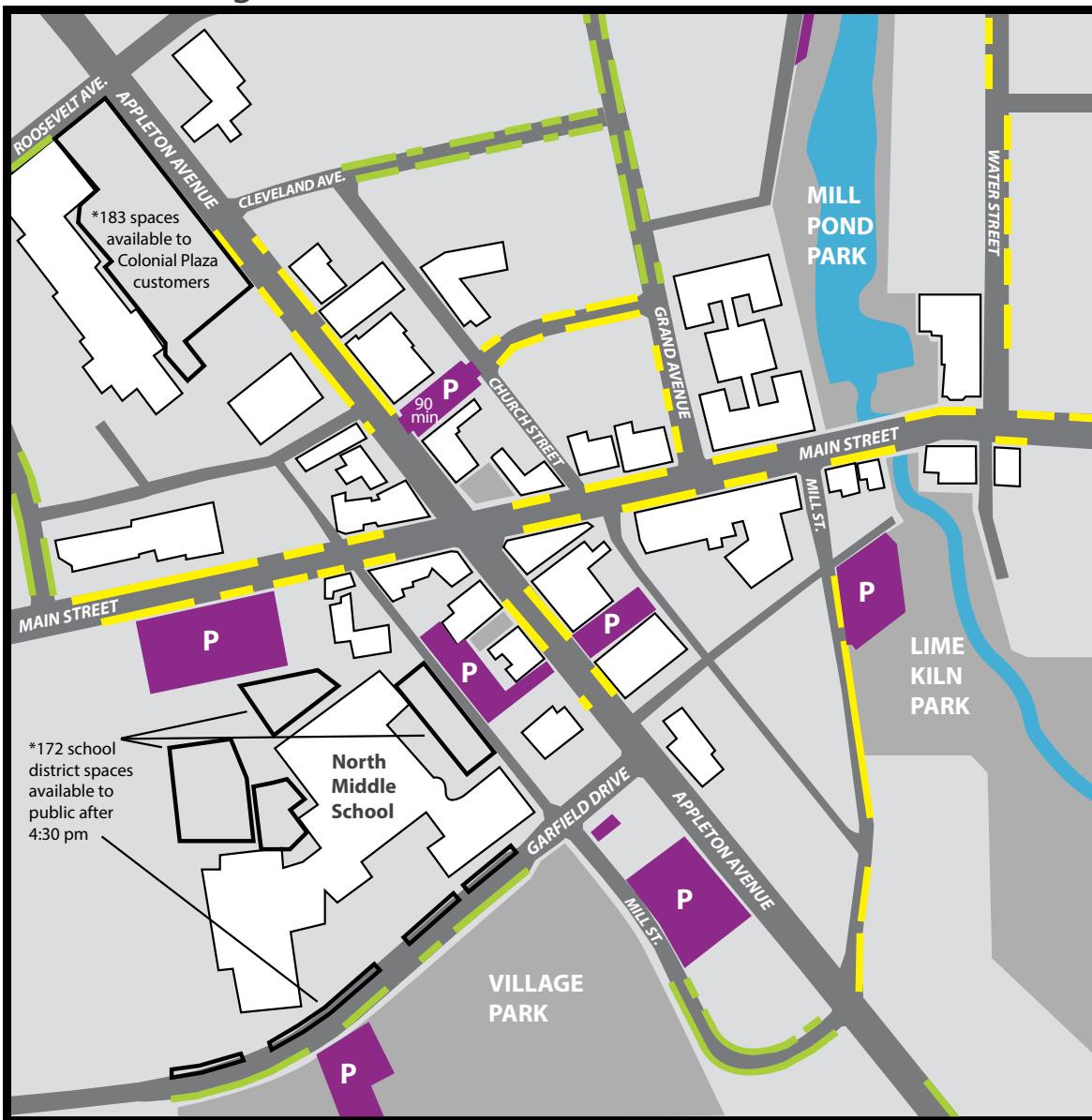
-NO SAMPLE CLAUSE PROVIDED

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date Set forth at the outset hereof.

[Signature and notarization as appropriate to a legal document and as appropriate to recording process negotiated between parties.]

Appendix B: Village Centre Parking Map

Public Parking



Village Centre Business District Menomonee Falls, Wisconsin

	Visitor Lot	free, unrestricted parking except 2am-6pm 325+ spaces (unless noted)
	90 Minute Parking	free on-street parking except 2am-6pm in the heart of the Village Centre, 200+ spaces
	Unrestricted Parking	free on-street parking except 2am-6pm a short walk from the Four Corners, 150+ spaces

General Parking Information

Overnight parking

Overnight parking on Village streets/lots is prohibited, but overnight permits (& other temporary permits) may be obtained from the Menomonee Falls Police Department.

Snow Emergencies

No vehicle may be parked on any street, alley or highway when the Village declares a snow emergency (except for loading & unloading).

For more information contact the Menomonee Falls Police Department at: (262) 532-1700