



## PARKING LOT DISTRICT (PLD)

WHEATON PLD UPDATE

WUDAC – DEC 9, 2025

# WUDAC REQUESTED OPTIONS & PARKING RATES

**OPTION 1:** MON-FRI 7 AM – 6 PM; FREE PARKING AFTER 6PM WEEKDAYS AND ALL-DAY SATURDAY

- **ESTIMATED ANNUAL REVENUE GAP: \$850,000**

- **ESTIMATED PARKING RATES TO CLOSE GAP**

- ON-STREET: \$2.50/Hr
- LOTS: \$2.00/Hr
- GARAGES: \$1.75/Hr

- **CONSIDERATIONS**

- Significant hourly rate increase (FY 27)
- Lack of turnover after 6pm and on weekends
- Enforcement presence after 6 pm & weekends, results in more scofflaw and overtime parking impacts
- Residential parking v/s business customer turnover needs

Note: These are planning-level estimates; several factors affect revenues, including occupancy, land sales/inventory, alternative uses of PLD property, parking rates, unexpected increases in the cost of goods and services, capital budget needs, operating budget needs, transfers, etc.

# WUDAC REQUESTED OPTIONS & PARKING RATES

**OPTION 2:** MON-FRI 7 AM – 10 PM; FREE PARKING IN GARAGES ONLY ON SATURDAY

- **ESTIMATED ANNUAL REVENUE GAP: \$60,000**
- **ESTIMATED PARKING RATES TO CLOSE GAP**

- ON-STREET: \$1.50/Hr
- LOTS: \$1.25/Hr
- GARAGES: \$1.00/Hr

- **CONSIDERATIONS**

- Moderate hourly rate increase (FY 27)
- Encouraging parkers into garages reduces traffic congestion
- Concentrates visitors into facilities where security and other services (EV, ADA accessibility) are enhanced

Note: These are planning-level estimates; several factors affect revenues, including occupancy, land sales/inventory, alternative uses of PLD property, parking rates, unexpected increases in the cost of goods and services, capital budget needs, operating budget needs, transfers, etc.

# WUDAC REQUESTED OPTIONS & PARKING RATES

**OPTION 3:** MON-SAT 7 AM – 6 PM; FREE PARKING AFTER 6PM WEEKDAYS AND SATURDAY

- **ESTIMATED ANNUAL REVENUE GAP: \$600,000**
- **ESTIMATED PARKING RATES TO CLOSE GAP**

- ON-STREET: \$2.50/Hr
- LOTS: \$2.00/Hr
- GARAGES: \$1.50/Hr

- **CONSIDERATIONS**

- Significant hourly rate increase (FY 27)
- Lack of turnover after 6pm
- Enforcement presence after 6 pm, results in more scofflaw and overtime parking impacts
- Residential parking v/s business customer turnover needs

Note: These are planning-level estimates; several factors affect revenues, including occupancy, land sales/inventory, alternative uses of PLD property, parking rates, unexpected increases in the cost of goods and services, capital budget needs, operating budget needs, transfers, etc.

# OTHER OPTIONS & PARKING RATES

**OPTION 4:** MON-FRI 7 AM – 6 PM; \$2 FLAT FEE AFTER 6PM WEEKDAYS AND ALL-DAY SATURDAY

- **ESTIMATED ANNUAL REVENUE GAP: \$500,000**

- **ESTIMATED PARKING RATES TO CLOSE GAP**

- ON-STREET: \$1.50/Hr
- LOTS: \$1.25/Hr
- GARAGES: \$1.25/Hr

- **CONSIDERATIONS**

- Moderate hourly rate increase (FY 27)
- Maintains enforcement patrol during peak parking periods
- Encourages longer stays by visitors to maximize their parking value
- Higher impact on short-term (pick/drop/delivery) visitors by charging a higher amt regardless of intended duration after 6pm

Note: These are planning-level estimates; several factors affect revenues, including occupancy, land sales/inventory, alternative uses of PLD property, parking rates, unexpected increases in the cost of goods and services, capital budget needs, operating budget needs, transfers, etc.

# OTHER OPTIONS & PARKING RATES

**OPTION 5:** MON-SAT 7 AM – 6 PM; \$2 FLAT FEE AFTER 6PM MON - SAT

- **ESTIMATED ANNUAL REVENUE GAP: \$350,000**
- **ESTIMATED PARKING RATES TO CLOSE GAP**
  - ON-STREET: \$1.50/Hr
  - LOTS: \$1.25/Hr
  - GARAGES: \$1.00/Hr

## ○ **CONSIDERATIONS**

- Moderate hourly rate increase (FY 27)
- Maintains enforcement patrol during peak parking periods
- Encourages longer stays by visitors to maximize their parking value
- Higher impact on short-term (pick/drop/delivery) visitors by charging a higher amt regardless of intended duration after 6pm
- Consistent rate model simplifies parking experience and signage

Note: These are planning-level estimates; several factors affect revenues, including occupancy, land sales/inventory, alternative uses of PLD property, parking rates, unexpected increases in the cost of goods and services, capital budget needs, operating budget needs, transfers, etc.

# SUMMARY OF OPTIONS & HOURLY PARKING RATES

SCENARIO	ON-STREET	LOTS	GARAGES
NO CHANGE	\$1.25	\$1.00	\$1.00
OPTION 1	\$2.50	\$2.00	\$1.50
OPTION 2	\$1.50	\$1.25	\$1.00
OPTION 3	\$2.50	\$2.00	\$1.50
OPTION 4	\$1.50	\$1.25	\$1.25
OPTION 5	\$1.50	\$1.25	\$1.00

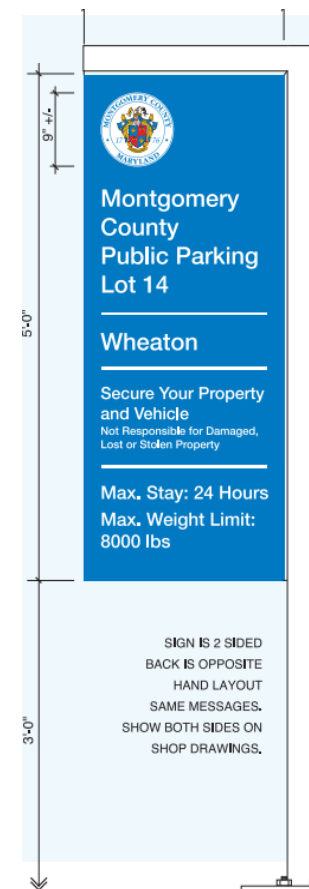
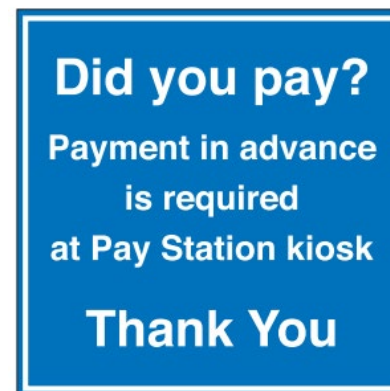
<b>OPTION 1:</b>	MON-FRI 7 AM – 6 PM;	FREE PARKING AFTER 6PM WEEKDAYS AND ALL-DAY SATURDAY
<b>OPTION 2:</b>	MON-FRI 7 AM – 10 PM;	FREE PARKING IN GARAGES ONLY ON SATURDAY
<b>OPTION 3:</b>	MON-SAT 7 AM – 6 PM;	FREE PARKING AFTER 6PM WEEKDAYS AND SATURDAY
<b>OPTION 4:</b>	MON-FRI 7 AM – 6 PM;	\$2 FLAT FEE AFTER 6PM WEEKDAYS AND ALL-DAY SATURDAY
<b>OPTION 5:</b>	MON-SAT 7 AM – 6 PM;	\$2 FLAT FEE AFTER 6PM MON - SAT

# Parking Signage

- 72 signs were installed during 2024, meter modernization



- 25 new/additional signs have recently been added
- New Entrance signs designed for all lots and G45 (spring 2026)



# Short-term Pickup Zones

- **Curbside Pickup Zones:** May be used for pickup and drop-off of passengers, retail and restaurant pickups and short-term loading and unloading needs. Vehicles may be parked in these zones for up to 15 minutes.

Curbside Pickup Zones



Payment Required!!

