

# AWV Program Parking Group

*September 28, 2011*

Meeting #1

# ***Agenda***

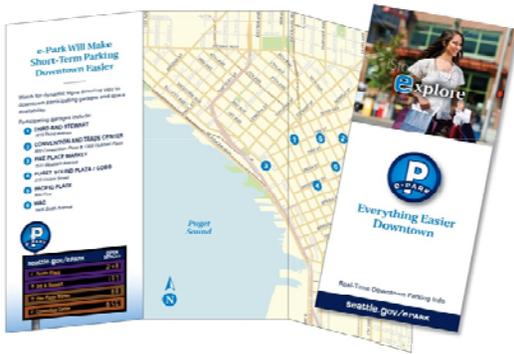
- I. Introductions & overview
- II. Immediate parking mitigation actions
- III. Review construction schedule
- IV. Next Steps

# *Introduction & overview*

The Seattle Waterfront Parking stakeholders group will:

- **Provide direct feedback** on identified parking mitigation measures.
- **Share information** with the community on construction activities on the waterfront.
- **Share perspectives** on how parking mitigation measures are working during construction.

# *Immediate parking mitigation actions*



Marketing



Facility  
Partnerships



Neighborhood  
Strategies

# Marketing Objectives

## Educate customers to:

Help find parking

Inform of changes

Make parking easier

## Entice customers by:

Highlighting reasons to come downtown

Creating effective promotions that support merchants

Strengthening customer base

## Coordinate with and support:

Current Pioneer Square marketing effort

DSA holiday program

Individual business strategies

# *Potential Campaign Elements*

## Traditional media and information

- Examples: website, advertising, media relations

## New media

- Examples: text campaign, QR codes, Facebook and Twitter

## Direct Promotions and Offers

## Events

- tie in with existing; sponsor guerilla street teams
- Carolers, santas, elves, wrapping stations

## Collateral Materials

- Examples: parking maps, posters, gee gaws

# *Partnership with off-street parking*

Adequate  
spaces

Easy to find

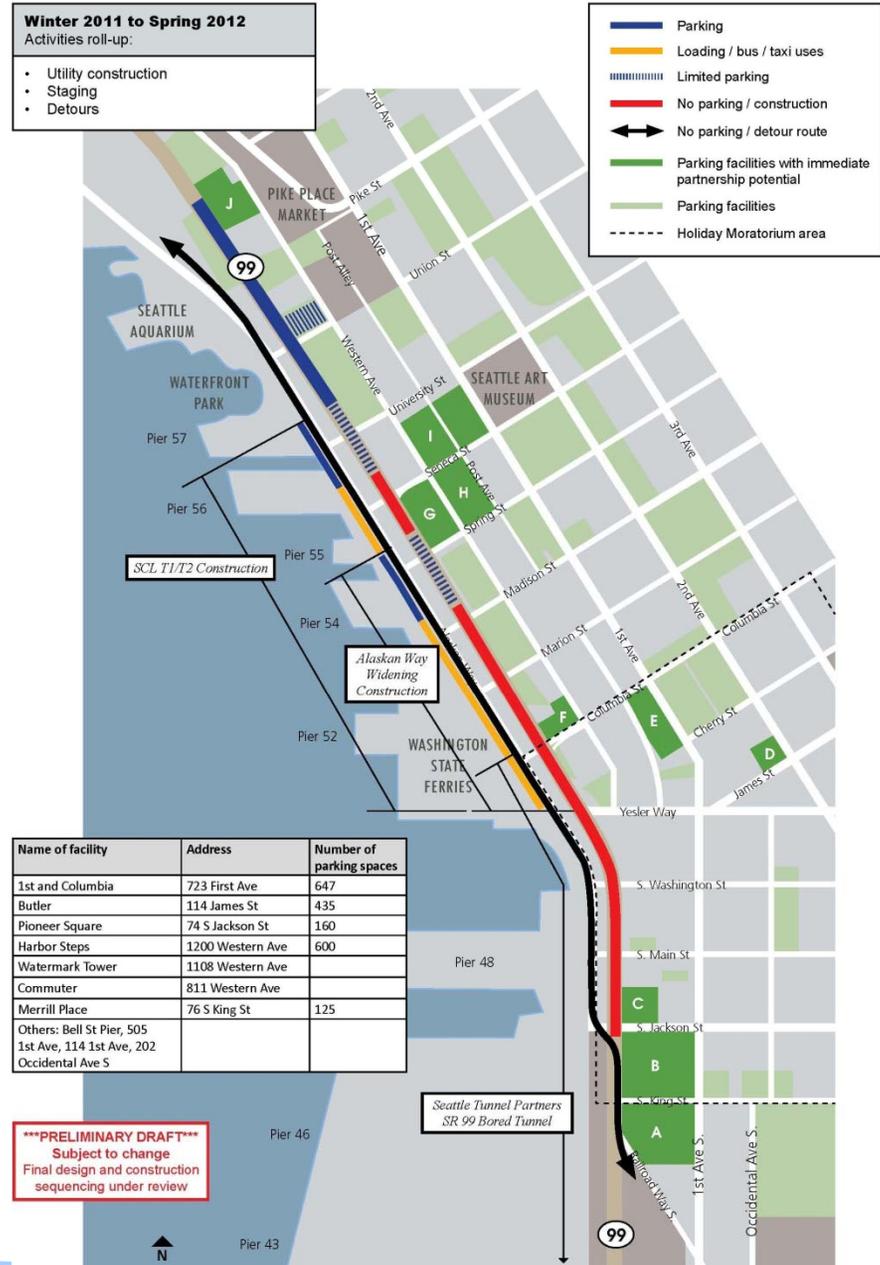
Right time-  
limit

Right rate

Open  
evenings and  
weekends

## Waterfront Construction Projects - winter 2011–spring 2012 On-Street Parking Availability and Location of Parking Facilities

Map is intended to describe changes in parking availability along the waterfront to accommodate multiple projects' construction activities, staging and traffic reroutes from winter 2011 – spring 2012. SR 99 is shown for clarity. Map refers to parking area under SR 99 on the Alaskan Way ROW.



# Potential partnerships



## 1<sup>st</sup> & Columbia; 723 First Ave

- 647 spaces
- New marketing program in development
- Opportunities: e-Park, security/lighting, rates



## Butler Garage; 114 James Street

- 435 spaces
- Opportunities: e-Park, open Sundays, rates



## Pioneer Square Garage; 74 S Jackson

- 160 spaces
- Opportunities: open weekends and late evenings, wayfinding or e-Park to increase visibility

# Potential partnerships



Harbor Steps Apt. Garage; 1200 Western Ave.

- 600 spaces
- Opportunities: e-Park, ½ monthly parking, rates



Watermark Tower Garage; 1108 Western Ave.

- Full with monthlies and early birds
- Opportunities: ½ monthly parking, relocate employees



Commuter Garage; 811 Western Ave.

- Full with all-day parkers
- Opportunities: ½ monthly parking, open weekends and evenings

# Potential partnerships



## Merrill Place; 76 S King St.

- 125 spaces
- Opportunities: way-finding, e-Park, open Sundays, market low rates



## Other possibilities:

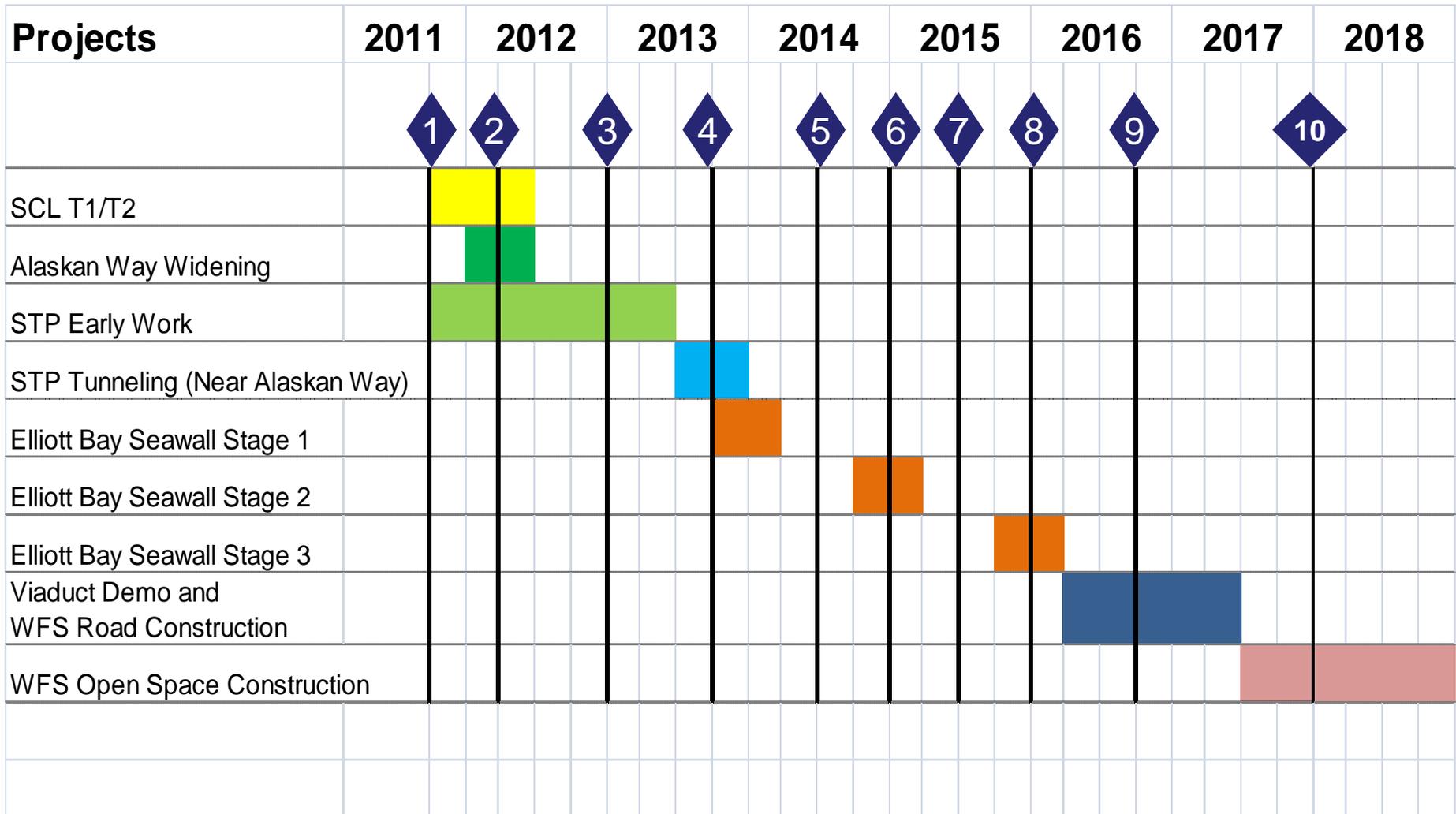
- Bell Street Pier Garage
- 505 1<sup>st</sup> Ave S
- 114 1st Ave S
- 202 Occidental Ave S

# *Other strategies?*

What have you done in the past that works?

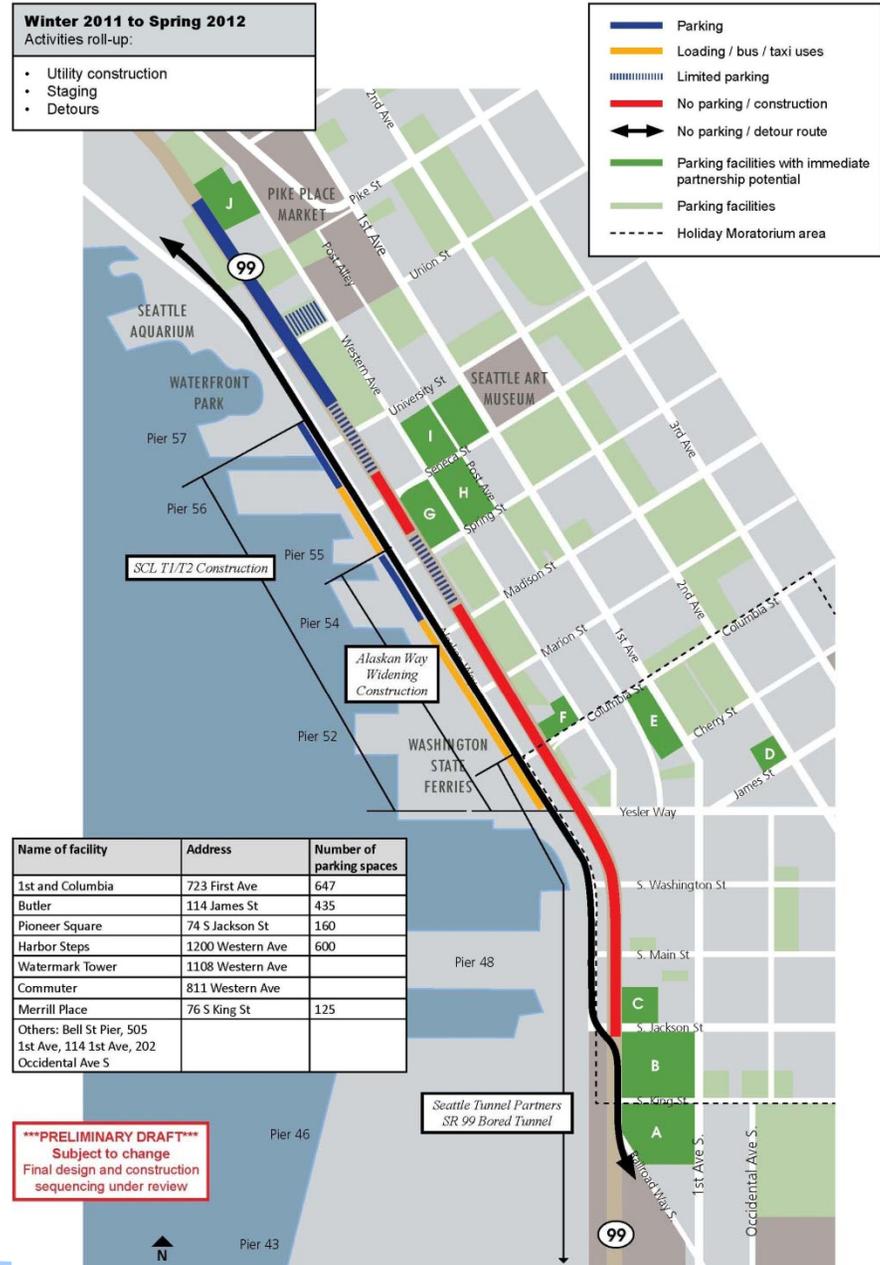
- Validation?
- Coupons?
- Rewards?
- What works best for your business?

# Construction schedule



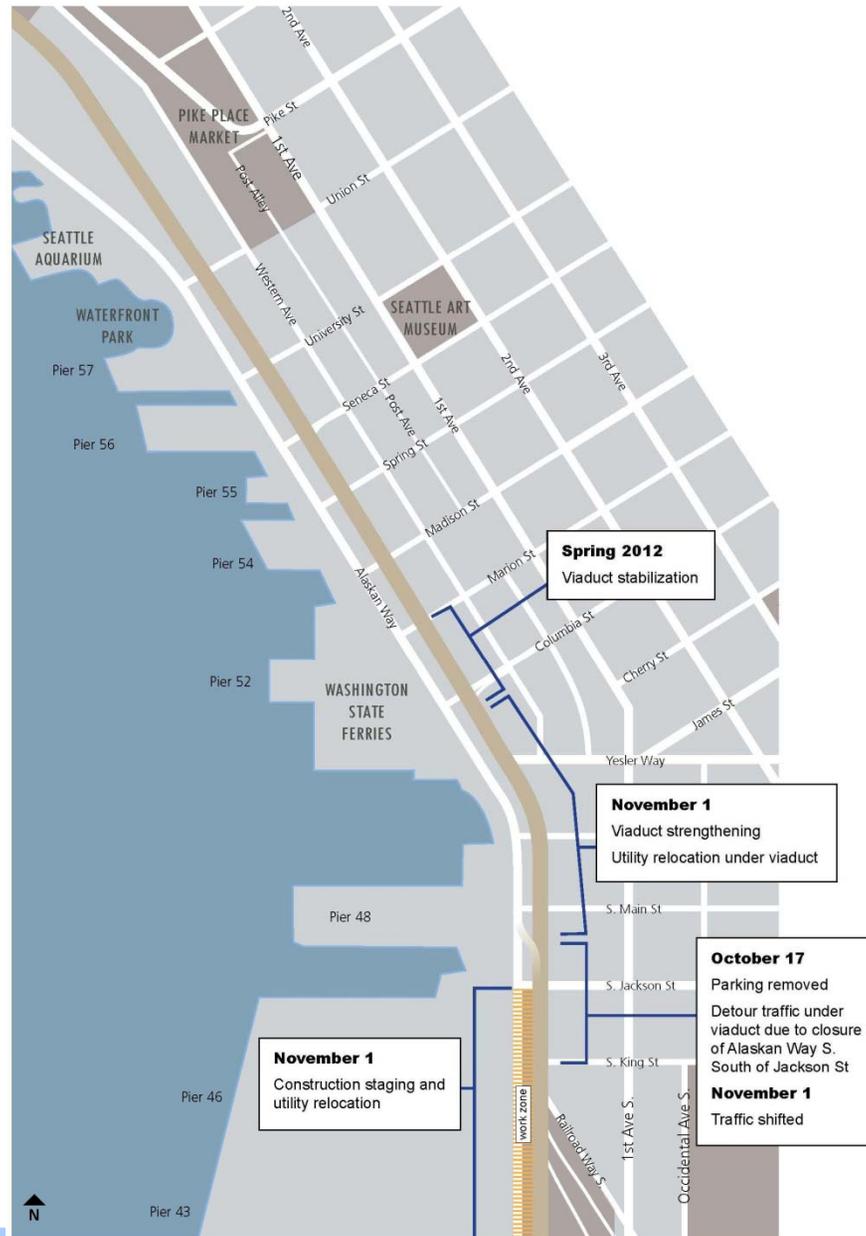
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**SR 99 Tunnel Project  
Construction - fall 2011–spring 2012**

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# Central Waterfront Transmission Line Relocation Project

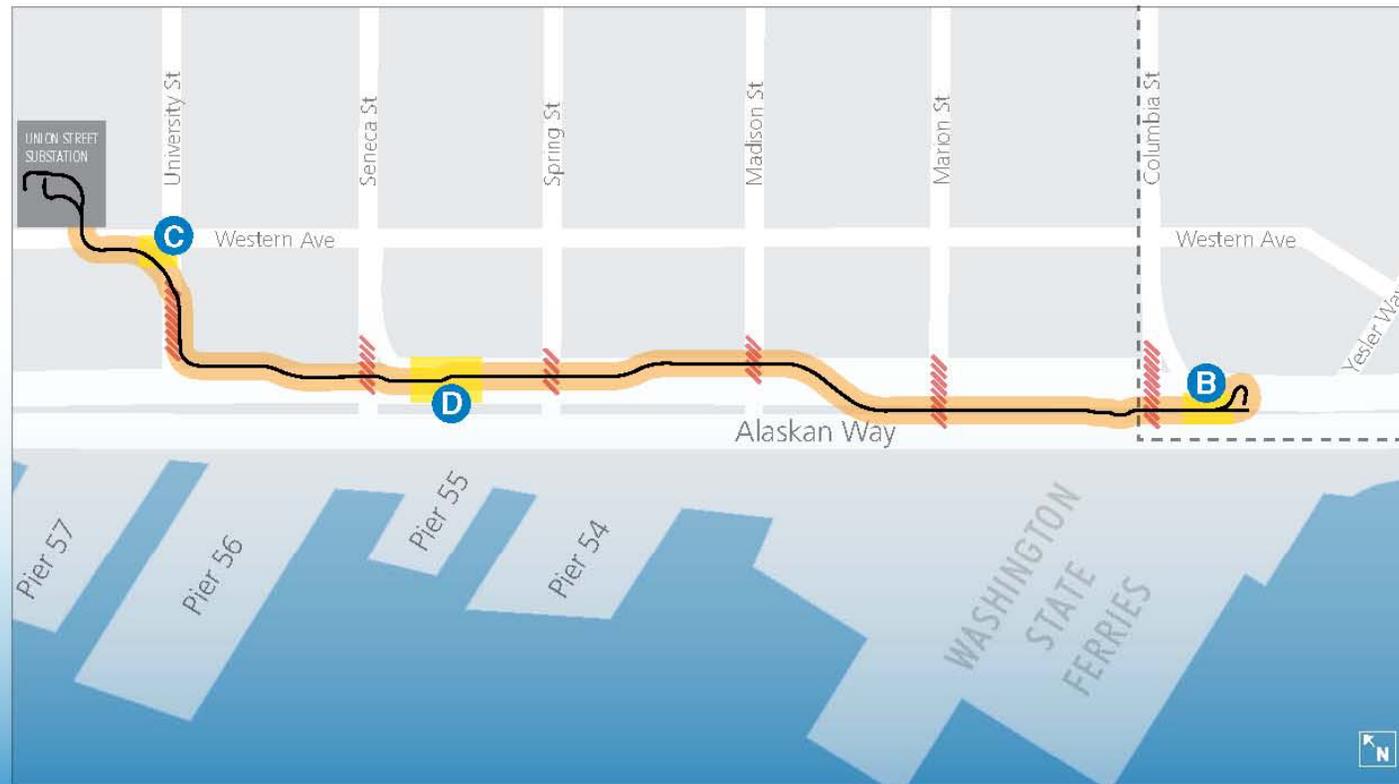
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**Duct bank:** a group of ducts or conduit usually encased in concrete in a trench



**Vault:** an enclosed underground structure made of concrete



## Construction Elements

- A** Preparatory trench work to manage and clean groundwater
- B** Duct bank installation between Yesler and Columbia streets
- C** Duct bank installation at the intersection of Western Ave and University St
- D** Vault installation between Spring and Seneca streets
- E** Pull transmission lines from Yesler to University
- F** Restoration

- New underground 115kV transmission line
- New vault/duct bank installation
- Holiday moratorium area
- Construction zone
- Periodic, temporary street closure (detours will be clearly marked)

September 28, 2011

Schedule and construction sequence not final.

# Proposed schedule

