

Alaskan Way Viaduct Program Parking Mitigation Strategy Framework

Goal: Retain customers of Waterfront and Pioneer Square businesses by making sure that short-term parking (less than 4 hour duration) is available within a close proximity, is affordable, and is safe.

1. Availability: Provide Parking for Customers

- A. Build a new parking garage
- B. Buy or lease an existing garage
- C. Create new temporary metered surface parking (e.g., fill trolley tracks, Pier 62/63)
- D. Use pricing strategies to encourage short-term parking and discourage long-term parking
- E. Shuttle employees and/or customers to and from remote parking
- F. Implement “stacked” or “tandem” parking with valets
- G. Inform customers about available parking with technologies such as e-Park and smart phone applications
- H. Change policies related to on-street parking (e.g., longer duration, Sunday restrictions, disabled permit restrictions)
- I. Provide temporary metered parking on Alaskan Way where feasible after traffic is detoured under the Viaduct
- J. Create new permanent metered street parking

2. Affordability: Set price for short-term parking to not deter customers

- A. City controls the facility and can set desired rate
- B. Pay private garage operators to achieve desired rate
- C. Increase turnover through marketing to reduce cost of desired rate
- D. Implement validation program to reduce the cost to customers

3. Safety: Make customers feel safe within parking facilities and along routes between the facilities and key neighborhood destinations

- A. Improve walking routes to and from parking facilities
- B. Improve lighting in garage and along walking routes
- C. Increase security personnel and/or equipment at parking facilities and vicinity
- D. Increase activity at parking locations

4. Proximity: Reduce travel time to find parking facility and reach ultimate destination

- A. Provide motorist wayfinding signs to find parking facilities
- B. Provide tools to help customers research parking locations before leaving home
- C. Provide pedestrian wayfinding from parking facilities to key neighborhood destinations
- D. Use valet services that have a drop-off/pick-up location close to businesses