

AWV Program Parking Strategies for 2011 Holiday Season (Phase 1)

SDOT and WSDOT are working together to implement strategies to address the loss of parking in Pioneer Square and along the central waterfront. These strategies have been presented for feedback to stakeholders representing businesses and property owners who will be affected by the parking loss. The following is a brief description of the strategies that are being implemented beginning in October through the end of December.

Marketing Campaign – Nov. 3 launch date

- Separate and not associated with any one project, a parking brand, “Your Spot,” will help market the availability of parking.
- Signage will be posted in Pioneer Square and along the waterfront to advertise that businesses are open and affordable parking is available.
- Print, online, and broadcast advertisements will be placed in regional and local outlets.
- A new website will entice the public to visit Pioneer Square and the waterfront, and educate them on available parking and prices.
- Collateral materials will be provided to businesses and the public that provides information about parking, events, and businesses in the Pioneer Square and waterfront neighborhoods.
- Neighborhood and business events will be publicized through the marketing campaign.

Partnerships with Private Facilities – Ongoing

- Agreements will be made with local private parking facilities to secure a pricing structure that encourages drivers to visit downtown businesses during the holiday season. The proposed pricing structure will target rates that will be less expensive than on-street parking.

Pier 48 Parking – Nov. 14 – Jan. 3

- Pier 48 will be made available for public parking, and managed by Republic Parking. Approximately 100 stalls will be available, and prices will be structured to encourage short-term parking (up to four hours). Event or long-term parking will not be allowed.

Wayfinding – mid-Nov.

- New permanent signs will be installed along the waterfront to direct drivers to major destinations and local parking garages.
- When parking spaces are closed due to construction, temporary signs will guide drivers to alternative areas to park, including off-street facilities and Pier 48.

Construction – ongoing

- Work with contractors for both agencies will continue throughout construction to minimize the impact on parking. Proposed strategies include providing shuttles to construction workers, identifying off-site staging locations, and minimizing work during major events.

Questions?

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