

# Garage Partnership Update

June 12, 2013

# Low-rates & Improvements

5 Garages with low rates

\$3 per hour (less than 4 hours)

Promoted through  
DowntownSeattleParking.com

Improvements can include:

- New signs
- Paint
- Lighting



Approved sidewalk sign

# E-Park

Electronic wayfinding and real-time parking availability

Phase 1: Retail district and Pike Place Market

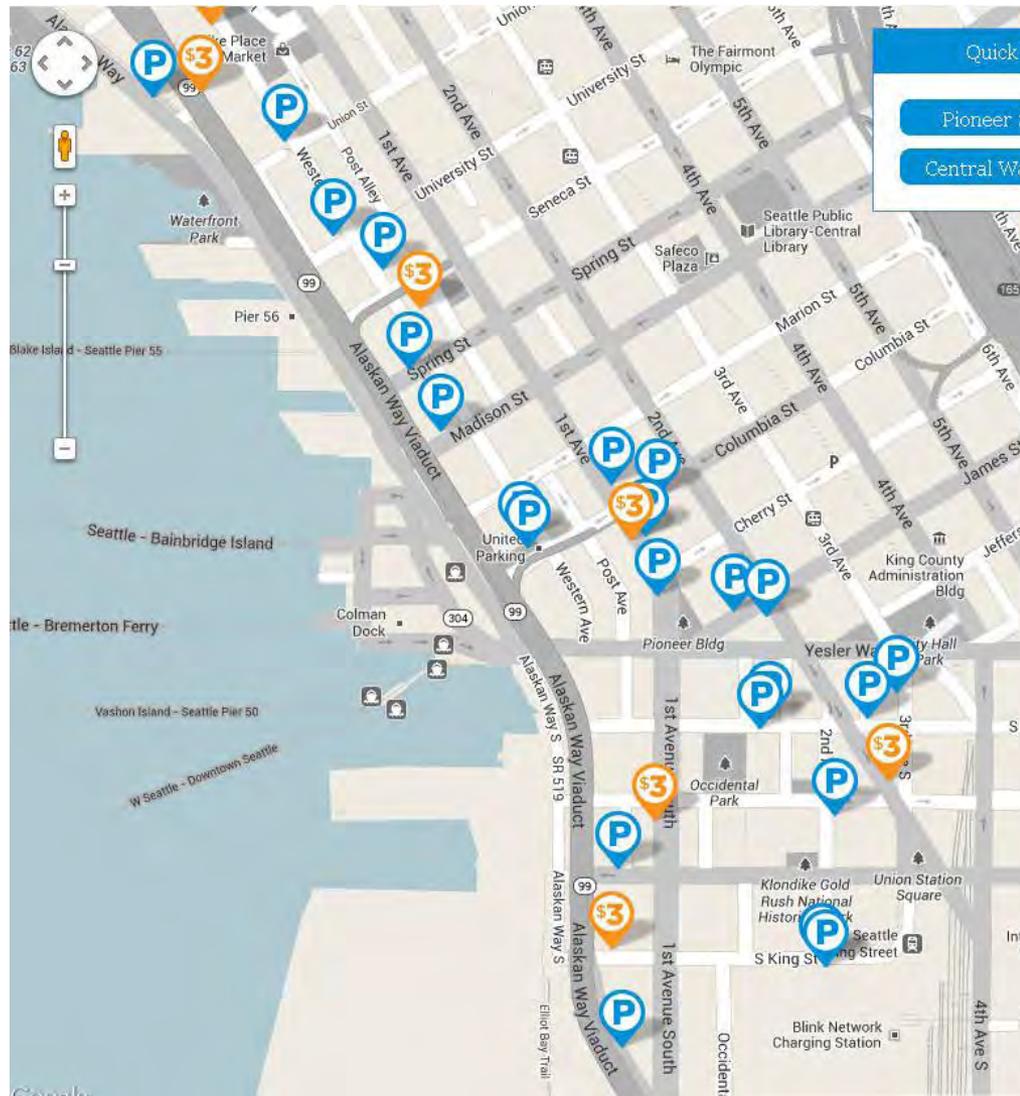
Phase 2 Expansion:

- 10 new PSQ/Waterfront Garages
- 11 dynamic signs
- 39 static wayfinding signs



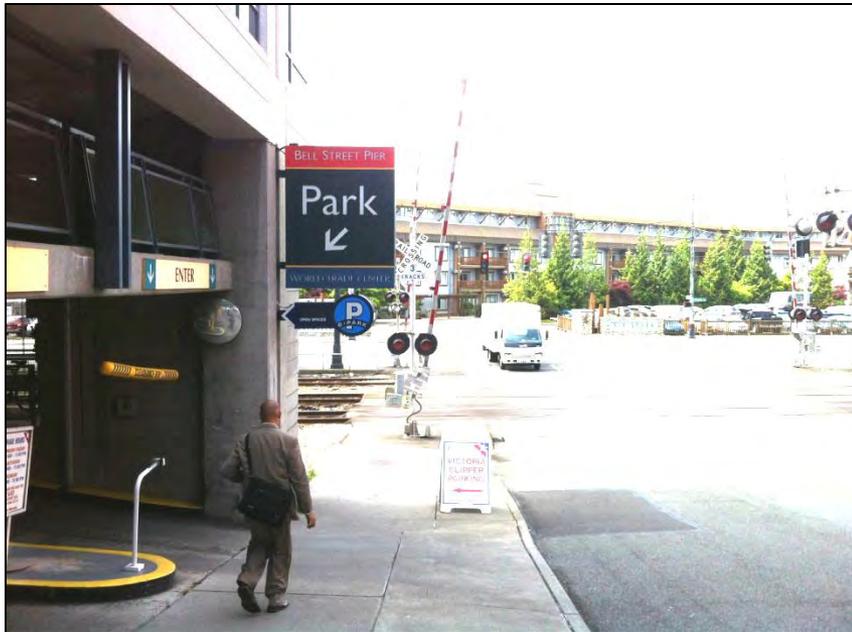
Garage Name	Low Rates Agreement	e-Park Agreement
Bell Street Pier Garage		√
Pike Place Market Garage	√	√
Hillclimb Garage	√	√
Watermark Tower Garage	√	√
1 <sup>st</sup> and Columbia Garage	√	√
Butler Garage	Target: 7/1	√
Frye Garage	Target: 3Q 2013	Target: 3Q 2013
Merrill Place Garage	√	Target: 3Q 2013

# DowntownSeattleParking.com Map



# Bell Street Pier Garage

## Elliott Avenue & Wall Street



# Pike Place Market Garage

1531 Western Avenue



- Garage in e-Park and low rate program
- New dynamic sign on Alaskan Way – 3Q



# Hillclimb Court Garage



# Watermark Tower Garage

1108 Western Avenue



- Garage in low rate program since May 1
- New e-Park sign pending

	Base	Taxes	Total
0 - 1 Hour	\$2.46	\$0.54	\$3.00
1 - 2 Hour	\$4.92	\$1.08	\$6.00
2 - 3 Hours	\$7.38	\$1.62	\$9.00
3 - 4 Hours	\$9.84	\$2.16	\$12.00
4 - 10 Hours	\$19.67	\$4.33	\$24.00
12 to Closing	\$22.95	\$5.05	\$28.00
<b>EVENING RATE</b> (After 5:00pm, Mon - Wed)	\$4.10	\$0.90	\$5.00
<b>OVERNIGHT FEE</b>	\$32.79	\$7.21	\$40.00

Evening Rate Patrons Must Start Parking After 5:00pm to be eligible for evening rate.  
Lost Ticket Patrons Must Pay The All Day Rate  
**NO IN & OUT PRIVILEGES**  
Managed By:

# 1<sup>st</sup> and Columbia Garage

721 First Avenue

- Garage in low rate program since 2011
- New e-Park and façade designs approved by P.S. Preservation Board on May 15, 2013
- Interior improvements this summer



Existing



Approved



# Butler Garage

James Street & 2<sup>nd</sup> Avenue



- Low rate agreement pending
- New e-Park sign approved by P.S. Preservation Board on May 15, 2013
- New façade sign also approved

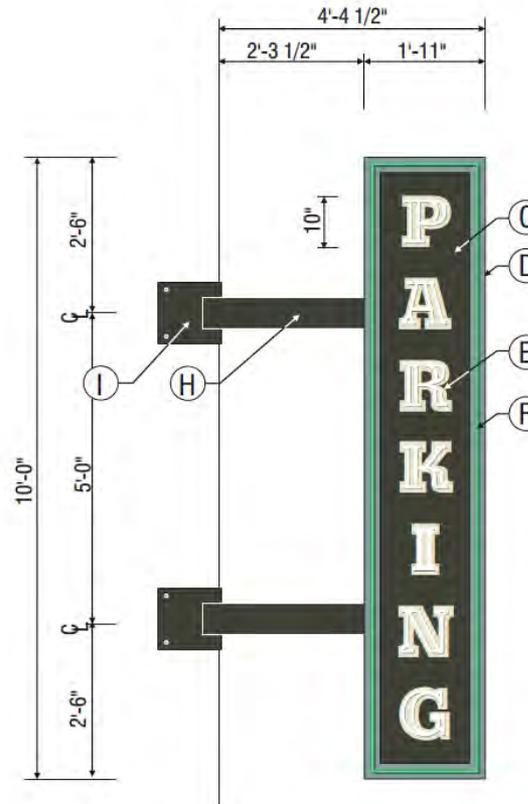
# Butler – Improvements



Existing Sign



Approved Sign



① Front View  
Scale: 3/8" = 1'-0"



# Frye Garage

117 Third Avenue South

- Low rate and e-Park agreements in development
- New e-Park and façade designs approved by P.S. Preservation Board on May 15, 2013



Existing Sign

Approved Signs

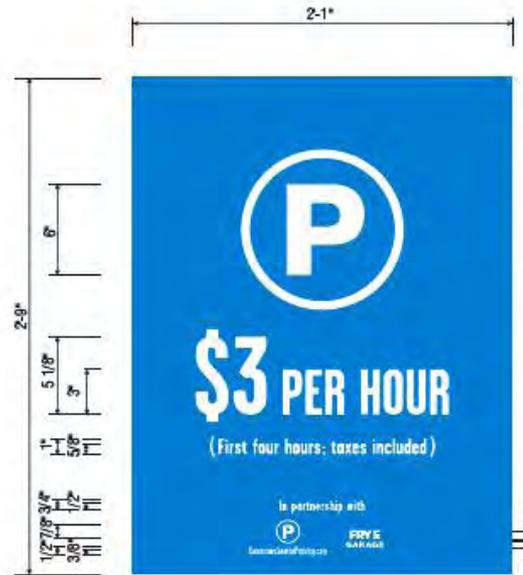
# Frye Garage



Existing Sign



Approved Sign



① Front View  
Scale: 1 1/2" = 1'-0"

Manufacture and install one (1) double face panel for existing sidewalk display.

② Sign to be 1/2" MDO with digital printed vinyl graphics. White and Blue to match 3M Olympic Blue #7725-57 vinyl film.

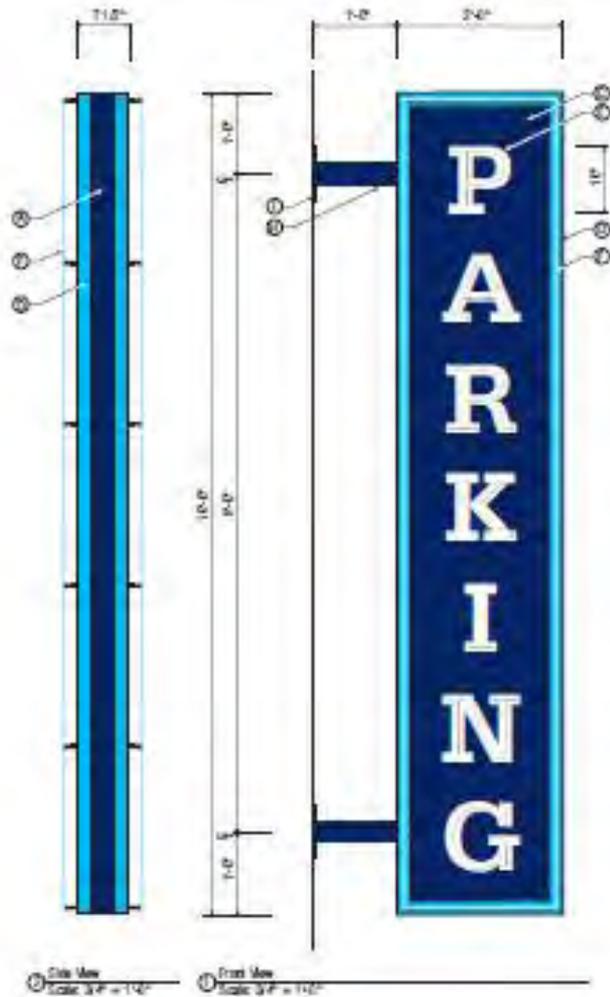
# Merrill Place

## 76 South King Street



Proposed Signs

# Merrill Place



Manufacture and install over (1) double face neon illuminated projecting sign.

- ① Cable to have 1/2" aluminum square tube frame and
- ② 3/8" aluminum side cladding panel blue to match Light Navy #7735-157 vinyl film.
- ③ Face tube 1 1/2" aluminum painted blue to match Light Navy #7735-157 vinyl film.
- ④ 3" angle metal painted to blue to match 3M Olympic Blue #7735-43 vinyl film.
- ⑤ "PARSON" copy to painted white with single tube tube 4/32 wire screen only.
- ⑥ Noverts to 1/2" horizontal blue screen mounted to 2" angle.
- ⑦ Screen across 4 corners of cable.
- ⑧ Supports to be 4" steel square tube painted blue to match Light Navy #7735-157 vinyl film.
- ⑨ Mounting plates to be 1/2" steel painted blue to match Light Navy #7735-157 vinyl film.
- ⑩ Attach to concrete wall with four 3/8" x 6" bolts per plate.



Sign shown at top picture is a cable

# Potential Partners

## Waterfront Place



## Stadium Place



# e-Park Update

# e-Park Sign Types



Dynamic Message Sign  
(11 new)



Static Wayfinding Sign  
(39 new)

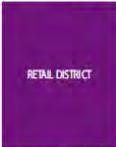


Facility Signs  
(1-2 per facility)

# e-Park Wayfinding Protocols



All the colors on this page were selected from the "3M Opaque" vinyl book, unless otherwise noted.

 LOGO SIGN Light Navy 7725-197	 LOGO SIGN Olympic Blue 7725-57	 LOGO SIGN White - Reflective Vinyl
 PIKE PLACE MKT Saddle Brown 7725-139	 PIONEER SQUARE Bermuda Blue 7725-357	 CHINATOWN WHITE White 7725-10
 CHINATOWN Geranium 7725-63	 RETAIL DISTRICT Royal Purple 7725-38	<b>Revisions</b> ▲ 1/15/12 Increased backer panel thickness (page 2) Added nuts/bolts (page 2) Added blank space comments (page 2)
 FINANCIAL DISTRICT Terra Cotta 7725-24	 WATERFRONT Periwinkle 220-387 <small>GERBER Brand Vinyl - Standard</small>	

SINGLE-FACE STREET SIGNS ATTACHED TO EXISTING POLES  
PANEL COLORS & GRAPHICS

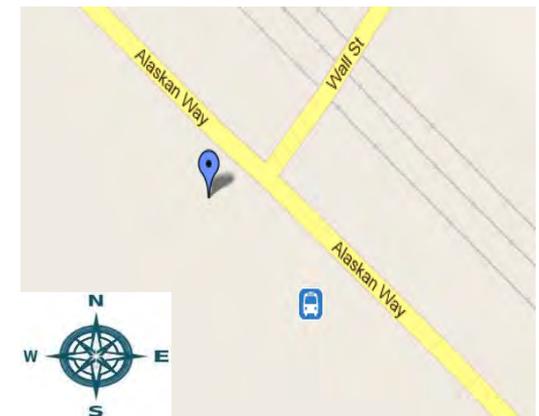


- Bermuda Blue 7725-357
- Geranium 7725-63
- Periwinkle 220-387 (Gerber)
- Terra Cotta 7725-24
- Royal Purple 7725-38
- Saddle Brown 7725-139

# Sign Locations

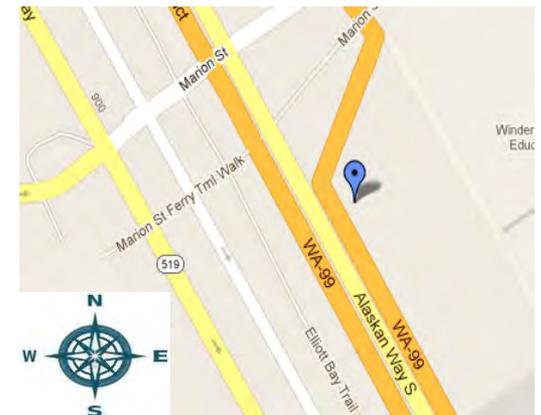
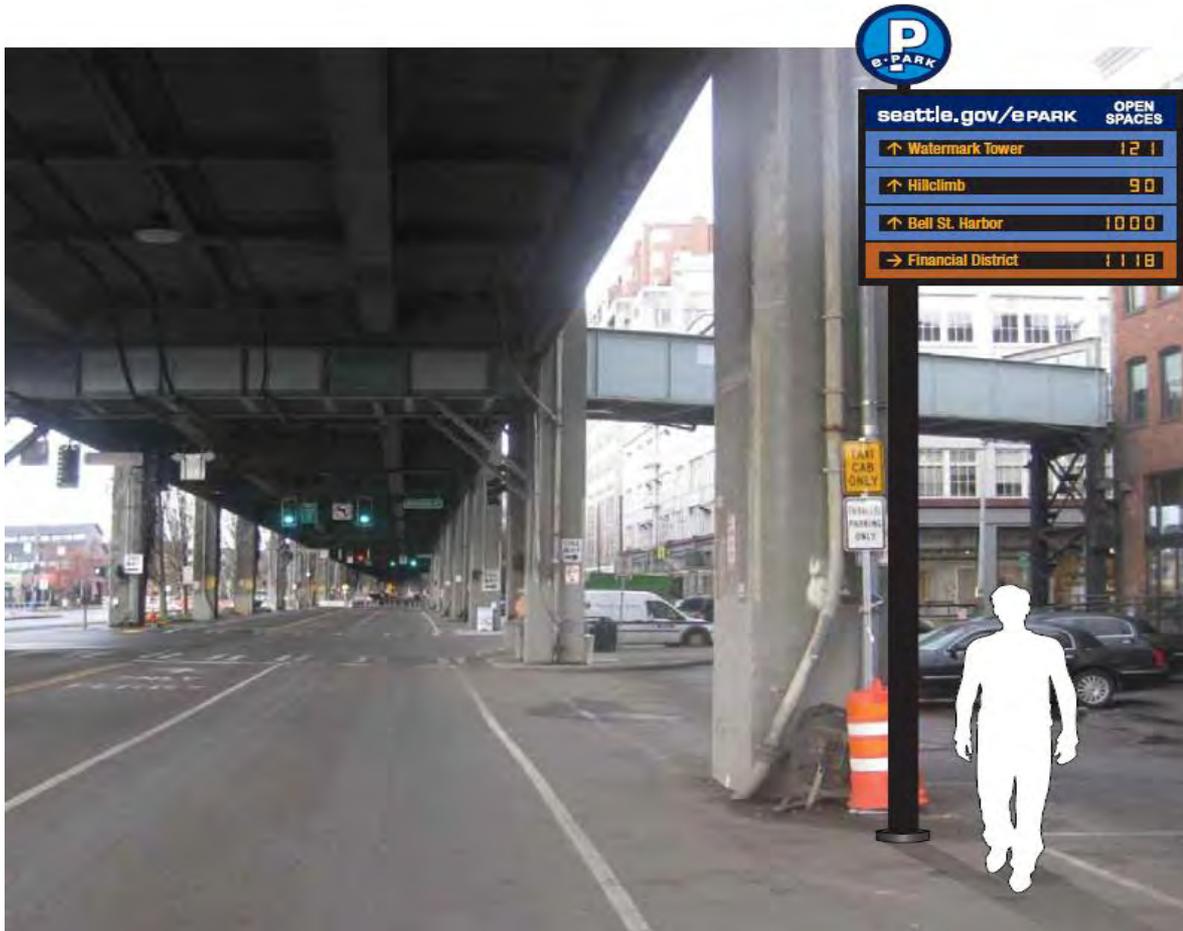


# Alaskan Way at Wall St.



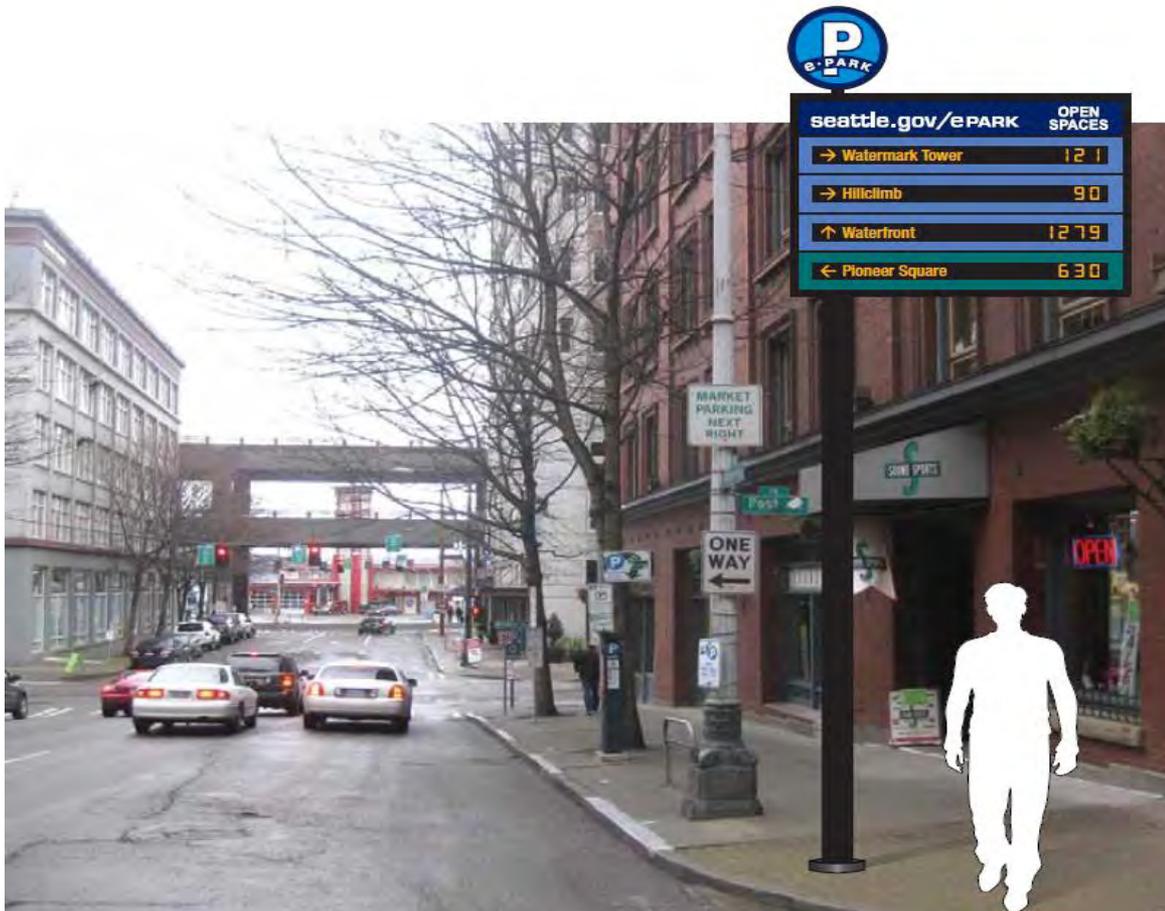
# Alaskan Way

Between Marion St. and Columbia St.



# Madison Street

## Between Western Ave and First Ave



# James Street

## Between 4<sup>th</sup> Ave and 5<sup>th</sup> Ave



# 1<sup>st</sup> Avenue South and Railroad Way



# Static Wayfinding Sign - Example



# Static Wayfinding Sign - Example



**Thank you**