

GETTING STARTED



Center City Seattle is at the start of a great transformation. We are building for the next 30 years. Providing transportation solutions to keep people and goods moving is key to Seattle and the region's success.

The Center City Parking Program considers how

Center City Seattle parking operates today; how it will operate during major construction along the Central Waterfront; and recommends tangible parking projects for now and the future.

Will you join us?

Parking Advisory Committee MISSION STATEMENT

The Center City Parking Advisory Committee is a group of active stakeholders including property owners and managers, parking operators, business owners and others. In order to address anticipated transportation conditions in the Center City, the committee is working with the city of Seattle to identify and execute strategies for converting existing long-term parking spaces to short-term use; moving commuters out of their cars to free up parking space; and identifying underutilized parking. Strategies must consider the market forces and pricing structure already in place. Multiple strategies need to be used to solve the problem because the demand for parking varies depending on nearby and uses and no one solution is the answer. The desired result is to provide easy-to-access parking with transparent pricing that keeps the Center City moving and contributes to a sustainable transportation system by 2012 when construction along the waterfront begins to replace the Alaskan Way Viaduct and Seawall.

For more information, please contact:

Mary Catherine Snyder
Senior Transportation Planner
Seattle Department of Transportation
PO Box 34996
Seattle, WA 98124-4996
phone: 206-684-8110
fax: 206-684-3635
marycatherine.snyder@seattle.gov



Parking strategies for the **FUTURE**



to move visitors, workers and shoppers during major construction in Center City Seattle



KEEP SEATTLE MOVING

In 2006, the City of Seattle Department of Transportation (SDOT) started developing parking strategies to address construction impacts related to the Alaskan Way Viaduct and Seawall Replacement Program (AWVSRP). No matter what is built, this major construction project will result in a considerable loss of low cost on-street parking spaces. These low-cost spaces are used by customers and visitors, especially in the Pioneer Square and Central Waterfront neighborhoods. SDOT has established a Parking Advisory Committee made up of various private sector representatives. Implementation of the Center City Parking Program requires us to think outside the box. With major construction only a few years away – we must build partnerships and take bold steps to keep Center City moving and our economy thriving.



DEVELOPING STRATEGIES

This Center City Parking Program was developed using the Center City AWVSRP Parking Technical Report, the AWVSRP environmental document, and recommendations from a panel of national and international parking experts. Continue reading to learn the guiding principles, objectives, strategies, recommended projects and expected benefits.

DID YOU KNOW?
ELECTRONIC PARKING GUIDANCE SYSTEMS
 are real-time informational signs used to direct motorists to available off-street parking.

WHO BENEFITS FROM BETTER PARKING MANAGEMENT?

*Businesses
 Employers
 Residents
 Property Owners
 Delivery Services*

*Tourists
 Visitors
 Shoppers
 Restaurants
 Employees*

*Cultural and Entertainment Industry
 Short-Term Parkers
 Parking Operators
 Service Providers
 Transit Riders*

OBJECTIVE THREE - Improve access by marketing short-term parking

PROPOSED PROJECTS

- Create universal logo to brand short-term parking in the Center City
- Produce customer and visitor parking maps and other informational materials
- Consider new parking sign design standards to give clear parking information to public

BENEFITS

- Makes finding affordable customer and visitor parking easier
- Expedites implementation of a short-term parking system, potentially within a 12-month period
- Establishes highly recognizable symbol for short-term, convenient customer parking

OBJECTIVE FOUR - Build new technology to direct motorists to short-term parking

PROPOSED PROJECTS

- Create on- and off-street parking database for guidance system and web site use
- Develop online City Center parking information web site
- Identify vendor and start implementation of an electronic parking guidance system, including a pilot program

BENEFITS

- Communicates the role of technology in supporting Center City parking
- Promotes better use of existing parking capacity
- Decreases search for parking, reducing emissions, fuel consumption and congestion
- Directs inexperienced city drivers to parking locations near their destination

OBJECTIVE FIVE - Manage commuter parking and reduce congestion

PROPOSED PROJECTS

- Offer incentives for new technology and parking services (car stackers, valet parking) to improve efficiency of existing lots and garages for commuters to park outside of downtown Seattle
- Identify satellite parking to intercept people before they drive Downtown

BENEFITS

- Frees up Downtown parking supply for short-term customer

OBJECTIVE SIX- To address parking losses in Central Waterfront

PROPOSED PROJECTS

- Consider acquiring and leasing land for new short-term and short-term public parking in new private development
- Examine potential for a Waterfront Transportation Center for transit, bicycle parking, and other services with the Central Waterfront stakeholder group

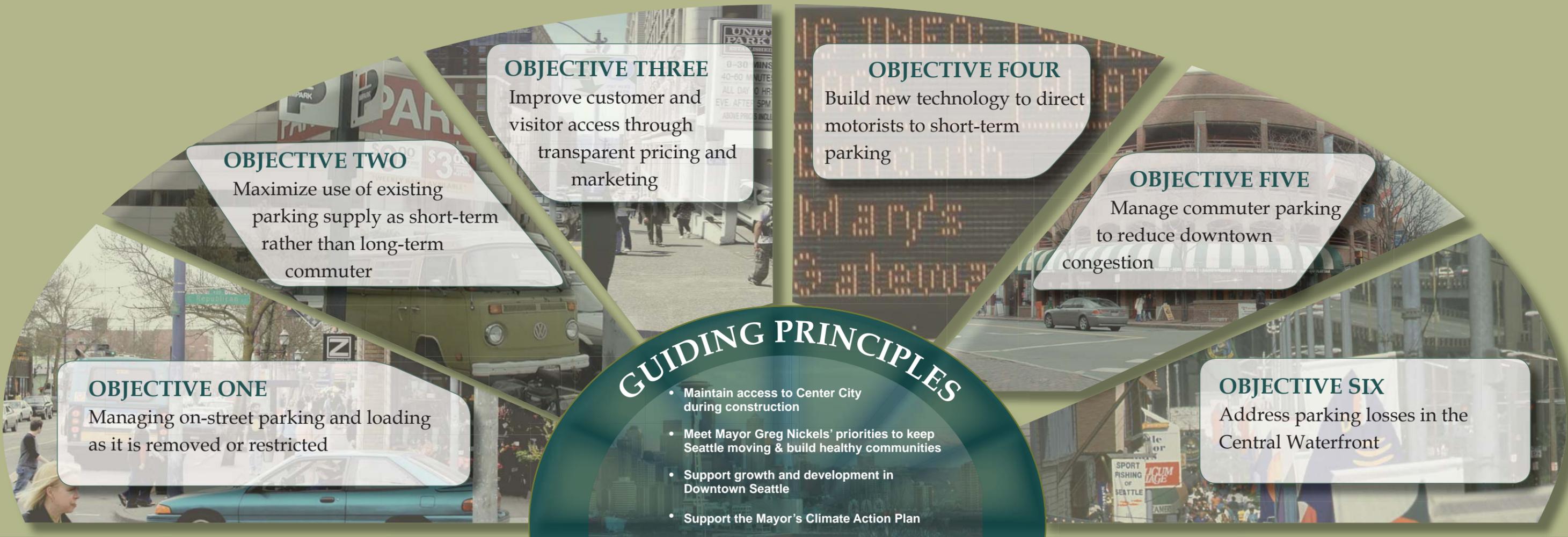
BENEFITS

- Creates a new parking supply with access and connectivity to the Central Waterfront piers
- Provides high level of assurance that short-term parking supply needs are met
- Connects the Central Waterfront to the proposed parking guidance system and leverages related marketing efforts

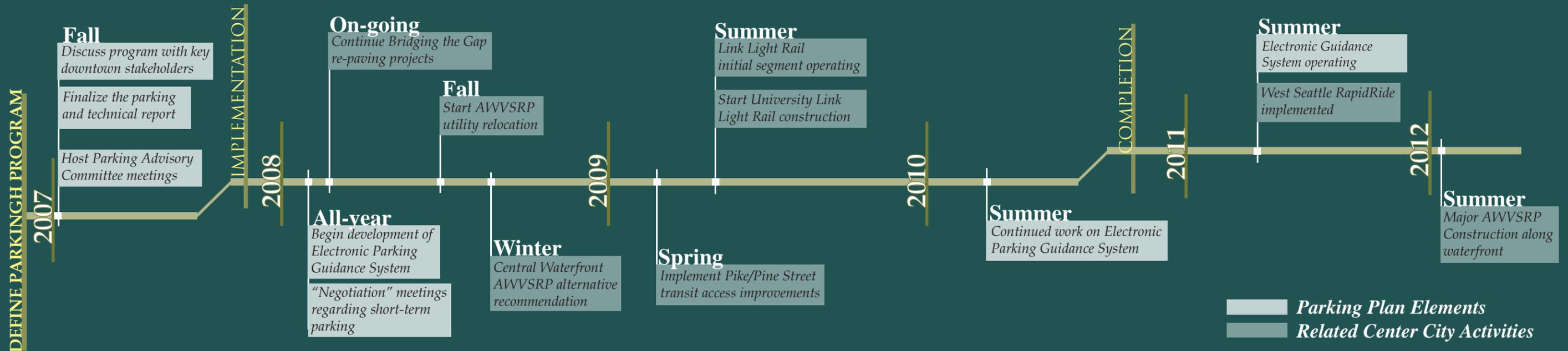


MAXIMIZE ACCESS TO SHORT-TERM PARKING

in the Center City with particular focus on visitors and customers



KEY MILESTONES



IMPLEMENTATION

The implementation of the Center City Parking Program consists of proposed projects to address short-term parking needs in the Downtown. The benefits outlined will measure our success. SDOT cannot do this work alone and we are counting on our partners to help.

OBJECTIVE ONE - Manage on-street parking and loading

PROPOSED PROJECTS

- Adjust on-street parking operations to optimize loading zones and short-term space availability
- Examine enforcement and operations measures to address inappropriate use of disabled parking placards

BENEFITS

- Ensures on-street parking is used at maximum efficiency for customers, visitors and loading, not commuters
- Makes sure all through lanes are open to improve mobility for cars, freight and transit
- Implements low-tech, low-cost strategies quickly
- Encourages use of off-street facilities for all-day commuters

OBJECTIVE TWO- Maximize use of short-term parking system

PROPOSED PROJECTS

- Create a tool-box of short-term parking incentives for Center City office buildings, including technology services, marketing and guidance system
- Negotiate to convert commuter parking to short-term parking with Center City office building owners and tenants

BENEFITS

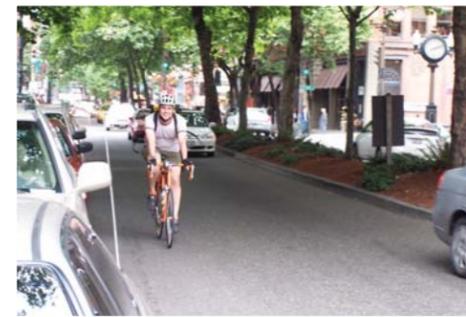
- Mitigates construction parking impacts
- Defines employer and property owners' role in implementing short-term parking system
- Promotes better use of existing parking capacity

WHAT'S THE PROBLEM?

The following statements identify the problem the Center City Parking Program is designed to address and the role of the Parking Advisory Committee in reaching program objectives.

Transportation conditions in Center City Seattle are shifting for three reasons:

- o Center City is expected to be home to about 50,000 new jobs and over 20,000 new households between 2004 and 2024
- o Upcoming Alaskan Way Viaduct replacement and Seawall construction could displace thousands of vehicle trips and parking spaces over a period of several years
- o Seattle is working to decrease greenhouse emissions by moving more people with less cars



Major construction in the Central Waterfront and Pioneer Square neighborhoods as well as mitigation for traffic impacts is expected to remove or restrict a significant number of the 5,000 paid on-street parking spaces, including about 600 paid on-street spaces underneath and near the Alaskan Way Viaduct. On-street parking would be removed or restricted as a way to increase road capacity for transit, bicycles, freight, and necessary car trips.

During construction and into the future, if commute patterns remain the same and nothing is done to add alternatives to driving alone – 20 blocks of new ten-story parking garages would potentially be needed to store those commuters cars. Not only would it be impossible to find sites to construct these garages, but our street system could not handle the burden of moving so many vehicles.



IT'S MORE THAN JUST PARKING

SDOT is building a sustainable transportation system that encourages walking, biking and the use of public transit - a system that honors freight movement and supports necessary auto trips. We are making sure that employees, customers and visitors continue coming to our vibrant Center City and that we meet the Mayor's goal of reducing greenhouse gases seven percent below 1990 levels over the next five years.

True transportation choice is Seattle's goal.