

DRIVING BUSINESS ~ Get Your Festival On this Summer



Roanoke has experienced a spectacular spring full of sunny skies and blooming greenery. The warmth and sun also bring out something for which Roanoke has grown in reputation as well as execution. It is definitely time for our community to Get Its Festival On! We have it all and in abundance whether it be marathons, concerts, First & 3rd Fridays, Festival in the Park, Down by Downtown, or Local Colors just to scratch the surface. Outdoor dining, shopping, Elmwood Park and Market Square are bursting with things to do and enjoy. These are the destinations that bring quality to our lives here in Roanoke. So, what do all of these events have in common...Parking!

Parking plays a role in promoting festivals and events – it's a highly visible public resource. It provides the space for people to park safely and close to their destination. PARK Roanoke manages 4,100 parking spaces downtown. And there's another 4,000 spaces in private lots and on the street. Combined, it's over 8,000 parking spaces downtown - that's a lot of parking! Parking is the first and last thing event seekers experience and it's the last thing anyone wants to worry about when deciding to attend an event.

PARK Roanoke offers free parking at many convenient locations all day on Saturday and parking is free until 4 p.m. at other PARK Roanoke locations.

Here's the schedule:

Friday - After 5:00 p.m. FREE PARKING at:

Elmwood Park Garage
Elmwood Lot
Williamson Lot
Warehouse Row Lot

Saturday - FREE All-Day Parking:

Campbell Garage
Church Avenue Garage
Elmwood Park Garage
Elmwood Lot
Gainsboro Garage
Higher Education Center Lot
Williamson Lot
Warehouse Row Lot

Saturday - FREE parking before 4:00 p.m.; \$2 after 4:00 p.m.

Tower Garage
Market Garage
Market Lot

Saturday - FREE parking before 4:00 p.m.; \$3 from 4:00 p.m. to midnight
Center in the Square Garage

Sunday – FREE parking at all PARK Roanoke locations

For events shuttled to the Civic Center or those held at the newly renovated Elmwood Park, parking is free after 5:00 p.m. in the nearby Elmwood Park Garage, Elmwood Lot, and Williamson Lot. These are non-smoking and non-tailgating locations for the safety and enjoyment of our facilities for everyone.

If you want to find other parking choices, our website contains maps and tips on all garages and lots including rates, and close by destinations. If you prefer public transportation, we have links to many websites including the trip planning available on Google Transit. Visit us at www.PARKRoanoke.com to learn more about travel, parking, and other information intended to support your summer festival plans.