

DRIVING BUSINESS ~ Wayfinding: Finding your downtown destination



Wayfinding by definition is the way in which people navigate from place to place. Historically, it meant the techniques used by travelers over land or sea to find relatively unmarked routes. Another connotation involves the method by which people find their way through a building. Today, this term encompasses a system of signs strategically placed to help direct motorists and visitors to attractions, places, and of course, to parking.

The capital "P" is the universal symbol for parking. There may be variations with color or shape such as a circle, rectangle, or square or just a large "P." Either way, the capital "P" denotes Parking. Motorists looking for the "P" sign may find public parking by following the signs and the corresponding arrows. At PARK Roanoke, our garages and lots are marked with a similar "P" and there are signs on the street directing motorists to our facilities.

In 2005, the City of Roanoke launched a Wayfinding initiative to improve the signage so that visitors could easily find parking and local attractions such as the Mill Mountain Zoo and Star, O Winston Link Museum, the Roanoke Higher Education Center, and Center in the Square among

others. When traveling into downtown, look for these signs – even if you know where places are located. Once you begin to notice the signs, you'll see them at key intersections with directional arrows pointing to attractions as well as to parking. These signs are invaluable for visitors and those unfamiliar with the area.

To help everyone become familiar with our facilities and how easy it is to find parking, PARK Roanoke has created some parking scavenger hunts. The forms are downloadable from our website or pick up one at the office, and see if you can match the photo to the garage. Then submit your answers to the PARK Roanoke office at 117 Church Avenue, SW (across from The Texas Tavern) to be entered into a monthly prize drawing through March 2014. The prize is a \$15 Downtown Roanoke Gift Card.

For more information, call us at (540) 343-0585, visit us on the web at www.roanokeva.gov/PARKRoanoke or email us at parking@roanokeva.gov.



Tower Garage