



PARK Roanoke salutes President's Day & Washington's Birthday on February 17th

Did You Know?

- PARK Roanoke has over 4,000 public parking spaces downtown! It's easy to **PARK Once** and enjoy all downtown has to offer.
- Parking is free at Gainsboro Garage for **Smart Way Bus** riders. Obtain a voucher from the bus driver and park for free only at Gainsboro Garage. www.smartwaybus.com
- **Signing up for monthly parking is easy:**— call 343-0585 for details or visit us on the web. With a short application form, we can have you on your way to safe, convenient parking!
- **Early Bird Rate** is \$3 at Campbell Garage for entry before 9 a.m.

Visit our Facilities:

Campbell Garage
Center in the Square
Church Avenue Garage
Elmwood Park Garage
Gainsboro Garage
Market Garage
Tower Garage
Elmwood Lot
Higher Education Lot
Market Lot
Warehouse Row Lot
Williamson Lot

*Thank You for
Parking with Us!*

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PARK Roanoke Newsletter

February 2014

www.PARKRoanoke.com

February 14, 2014

Volume 2, Issue 2

MARKET GARAGE HOTEL PROJECT UPDATE

Over the past year, the City of Roanoke has been in conversation with a nationally known hotel developer, Windsor Aughtry, who has an interest in building a new hotel on top of Market Garage. Those plans have now solidified and construction of the new hotel is beginning in early 2014. The advent of this hotel project really has an early planning history that bears some mention.

When this garage was built in 1993, (originally called the Century Station Garage) it was built based on two publically created downtown master planning efforts that identified added parking as key public infrastructure needed to support downtown commercial development. Once in place, the garage served the parking needs of downtown businesses, employees, and visitors for several years. But that was only half the real story of this garage's contribution to downtown. There is more to tell.

In 2008, the freshly renamed Market Garage got a new lease on life with a major parking space expansion and face lift renovation that resulted in a 506 space garage, enlarged storefront retail spaces and a handsome brick façade that truly complemented the downtown skyline. At the time of this renovation, the old dreams of adding that new retail and roof top residential development came back into view. The garage's new and distinctive residential looking façade drew immediate praise for its visual appeal. The 2013 renovation of Elmwood Park added yet another fantastic amenity in the vicinity of the garage which would sweeten the pot for any would be developers that eyed the garage for further enhancement. It did not take long.

Today, the Market Garage continues in its role to further grow and expand the downtown core of businesses and amenities. The new \$17 million hotel, slated to be a Hampton Inn and Suites, will consist of 127 guest rooms with lobby facilities along Church Avenue. That lobby will include offices, a breakfast lounge, and fitness facilities for guests. The plans do not include large conference rooms so the hotel's parking demand will be confined to guest parking, mostly over the evening hours.

PARK Roanoke will work to ensure the least amount of disruption as possible to our parking patrons. Market Garage will be open and under largely normal operating conditions during hotel construction which is projected to last from 12 to 18 months. During this time, we will work to minimize the construction impact and any interruption to normal parking. We have posted a letter containing more details from the City Manager, Chris Morrill, and from PARK Roanoke's General Manager on our website. We will communicate to you frequently throughout this project with emails, announcements, Twitter, and with information on our website. As we learn more and a formal timeline is provided by the contractor, information will be posted on-line. We expect to send out periodic updates on the progress of the hotel construction. We are also planning to coordinate a question and answer discussion forum for our customers/neighbors and Windsor Aughtry's contractor, Pride Construction.

As always, we appreciate your patronage and patience in the months ahead and for your support of this important downtown initiative. Regular monthly parkers in Market Garage may request relocation during the hotel project at any time to Church Avenue, Tower, Campbell or Gainsboro Garages. Please contact us at (540) 343-0585 if you have any further questions about the project.



Announcing Our New Website— www.PARKRoanoke.com

PARK Roanoke is pleased to announce the launch of its new website. The website is the key to information on both on-street parking and off-street parking. It contains information on Rates & Discounts, Where to Park, Parking Programs, Contact and Feedback links, along with information on Resolving a ticket, Paying a ticket, Requesting a statement, and more. The website is about more than just parking; it provides information on a variety of mobility topics including bicycle trails, safety, attractions, Greenways, Valley Metro, Ride Solutions, transportation, the Trolley, and so much more. There's now more ways to communicate with us, Twitter, Newsletters, and Surveys. Please visit the site and let us know what you think. Be sure to sign up for our monthly newsletters!





PARK Roanoke

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CONGRATULATIONS TO DAN IEL F. He was the lucky winner of the PARK Roanoke Scavenger Hunt ! He was awarded a \$15 downtown Roanoke merchant gift card. Turn in your entries to win for February and March!

Need Directions? Use the Free Downtown Parking App

PARK NOKE designed for iPhones and iPads

www.downtownroanoke.org

Visit us on the Web at
www.PARKRoanoke.com

FOLLOW US ON TWITTER

PARK Roanoke tweets important information such as

- Inclement weather notices
- Scavenger hunt prizes
- Parking for events
- Free parking

Don't Miss Out on the latest in parking news.....



twitter

@PARKRoanoke

PARK Roanoke earns The Lanier Cup for 2013

Lanier Parking Solutions (Lancor Parking) the operator of the City's off street parking system has awarded its PARK Roanoke team its highest award: The Lanier Cup. They are recognized as the top team in the company that models teamwork on a sustained basis. In determining the recipient, Lanier looks for a team that has consistently shined in all aspects of the job the previous year including favorable customer service, demonstrated the company's teamwork core value, used opportunities to "wow" customers at their location, and of course, pulled together as a team that consistently gets the job done. Lanier Parking Solutions has announced that Wyatt Poats, General Manager, and the PARK Roanoke Team have earned the Lanier Cup for 2013 by demonstrating all of these aspects and more. Wyatt has been a five year manager with Lanier and has been the General Manager of PARK Roanoke over the past 18 months. There are 32 employees that make up the team and many have been featured in PARK Roanoke patron newsletters this past year. The Lanier Cup will have a home in the PARK Roanoke business offices during 2014.

Congratulations to the entire PARK Roanoke team for their service here in Roanoke!

