



PARK Roanoke Newsletter

October 2013

www.roanokeva.gov/PARKRoanoke

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Sign, Sign, Everywhere a Sign.....

Since early 2013, Parking Services along with Streets & Traffic have been teaming up to evaluate the existing downtown on-street parking signage. The goal is simple: 1) bring consistency to parking signs; 2) re-evaluate time restrictions for on-street parking; and, 3) improve the downtown parking experience.

Before



After



The first step involved conducting a street by street inventory of existing signs governing the 1,290 on-street parking spaces throughout downtown in a phased approach. The project encompassed many more spaces along the perimeter of the downtown core area. This project included meeting with businesses and listening to ideas for improvement.

The first big takeaway was to change parking signs, where feasible, to a 2 hour time limit, Monday through Friday; 8:00 a.m. to 5:00 p.m. This single change makes signs clearer and it takes the guesswork out of parking. In many cases the time to park was expanded. On some streets, the work also resulted in

an increase in the number of on-street parking spaces by determining whether the existing sign was still applicable to its intended uses. Signs were identified that no longer worked because the business use had changed. To date, more than 35 additional on-street parking spaces have been added in the project area. In some instances, signs were removed as they were no longer needed and parking was converted from timed parking into unrestricted parking. A good example was a No Parking Sign to accommodate a student bus stop; the building had closed but the sign lingered. This catch resulted in 3 more open spots for drivers to use. In addition, some signs were simply moved or shifted within the area to create additional parking spaces.

To effect these changes in a coordinated fashion, the city was divided into sections or "Phases." The first Phase began with 2nd Street West to 6th street and the second Phase extended from Shenandoah East past Gainesboro Avenue. Phase 3 extended from Kimball Avenue through Southeast with Phase 4 extending through Old Southwest and the Jefferson Street corridor. Phase 5 will encompass the "core" downtown area.

So, why change signs now? First, the changes are needed. Simplifying the sign messaging means an improved parking experience. Continued on Reverse →

Merchant Validation Program

PARK Roanoke offers a Merchant Validation program. It's an excellent way to reward customers and to increase business. There are two types of validation programs that allow merchants to provide free or reduced price parking for their customers who park in PARK Roanoke garages that offer daily parking.

Merchants may purchase stickers in monetary denominations to apply to a customer's garage parking ticket. It's up to the merchant as to how much free parking they wish to issue to customers when stickers are used. A merchant may offer \$1 or \$2 for parking up to \$6, depending on preference. Merchants may also set limits requiring a minimum purchase, e.g. a \$3 parking sticker for a \$25 minimum purchase.

Merchants may also select a monthly billing option for validations given to customers. The program is flexible. Contact PARK Roanoke for more information at (540) 343-0585 or visit www.roanokeva.gov/PARKRoanoke

A downloadable sign is available on our website, simply print and post it in your window. It lets customers know that you participate!



Did You Know?

- There are over 7,000 public parking spaces downtown! It's easy to PARK Once and enjoy all downtown has to offer.
- 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!
- Market Lot Lunch Time Rate is \$1 from 11 am to 3 pm
- Early Bird Rate is \$3 at Campbell Garage for entry before 9 am

Follow us on Twitter @PARKRoanoke

Visit our Facilities:

Campbell Garage
 Center in the Square
 Church Avenue Garage
 Elmwood Park Garage
 Gainesboro 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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Need Directions? Use the Free Downtown Parking App

PARK NOKE designed for iPhones and iPads

www.roanokeva.gov/parking

Visit us on the Web at
www.roanokeva.gov/PARKRoanoke

PARK Roanoke thanks those who supported us during National Parking Day and the 2nd Annual Roanoke Parklet 2013 on September 20, 2013. Though the weather was rainy, it did not dampen anyone's spirits. Many businesses participated in creating a public space out of a parking spot. Participants repurposed various materials to turn the parking space into an inviting and interactive Parklet. PARK Roanoke used a discarded putt putt course to create their innovative Parklet.



Roanoke Parklet 2013

Sign, Sign Everywhere a Sign (continued)

Second, as the team works through this process, care is taken to document the changes to the City's GIS mapping on the web. Third, as the City of Roanoke explores the pricing strategies to help better manage the on-street parking supply, consistent signage along with expanding the time limits creates better parking options.

Having an abundant and readily available supply of on-street parking is all about managing 3 factors: supply, demand, and pricing. When there is a small supply and a high demand, then pricing can be a key component to increase efficient parking turnover. Lower priced parking is then offered where the supply is larger and the demand is lower. This strategy can alter driving behaviors so that drivers weigh decisions on paying to park for the extra convenience or choosing to walk a little farther for free or lower priced parking where the supply is abundant. Changing the signs is an important component of effectively managing the downtown parking supply.

PARK Roanoke provides Free Bicycle Parking in each of its garages— Look for this sign and feel free to use the bicycle racks.

