

Park Once



Goal

To coordinate parking facilities with information signs indicating vacancies, and with the transit system connecting to all activity generators

Objectives

- Provide a system that allows people to park their car once and circulate throughout downtown on transit or by walking.
- Enhance visibility of parking decks.
- Provide information on space availability, capacity of parking decks and costs.
- Locate transit stops in close proximity to parking garage entrances.

Benefits

- Enhanced utilization of existing parking structures.
- Enhanced pedestrian mobility improves business viability.

Responsible Parties

- Parking Facility Owners and Operators
- The Downtown Management District
- The City of Milwaukee
- Department of Public Works
- Milwaukee County
- Milwaukee County Transit System

Rationale

A managed system of street signage, parking deck signage and the transit system, the Park Once concept will allow visitors, residents and employees to park and not have to use their car again to travel within Downtown.

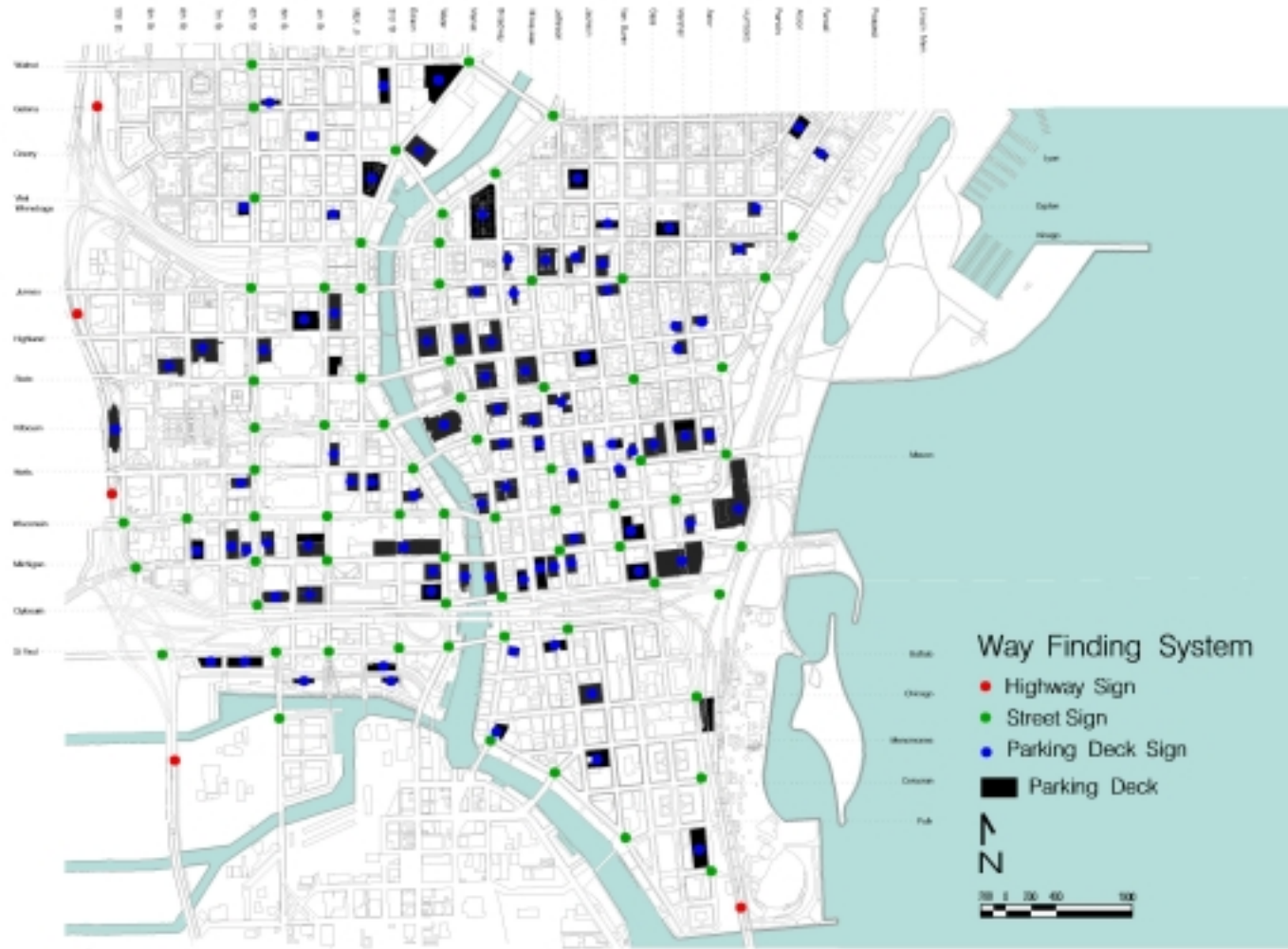
Those who park Downtown on a regular basis know where parking spaces exist. Infrequent visitors, however, are unfamiliar with the locations.

Recommendations

Returning downtown to a pedestrian-friendly environment where one is not dependent upon a car requires a multi-faceted approach to insure that the 'Park Once' concept functions smoothly. The distance between activity generators, though destined to infill with development, will not be decreased. Parking decks must be linked to transit stops and activity generators through a complementary pedestrian way-finding system.

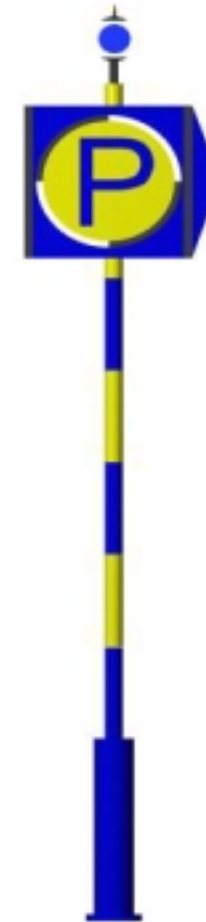
The Plan recommends freeway signs to direct drivers to available parking decks and deck signs to indicate space availability; if decks are full, the signs will indicate locations with parking available. Street signs identify transit stops; trolleys lines are located adjacent to all parking facilities. The Plan recommends that directional signage be designed in a distinctive shape and color combination to maximize visibility.



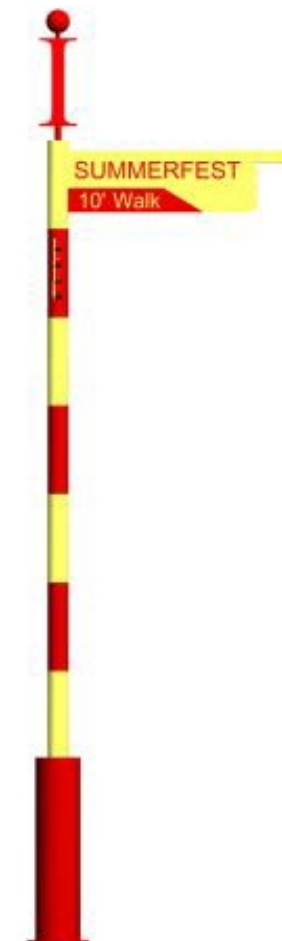


ABOVE Highway sign directing drivers to parking facilities

RIGHT Sign indicating where a parking deck is located



LEFT Sign indicating the availability of parking



LEFT Sign indicating location of major pedestrian destinations

