

News from Center City

Parking-The Final Frontier

A new parking signage system is coming to Center City

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Michael Smith is the President and CEO of Charlotte Center City Partners, which facilitates and promotes the cultural and economic development of the Charlotte region's urban core. His background blends corporate and non-profit experience.

This is such an exciting year for Charlotte as we open three new and distinctive cultural facilities in Center City: The Gantt Center for African American Arts + Culture, The Knight Theater and the Bechtler Museum of Modern Art. A great array of destination venues has been built. Now it is time to address one of the issues we hear over and over as we travel around the community: "Parking anxiety."

We have all had the experience of being excited about coming Uptown for a special occasion yet being anxious about parking.

We have great news. Parking is about to get a lot easier. A new parking signage system is coming to our Center City in the next few months, just in time for the opening of the NASCAR Hall of Fame. Traffic engineers and city planners call it "Wayfinding". The new parking wayfinding system will include dynamic electronic signs that will provide real time information on the availability of public

parking spaces as well as event parking specifics.

There is plenty of parking in Center City. In fact, there are more than 40,000 parking spaces Uptown, most of which are available to the public in the evenings and on weekends when many people visit. However, the entrances to decks and garages are effectively "masked" and hidden, and it can be difficult to know where to park and whether the deck is open for public parking.

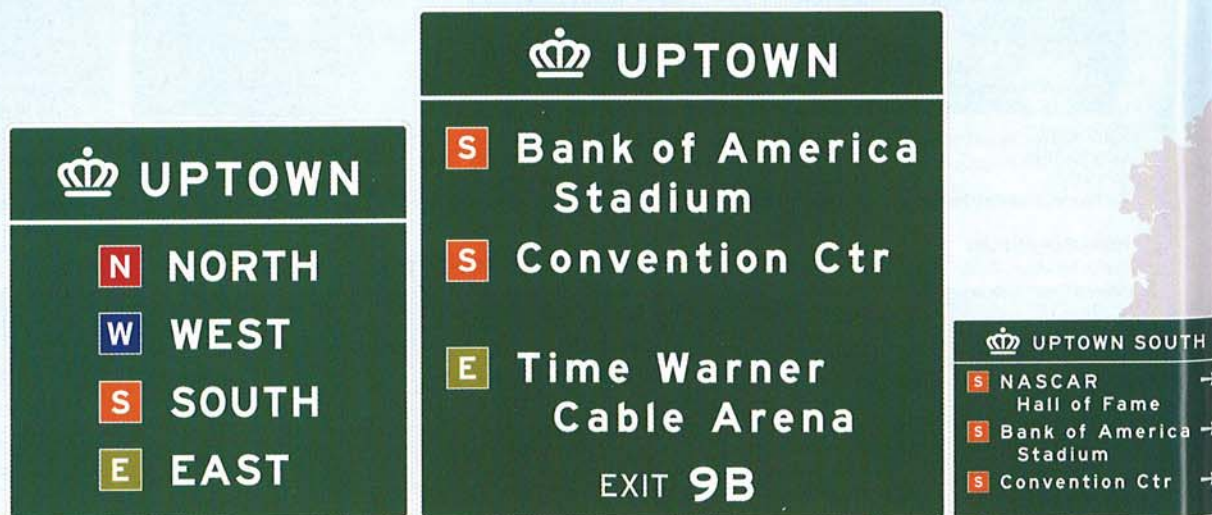
This is where the new wayfinding (parking signage) system, created by Charlotte Department of Transportation (CDOT), will be a big help. This comprehensive vehicular signage system will guide drivers from the freeways to their destinations, directly to the most convenient parking decks that have available spaces. Electronic signs will describe where the decks are located and how many parking spaces are available in the deck. The signage will be complimented by a comprehensive website that will



be updated in real time and will eventually be able to communicate with smart phones and vehicle navigation systems. Ten decks are taking part in the initial launch of the program in early 2010 with five more joining later this year.

Another important improvement is that we will transform our independently owned parking decks into a seamless system for our guests. One leading element will be branded signage for participating decks that offer public parking. These decks will have the same Charlotte parking system brand. This common visual cue will help drivers find public parking more easily.

As we launch this new system, there are other tools available to help you find your way. Check out FindYourCenter.com/getting-here for an interactive guide on ways to get into our Center City by car, bus or train. We hope you will use these tools to visit your Center City and Find Your Center. *



FREEWAY SYSTEM: GATEWAY

EXIT 1D

BOTTOM OF RAMP DIRECTIONAL



VEHICULAR: DYNAMIC GATEWAY

VEHICULAR: LARGE DIRECTIONAL

PARKING DIRECTIONAL

PARKING IDENTIFICATION

PEDESTRIAN DIRECTIONAL+MAP

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Italy, Switzerland
& around
the world.

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