



For Immediate Release
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Contact: Carole Bates
(402) 434-6900

New Signage to Emphasize Downtown Parking Locations

Lincoln, NE – The Downtown Lincoln Association (DLA) today announced that beginning July 1st, out-of-town visitors and Lincoln residents will find locating off-street parking facilities in the Haymarket and Downtown Lincoln easier. The Downtown Lincoln Association (DLA), City of Lincoln and the University of Nebraska Lincoln (UNL) are joining together to install consistent, recognizable parking signage on traffic signal poles adjacent to parking facilities that offer public parking.

Designed by Architect Scott Sullivan of Erickson Sullivan Architects, each sign is three by three feet and constructed of reflective metal that features the universal green P parking symbol. The signage will be installed over a three-year period near all city-owned garages and lots and by all privately owned parking facilities that offer public parking. UNL garages at 17th and R and North 10th Street near Memorial Stadium will also participate.

Phase one signage will highlight the following garages:

- Cornhusker Square – NW corner of 13th and L
- Holiday Inn – SW corner of 9th and P
- Agee's Towne Parking – SE corner of 13th and N
- Carriage Park – NW corner of 12th and L

- more -

- University Square – SE corner of 13th and P
- Rampark – NE corner of 12th and O
- Haymarket Garage – West side of 9th Street, North of Q
- University Garage – SE corner of 17th and R
- University Garage – Stadium Drive and 10th Street

“While those of us who live or work downtown are generally familiar with the variety of available parking options, visitors to our city and some residents who only travel downtown occasionally may not realize that there are a total of 23 garages and lots that offer off-street, public parking,” said DLA Marketing Director Carole Bates. “This project will make parking easier to find. We are pleased the signage can be installed in time for USA Roller Sports National Championships.”

The signage project is the first in a number of initiatives being planned by DLA, the City and UNL to promote the 23,000 parking spaces in downtown, Haymarket and adjacent to the UNL main campus.

Founded in 1967, the Downtown Lincoln Association was originally established as a merchants’ association by downtown retailers who recognized the need for an organization to serve downtown’s unique needs. DLA has evolved to a multi-faceted organization supporting a wide range of programs and activities including maintenance, economic development and advocacy. DLA is also the umbrella for Updowntowners, Inc., downtown’s events production arm and the Downtown Neighborhood Association. The association works closely with the Lincoln Haymarket Development Corporation to support Haymarket revitalization and attractions.

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