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Super Bowl Committee Announces Downtown Traffic Plans

InsideIndianaBusiness.com Report

The 2012 Indianapolis Super Bowl Host Committee has unveiled a comprehensive transportation and parking plan leading up to the big game. The group has rolled out a "Know Before You Go" web portal that provides detailed instructions about road restrictions, recommended travel routes and how to sign up for e-alerts.



December 15, 2011

News Release

Indianapolis – The 2012 Indianapolis Super Bowl Host Committee announced today a comprehensive transportation and parking plan for the safe and efficient movement of traffic and pedestrians during the upcoming Super Bowl events.

In addition to the game itself, downtown will host more than 100 public and private events beginning January 27, including the NFL Experience and the Super Bowl Village on Georgia Street extending from Conseco Fieldhouse to the Indiana Convention Center. The Super Bowl Village will feature live entertainment on two outdoor stages. On Capitol Avenue, a four-line ZipLine will run tandem to the street that is 80' tall and 650' long. With the volume of indoor and outdoor activities, thousands of additional visitors, and the security measures in place for the game itself, traffic restrictions are required in and around Lucas Oil Stadium, the Indiana Convention Center, and the Super Bowl Village, according to Lori Miser, volunteer co-chair of the Host Committee's Transportation and Parking Committee.

"The pedestrian-friendly plan will provide safe and efficient access to downtown for local workers and residents, while ensuring the safe and orderly flow of traffic and pedestrians around the events for all visitors," said Miser. "We're committed to providing all the information needed to go downtown to enjoy Super Bowl XLVI and encourage everyone to visit the Transportation & Parking section of the website so you can 'Know Before You Go.'"

The Host Committee, in conjunction with Indianapolis Metropolitan Police Department (IMPD), the City of Indianapolis, the NFL and other key stakeholders, developed the transportation plan over the course of the last 15 months.

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"This event is unique from any other event that Indianapolis has so ably hosted in the past, both in scope of downtown activities and length of the event period," said IMPD Deputy Chief, Mike Bates. "Through the diligent and collaborative efforts of many individuals and organizations, Indianapolis is now well prepared to host the premier event in the world in 2012, Super Bowl XLVI."

Street Restrictions

Various street segments will be closed to all non-emergency vehicles on Capitol Avenue, Illinois Street, Meridian Street, Pennsylvania Street, Georgia Street, South Street, Missouri Street, Merrill Street, and Russell Avenue. The south half of Monument Circle will also be restricted on key days.

Delivery times and zones are not affected or changed except where noted in the Super Bowl Village. Click here for more details. Deliveries are to be coordinated in conjunction with the information provided in the transportation plan and the associated businesses.

Recommended Routes to Navigate Downtown

With the number of changes to the normal street patterns, two special routes have been recommended to help motorists easily move around downtown to avoid the streets that are closed. One route is labeled "Super" and the other "Bowl." You can enter or exit the routes at any point. Both routes allow motorists to cross over to parking destinations on local streets that are not restricted. Signage will be posted along the routes to help direct motorists.

The orange-highlighted "Super Route" runs counter-clockwise from McCarty Street on the south to Delaware Street on the east and from Michigan Street on the north to West Street on the west.

The blue-highlighted "Bowl Route" runs clockwise from McCarty Street on the south to Missouri/West Street on the west and from New York Street on the north to East Street on the east, traveling west on South Street and south on Madison Avenue back to McCarty Street.

"Your usual direct route into the heart of downtown may not be the best choice during the Super Bowl period," said Miser. "To expedite traffic flow, these routes were designed to move motorists around the edges of downtown, efficiently and effectively."

Best Routes into Downtown Indianapolis

Major interstates and routes into downtown Indianapolis will be open to traffic during the Super Bowl period. One interchange will be closed on Game Day, February 5:
I-70 Exit 79A West Street (westbound and eastbound).

Parking Downtown

All downtown parking garages will be open for business during the Super Bowl period except the Moon Garage entrance on Georgia Street from January 27-February 5. Downtown workers and employers are encouraged to contact their parking operator directly to determine any special restrictions for monthly or daily parking hours during weekday business hours during the Super Bowl period.

Event parking will be available for all Super Bowl activities with an interactive map coming soon on our Web site.

Three Park & Ride locations will offer a convenient, low-cost parking option and a shuttle ride to the drop-off site on West Washington Street just south of the Government Center from January 27 – February 4. Cost is \$2.00 per person. Children under age 2 are free. To guarantee availability, spaces must be reserved in advance. Park & Ride locations are the 327 N. Illinois Garage, the former Airport Long Term Parking lots at 2155 S. High School Road, and the Market District Garage and adjacent Surface Lot at 101 N. New Jersey Street.

On Game Day, February 5, the NFL has secured multiple parking garages and lots for ticketholders attending Super Bowl XLVI. A Web site is available to find participating locations and purchase a reserved space.

Alternatives to Driving Downtown

IndyGo will be operating on a regular schedule however there will be some downtown detours; all boarding and alighting will occur on Ohio Street. If you are riding IndyGo's local fixed route service or ADA paratransit service (Open Door) February 2 - 5, your rides will be FREE (courtesy of a federal CMAQ grant). Free rides do not apply to the Green Line Express. For more information visit IndyGo.net.

Message to Local Residents and Visitors: KNOW BEFORE YOU GO!

A specially-designed Web portal called "Know Before You Go" is launching today under the Transportation and Parking section of the Indianapolis Super Bowl site. It includes detailed instructions about road restrictions, recommended travel routes, downloadable maps, event parking in support of the NFL Experience and Super Bowl Village, and Park & Ride options. It will include real-time updates accessible directly on the site or by signing up for e-alerts. Know Before You Go will assist local residents and out-of-town visitors with the information necessary to best navigate downtown for work and various Super Bowl events.

About the 2012 Indianapolis Super Bowl Host Committee

The purpose of the 2012 Indianapolis Super Bowl Host Committee, as defined by the NFL, is to centralize the planning and execution of the 2012 Super Bowl through one entity to ensure coordination of all efforts and community resources. The Host Committee serves as an extension to the National Football League in the local community, as the city's ambassador to incoming Super Bowl fans, guests, and

corporations, and as a manager of local resources such as city services, event venues, accommodations, and thousands of volunteers. For more information, visit: <http://www.IndianapolisSuperBowl.com>.

Source: The 2012 Indianapolis Super Bowl Host Committee



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