

WTMA Upgrades Royal Hawaiian Avenue Signs

First Steps Taken To Manage Passenger Loading Area

Thursday, March 31, 2016

Two years ago the Waikīkī Improvement Association took the initial steps to create the Waikīkī Transportation Management Association (WTMA). The purpose of the WTMA is to establish those projects, programs, and procedures that will serve Waikīkī with high-quality, multi-modal, transportation facilities and services.

This month the WTMA Board approved proceeding with its first project: *Royal Hawaiian Avenue Commercial Passenger Loading Zone Management*. Over the past year the WTMA has been working with the City and DFS Galleria to install new regulatory signs along Royal Hawaiian Avenue. The change in regulatory signs is part of an overall plan to improve traffic flow, pedestrian safety and vehicle loading efficiency. The first phase of the plan was completed on Wednesday, March 30.



The first new sign is installed on a new post to establish the beginning of the expanded 365-foot long three minute passenger loading zone.



A sleeve for a new sign post is installed to designate where the three minute passenger loading zone begins.



The new three minute passenger loading zone sign has been installed and the old "NO PARKING ANYTIME" sign is being removed.

The new signs will enlarge the passenger loading zone from 44 to 365-feet. The WTMA will conduct communication and monitoring activities now that the signs have been installed.

The project will test the ability of the enlarged loading zone to serve all current commercial passenger vehicles willing to comply with the three-minute loading limit. Honolulu Police Department Special Duty enforcement will be used to advise vehicle drivers of applicable regulations. HPD Special Duty is allowed to issue citations for those who do not comply.

The project is funded by DFS Galleria and the WTMA Founding Partners which includes WIA, the Hawaii Transportation Association, E Noa Corporation, Royal Star Hawaii, JTB Hawaii, Roberts Hawaii and Polynesian Hospitality. The City's Department of Transportation Services prepared the sign plan and will be making other improvements along Royal Hawaiian Avenue in the future.