

“Park Assist has been a valuable partner from the planning stage through deployment and post-installation support. Their ability to provide proven innovative solutions will be extremely valuable as we address other parking challenges across our portfolio.”

Laura Longworth

Vice President, National Parking Operations
BROOKFIELD PROPERTIES

An open-air shopping mall located in the Financial District, FIGat7th is the premier shopping and dining destination in downtown Los Angeles. Nestled between two office skyscrapers, 777 Tower and Ernst & Young Plaza, the mall is a bustling daily hub for the business community.

“With a 2,000-space parking garage that supports two Class-A office towers, we already had a significant stream of rack-rate parking customers. Our challenge was how to offer low-rate parking for our shopping component, in order to secure a prominent retail tenant.”



A Park Assist camera based smart-sensor system, equipped with our **Park SelectRate™** API, enables Brookfield Properties to easily designate low-rate spaces for short-duration parking. Just one of the core intelligence advantages of our ever-evolving parking guidance technology.

“The technology and deployment has made it possible to seamlessly integrate both office and retail parking – while collecting the appropriate fees for both parker types.”

With the rapid growth of the downtown LA population, Brookfield Properties is also repositioning FIGat7th to better accommodate the needs and preferences of the expanding residential community.

Brookfield Properties