Sydney, Australia

> **Case Study**
Controlled Parking to the Bay

PARK ASSIST

Controlled Parking to the Bay

With a single car park supporting the entire mixed-use **East Village Retail Centre**, Mirvac Retail uses TKH Security's Park Assist PGS to distribute, manage, and control parking to the bay.

East Village Retail Centre, owned by Mirvac Retail, is an award-winning mixed-use development located south of the Sydney Central Business District, in the rapidly densifying urban renewal area of Zetland. Since opening in 2014, this Centre has grown to become one of Sydney's most unique, exciting, and profoundly popular residential, retail, and dining precincts. With a single, two-level car park supporting a myriad of different types of visitors at East Village, Mirvac was keen to investigate how the camera-based Parking Guidance System (PGS) could be leveraged to increase facility control, enhance customer satisfaction, and maximize space utilization by regulating parking bay use by user group.

Background

As a truly mixed-use facility, East Village needed a powerful Car Park Technology Platform to service its various user groups and their distinct demands.

Increased control to better meet the needs of all East Village user groups

As each user groups' needs fluctuate based on the time of day/week, sections of the car park were often over and underutilized, creating uneven distribution of parked vehicles, increased traffic congestion, and diminished customer experience (CX).

Considering these user groups' diverse time/day based demands, Mirvac needed a flexible and intelligent system that could be easily adapted to optimize utilization of the limited parking capacity for all customers and stakeholders.

In a bid to help maximize use of the car park and distribute traffic, Mirvac established designated areas for different user groups. However, there was no surefire way to measure and enforce compliance with these designations.

Parking bays located closest to the Retail Precinct were reserved for Retail Customers, while some lower-level parking bays were reserved for Commercial Tenants and Retail Staff. Without proper control of each parking bay, it was nearly impossible to ensure availability for these user groups, leading Staff and Tenants to periodically park in bays reserved for higher churn Customer visits. Retail Customers were then displaced and forced to search for parking farther from their intended destination, creating unnecessary frustration and congestion in the facility during peak Retail Trading times.

Client Objectives

With over 6.7 million annual visitors, Mirvac wanted to create a more streamlined and enjoyable parking experience across all user groups. Eager to alleviate congestion in the car park, ensure availability, and increase garage utilization, Mirvac looked to better control who was utilizing which parking bays and when. Specific objectives included:

> Minimizing the amount of additional parking equipment.

> The ability to determine how much a parker should be charged based not only on who they are, but where they park.

> An alerts system to notify Car Park Operators if a registered user parks in a bay allocated to another tenant.

Traditional Solutions

Two traditional approaches to segmenting a car park are Hard and Soft Nesting. These solutions both:

> Require the installation of hardware at the designated entry and exit points of the segmented zone.

> Result in additional hardware costs and inflexible zones that cannot be easily adapted to meet the facility's or customers' changing needs.

In light of this, Mirvac chose to leverage TKH Security and its Park Assist PGS to help.

The Park Assist Solution

Through an integration of the Parking Management System (PMS) and PGS, business rules can be defined and applied to determine how to treat different user groups based on who they are and where and how long they parked. This in effect, moves the parking management and control line from the entries and exits down to the bay.
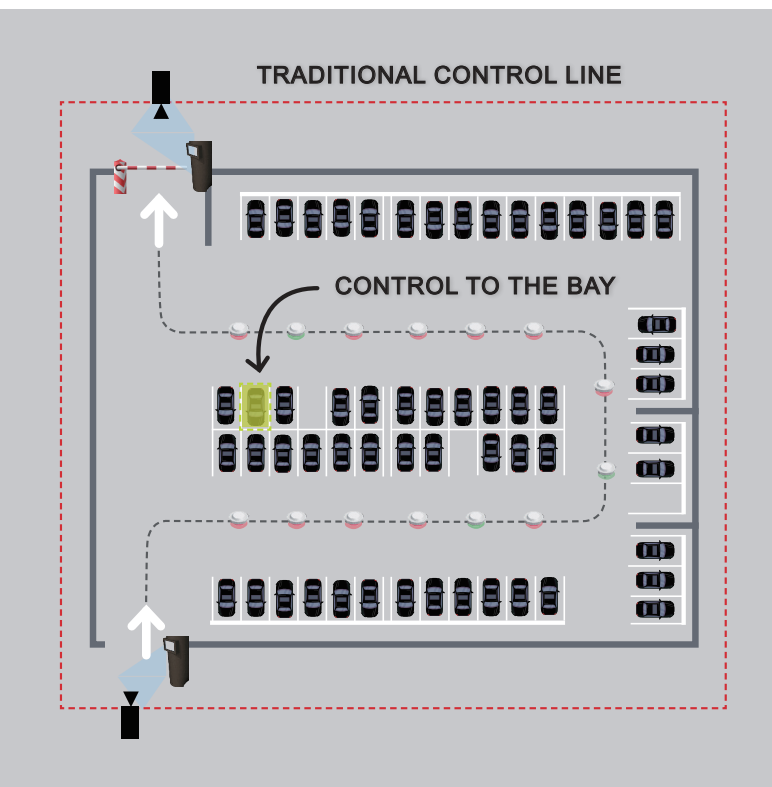
TKH Security's controlled parking solution, gives control back to the Asset Owner, empowering them to define which bays are assigned to each specific user type, with the added flexibility to easily adjust these designations as required.

Results & Improvements

Reduced costs

Using the PARCS to deliver TKH Security's "Control to the Bay™" solution was up to 24% less expensive than implementing hard or soft nesting alternatives.

Without gates or additional hardware, there is no need for car park construction, unnecessary closures, or the associated labor costs.

Flexibility

East Village Car Park Operators have the flexibility to adapt to even the most unpredictable circumstances (e.g., contactless "Click & Collect" services, site maintenance, construction).

Parking Bays can be temporarily redistributed to another location or utilized for additional demands with little disruption to users' parking routines, space utilization or revenue control within the facility.

Optimized utilization of the facility

With greater control over the car park's vehicle distribution and usage, the Asset Owner can:

> Fully utilize every bay in the facility.

> Guarantee that vehicles are charged appropriately for the space in which they park.

> Negate over and under utilization of specific areas within the car park.

> Provide all user groups with easy access to convenient parking.

Higher return on existing investments

TKH Security's Park Assist PGS empowers valuable integrations that provide additional functionalities without adding excessive cost. One system can be used to support multiple purposes: Guidance, Enforcement, Reservations, Revenue, etc.

Car Park Operators can meticulously track and react to compliance abuse as the camera-based PGS captures and evidences in real-time how and when parking spaces are utilized, ensuring availability, streamlining traffic flow, and driving new revenue opportunities.

Since introducing new parking technologies, **East Village Car Park's revenue has increased by 275%.**

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The "Control to the Bay" solution has had the dual benefit of improving the customer experience by streamlining customer circulation, time-to-park and reduced delays on exit while unlocking greater revenue capture for the asset. I doubt such a positive result would have been possible without the support of Park Assist.

ALEX PERRYMAN, CENTRE MANAGER
EAST VILLAGE SHOPPING CENTRE
MIRVAC RETAIL

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FEATURE	Hard Nested Area	Soft Nested Area	Control to the Bay ™
	Designated parking area with physical boundaries/gates	*Designated parking area monitored by ANPR lane cameras*	*Designated parking bays monitored by the PGS*
Cost of Solution	$$$	$$	$
Frictionless Region Experience	✗	✓	✓
No Civil Works Required	✗	✓	✓
No Additional Sensing Required	✗	✗	✓
No Disruption During Implementation/ Modification	✗	✗	✓
Easily Configurable Size of Designated Parking Area	✗	✗	✓
No Additional Costs for Changes to Designated Parking Area	✗	✗	✓
Charge Tariffs for Different Bays	✗	✗	✓
No Additional Maintenance Costs	✗	✗	✓
Individual Bay Reporting	✗	✗	✓

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