

# Parking Association of Australia

High Volume Non-core Car  
Parking Facilities

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# Agenda

- Society Paradigm Shift
- Fundamentals – The very big picture
- What do parkers want?
- Functional Design
- Creating Churn
  - Premium Bays for Premium Customers
- Special Needs Groups
- Rates and Grace
- Parking Guidance Systems – The Value Add

# Parking is a secondary use

- People do not come to Park
  - *It's the venue*
- Parking won't make or break a destination
  - *Many successful venues do not have great parking*
- Most people won't even notice good design
  - *"Wow! I really like how that ramp works!"*
- However, Parking is the first and last experience of the venue customer

# What do parkers want?

- Closest to Destination
- Easy, fast to get there
  - As a driver AND pedestrian
- Perception of safety
  - Personal and Property
- Aesthetics
  - Is it a nice environment

# What do parkers want?

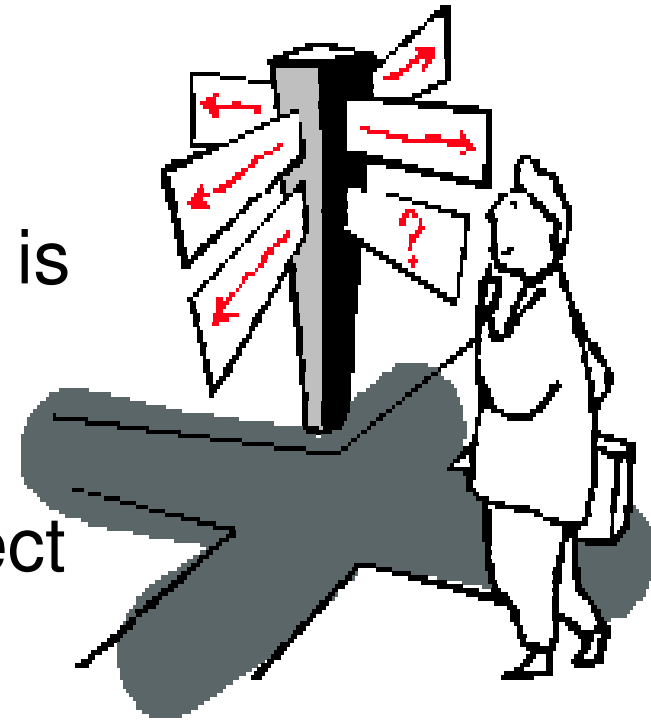
- Control
  - Can make own choices
- Value
  - If parking is paid
- Experience
  - Treated as a customer
- Amenities
  - Special Services and Special Needs

# Functional Design - Wayfinding

- **Wayfinding is THE most important consideration in parking design**
- **The Parker must:**
  - Find the parking facility
  - Find the entry
  - Find an available, convenient bay
  - Get parked in the bay
  - Find the portal from parking to destination
  - Find the parking facility after visiting centre
  - Find the parked vehicle
  - Find the exit
  - Find the right path home

# Wayfinding

- **Wayfinding is NOT signage!**
  - The ideal wayfinding design is one which does not require ANY signs.
  - If signs are required to correct wayfinding or natural design deficiencies, fix the design!
  - A fairly large percentage of users will never see a particular sign, even if ideally



# Functional Design - Lighting

- **Lighting is your single best investment for user comfort**
- **Critical to wayfinding**
- **Critical to security**
- **Critical to sense of comfort!**

# One size fits all?

Remember, not all bays are  
created equally

- We need to ensure that we are providing the optimum number of premium parking bays for our most valuable venue visits
- Uniform approach is not appropriate - different approaches for different markets

# Objectives

- Increase supply
  - Management of long term parkers
- Align parking supply to demand
  - Acknowledge customers undertake different venue trips under different circumstances and align parking initiatives/services to those unique trips
- Ensure clear and simple directional signage
- Ensure car parks are clean, safe and well lit

# Venue Specialist Groups

- Disabled
- Parents
- Seniors
- Restaurants
- Hairdressers
- Movies
- Retailers
- Fresh Food

# Parking Guidance Systems

- Drives efficiency getting to a space for the customer
- Drives efficiency in creating Churn
- No assistance at times of capacity
- Not significantly valuable in low churn Car parks (ie CBD)
- Many providers in the market – set your scope and chose one that suits best
- Costly with little direct return

