

Case Study

About East Village Retail Centre

The East Village Retail Centre, owned by Mirvac Retail, is an acclaimed development in Zetland, south of Sydney's Central Business District. It has become one of Sydney's most exceptional and popular destinations for residential, retail, and dining.

The Challenge

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.

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.

The Outcome

- Reduced costs (without gates or additional hardware) 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.
- East Village Car Park Operators have the flexibility to adapt to even the most unpredictable circumstances (e.g., contactless "Click & Collect" services, site maintenance, and construction).
- Greater control over the car park's vehicle distribution and usage with optimized utilization of the facility.



The Solution

Through an integration of the Parking Management System (PMS) and APGS, 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.

Two traditional approaches to segmenting a car park are Hard and Soft Nesting.

These approaches:

- 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 facilities or customers' changing needs.

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

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 (without gates or additional hardware) 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.
- East Village Car Park Operators have the flexibility to adapt to even the most unpredictable circumstances (e.g., contactless "Click & Collect" services, site maintenance, and 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 underutilization of specific areas within the car park.
- Provide all user groups with easy access to convenient parking.

Higher Return on Existing Investments

Car Park Operators can meticulously track and react to compliance abuse as the camera-based APGS captures evidence in real-time of 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%**.

Testimonial

"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

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