

CASE STUDY

OPTIMIZING MIXED-USE DEVELOPMENT

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INTEGRATED PARKING GUIDANCE SYSTEM ADDED TO THREE GARAGES TO ENHANCE CUSTOMER EXPERIENCE AT NEW MIXED-USE RETAIL, OFFICE & LIVING COMPLEX

Project Location: CityCentre, Houston, TX

The Emergence of CityCentre

Owned and conceived by the Midway Companies, CityCentre is a strategically planned, beautifully designed and meticulously executed mixed-use community. As the trend toward replicating an upscale urban setting — where all facets of one's life are within walking distance — in a more suburban environment, CityCentre hit the mark! From its upscale retail, elegant dining, class-a office space to corporate penthouses, luxurious brownstones, lofts and upscale apartments, it is set up for the perfect work, play and living environment. To complete the community, CityCentre also added a 266-room

hotel, movie theatre, world-class conference facility and a fitness center; all of which is surrounded by a European-style open air plaza and beautifully designed green spaces.

Raising Old Retail Space From the Ashes

Built in the mid 80s, the land where CityCentre sits was Originally known as Town & Country Mall. Back then, it competed with a new upscale to its west and the high-end Memorial City Mall, immediately to its east. Never finding it's true niche, it was eventually closed in 2005.



The Midway Companies purchased the mall complex and the property, then proceeded to reinvent it as a new shopping, residential and business center known as CityCentre Houston. Since its reopening in the spring of 2010, CityCentre has been continuously improving the 1.8 million ft.² development. To give you some perspective:

- 400,000 ft.² of retail, restaurants and entertainment
- 149,000 ft.² dedicated to health and fitness,
- 425,000 ft.² of office space
- Condos, lofts, apartments,
- Hotel & Conference Center
- Three, 4-level parking garages with 2,451 spaces
- Traditional street level parking
- Green space areas throughout

Today it is a thriving multi use development



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full of life, people, energy. Born-again to live another day and without fear of competition from traditional miles to the east or west.

But what is all this without an enhanced parking experience?

Three garages were built. Each featuring an advanced parking guidance system that included single space indicators, camera-based sensor monitoring and directional signage. Why... to make the parking experience as upscale as the mixed-use community.

Part of that reinvention was to add state-of-the-art parking parking experience for people... whether you are living there, working there, or are simply visiting to shop, dine or see a movie.

Why is Enhanced Parking So Important?

We live in an era where speed and convenience is king. So why not extend that to the parking experience? The Midway Companies knew that the part of the complete success of their upscale mixed-used concept must include a better parking method. Not just one that made it easy for customers and residents to find an empty spot, but also a system that would cater to the needs of the office tenants, retailers and restaurants.

The INDECT Parking Guidance System Addresses All Facets of Improved Parking Efficiency, Management and Revenue Optimization

Houston-area based Parking Guidance Systems, LLC (PGS) was contacted by the Midway Companies to come up with a plan making the customer parking experience better, not only for the customer, but for the garage manager. Midway wanted



all three garages integrated into a single parking management system so they could monitor garage occupancy, safety and flow patterns. All three garages are in constant use but have surges in the morning and evening that co-inside with working hours and then entertainment and dining hours.

PGS recommended INDECT for its ability and flexibility to provide the parking guidance options Midway. In this case PGS installed space indicators above each parking space, Upsolut camera sensors throughout to monitor spaces and people, and matrix signs to provide counts and directions to open spots. All of this was integrated into a web based administration software that is then programmed, monitored and maintained by parking garage management.

INDECT Space Indicators Help You Find An Open Parking Space

These are RGB LED and programmable to virtually any color under the sun. In this case, all CityCentre garages feature areas that are color coded for Valet, Reserved (office) and general Parking. If there is a change in plans, the garage manager can easily change the space indicator colors by aisle, level... even by individual space through their computer or tablet. Here you will find purple (valet/reserved), green (open), red (occupied), blue (ADA) and white (EV).



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In all, PGS installed 2451 Space Indicators and 8, roof top space counting sensors.

Upsolut Camera Based Monitors Detect and Stream Live Parking Space Activity

First of all, since it is a camera-based sensor, each unit has the ability to visually monitor the status of six spaces (three on each side of a row). Upsolut also has a setting, that when activated, has license plate recognition capability.

The Upsolut sensor has a number of other unique features that CityCentre either uses or can implement in the future:

- Camera to provide 180 degree view – so a complete view of the garage
- Optional audio output to play pre-recorded messages – such as “You have parked in a reserved space – please move your vehicle.”
- Ability to Record video streams for security and enforcement purposes (misuse of time limits)

PGS then went ahead and integrated the space indicators and Upsolut to work in conjunction with each other. In other words, the Upsolut camera sees the car pull into a parking space, which triggers the space indicator above it to change color from open to occupied. At the same time, the matrix signs throughout will change to indicate the number of available spaces on that level, and in total. *This is only the second installation the US where this combination of space indicators, Upsolut and signage has been used together.*

PGS installed over 800 Upsolut Camera Sensors that tied into the 2451 Space Indicators.



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INDECT Matrix Signs Guide Your Way To Open Spaces

Upon entering any one of the three garages, these programmable signs show you the color coded parking system. Once inside, ceiling mounted signs throughout and located at the end of the aisles will guide you to the open spaces. These signs constantly change as people enter and leave the garage, providing real-time occupancy on every level. This significantly improves traffic flow, traffic safety and takes the guess work out of parking. Ultimately, the added signage helps direct CityCentre parking customers deeper into the garage for hassle-free parking. It also helps maximize the garage's occupancy capacity. A parking manager's dream!

Summary

The INDECT system, installed by PGS, is a perfect match to the vision and experience Midway Companies had for its upscale mixed-use community. Already, customers are experiencing a simpler and faster parking experience, while parking management is able to monitor and use the data collected from the Upsolut monitoring systems to make constant, immediate improvements in traffic flow and parking garage management for all three of their garages.



About Parking Guidance Systems, LLC

Based in the Houston area, PGS is one of the fastest growing distribution, installation and service companies in the parking guidance industry. PGS offers a wide range of parking management solutions including, INDECT, AVPM, IPsens and Mobile Parking App development.

www.parkingguidancesystems.com



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