



Doran Drive Showground

Car Park Management Report

For:
Deicorp Projects Showground P/L

InterPark Australia

June 2021

Level 7, 7 Macquarie Pl

Sydney NSW 2000
Australia

Telephone

02 9225 0600

Website

www.interpark.com.au

ABN

83115170771

Background

InterPark Australia has been commissioned by Deicorp Projects Showground P/L to prepare a Management Plan detailing the operation of its proposed car park at the Doran Drive Showground.

The proposed car park must provide parking for residents of the building and their visitors, as well as for the commercial offices and restaurants to be located on the site.

Objectives of the Car Park Management Plan

The key objective of the Plan is to ensure the efficient operation of the car park to meet the parking requirements of all building user groups and is to detail how:

1. patrons will enter and exit the car park through a number of secure control points
2. spaces will be allocated between the various user groups
3. parking in allocated areas for the different user groups will be enforced
4. shared use areas will operate
5. all-day parkers from surrounding businesses and by commuters will be prevented
6. after hours operation will be maintained

1. Car park access

Licence Plate Recognition (LPR) equipped boom gates to be installed to control user groups.

No boom gates are to be located at the entry. Boom Gates to be on exit lanes.

- **Paid Parking operational 24 hours a day.**
- **No Earlybird Parking. No Long Term Parking.**
- **Number plate scanning for basement car park entry**
- **2 Hours parking free for the Retail/ Commercial visitors.**
- **No Boom Gates on Entry – No queueing.**
- **No residential users to park in retail car park.**
- **\$50 Overnight Rate to deter residents from parking in retail car park.**

Forecast Rate Schedule (to be agreed with the managers/owners)

0 – 2 hrs	\$Free
2 – 3 hrs	\$5.00
3 – 4 hrs	\$10.00
4 + hrs	\$20.00 max per day
Overnight	\$50.00 (stay overnight)

2. Project Overview:

- 10,935sqm of retail/ Commercial
- Number plate scanning for basement car park entry
- 2 Hours parking free for the Retail/ Commercial visitors. No early bird, no long term parking.
- Allocated staff parking at a reduced rate.
- 8 car share spaces

3. Enforcement of allocated areas

The intention is to create a controlled parking environment with access to the different user areas controlled by pass cards and/or LPR scanning issued at the entry gate. Boom gates will operate 24/7 facilitate quick entry/exiting of the car park.

- **Paid Parking operational 24 hours a day.**
- **No Earlybird Parking. No Long Term Parking.**
- **Number plate scanning for basement car park entry**
- **2 Hours free for the Retail/ Commercial visitors.**
- **No Boom Gates on Entry – No queueing.**
- **No residential users to park in retail car park.**
- **\$50 Overnight Rate to deter residents from parking in retail car park.**

Each gate communicates with a management system to ensure:

Retail users to pay appropriate tariff should they exceed 2 Hours free parking;

No All-Day users

All access equipment communicates with the management computer. This management system, once programmed, will require residents to drive into their allocated area within a predetermined time after entering the car park itself, ten minutes being an adequate and fairly standard time to allow for this.

Residents will be penalised by Strata if the reports issued by the management system show the resident has not left the car park entry level within the programmed period of time.

The reporting system is programmed to reveal any improper use of the nested areas within the car park.

In addition to gates each area will be clearly signposted to identify allowed usage with restrictions enforced by the Building Manager.

4. Operation of shared use areas

- **Paid Parking operational 24 hours a day.**
- **No Earlybird Parking. No Long Term Parking.**
- **Number plate scanning for basement car park entry**
- **2 Hours free for the Retail/ Commercial visitors.**
- **No Boom Gates on Entry – No queueing.**
- **No residential users to park in retail car park.**
- **\$50 Overnight Rate to deter residents from parking in retail car park.**

This system will be supported by strong signage which is currently used in other car parks servicing similar mixed use developments which warns drivers of the times of day various areas are reserved.

This works quite seamlessly in other such centres as there is a natural exodus of daytime workers from the commercial component of the centre in the evening as users of the restaurant areas are arriving.

5. Commuters, etc.

Commuters, workers from surrounding businesses, residents from nearby housing and other unauthorised potential all-day parkers will be discouraged by a pricing structure designed to prevent all day parking. This and any other parking rate will be determined by Strata with the interests of residents and commercial tenants of the development uppermost.

6. Operation

The car park will be remotely monitored 24 hours 7 days per week to ensure rapid resolution of any issue. The remote monitoring system will allow for the staff at the remote monitoring centre to:

- (i) Answer intercom calls from the car park;
- (ii) View the car park via cameras;
- (iii) Access the car park management system that controls the car park equipment.

7. Mode Of Operation - Ticketless Boom Gate Equipment

Similar to the car park operations at South Village and East Village – we propose that Deicorp uses Ticketless Licence Plate Recognition access control equipment to control the car park.

Each parker will enter the car park by driving up to the entry boom gate, and their vehicle licence plate will be scanned by the camera, and the gate will raise to allow entry to the commercial/retail car parking area.

On completion of business the customer should drive straight to the exit is within the free parking period or proceed to the Pay on Foot Pay Station and enter their vehicle licence plate number the machine. The Pay on Foot Machine will calculate the length of stay the customer has had in the car park and calculate payment requirement. Once the payment for parking has been made, the vehicle can proceed to the exit and leave the car park.

8. Principal Methodology

In order to achieve our key objectives, we propose to operate the car park as outlined below. The proposed operation serves to optimise the performance of the car park by minimising the operating cost base while enhancing the customer experience through value-add services.

1. Connect the car park to our control room - enabling 24/7 remote monitoring. Our data insights from other operations show that our control room specialists can attend to and resolve 99% of customer enquires remotely; enhancing the customer experience and enabling operational efficiency.
2. Site Overview - The day to day management of the site will be overseen by our Operations Manager with extensive experience in the parking industry. The main responsibility is overseeing the performance and maintenance of the car park. They will also be called upon to liaise with you and other stakeholders on any operational issues at the car park and to ensure the systems in place at the site are working effectively and in line with our management proposal.
3. Establish Patrols - We will provide routine patrols of the car park by way of a Manager on Duty. Our control room would dispatch jobs to them where physical interaction with the equipment is required. They would also perform routine tasks such as ticket restocking, cleaning etc.
4. Review Car Park - Conduct a review of the directional and instructional signage across the car park and recommend improvements to ensure the best possible customer experience for users of the car park. Seemingly small changes to wording, layouts or positions of signage can have a significant impact on the effectiveness of signage.
5. Proactive Management - Actively review the performance of the car park and provide suggestions that we believe will improve the overall performance of the asset (i.e. rate changes, promotional campaigns, alternative product offerings etc.). This will be overseen by our dedicated office-based staff and supported by team and reporting statistics.

9. Electric Vehicle Charging Stations

- Project will include 10% of the total number of parking spaces provided for the project with a shared electric vehicular charge points.
- Vehicle will park in retail carpark bay provided with the EV charging Point and Pay a nominal fees for use of EV charging.
- Further investigations are being held with reputable EV Charging station suppliers, i.e. Jet Charge, Tesla, Smart Parking etc.

Summary

The intention is to provide a controlled parking environment primarily for the benefit of residents and commercial tenants within the development, secured by boom gates linked to a management system able to track and report on, and hence penalise, improper use of the areas allocated to the various user groups.

Any fee structure will be designed to discourage unauthorised all-day parkers from surrounding buildings and commuters using the soon to be completed development to avoid overflow onto the surrounding streets from users of the Development itself.

- **Paid Parking operational 24 hours a day.**
- **No Earlybird Parking. No Long Term Parking.**
- **Number plate scanning for basement car park entry**
- **2 Hours free for the Retail/ Commercial visitors.**
- **No Boom Gates on Entry – No queueing.**
- **No residential users to park in retail car park.**
- **\$50 Overnight Rate to deter residents from parking in retail car park.**