

## Beyond valet parking ✂

Shoppers often waste a lot of gas and time searching for a parking spot. But not at Westfield Century City, in Los Angeles, where landlord Westfield installed a parking management system that will cut the time people spend parking by as much as 55 percent. Called ParkAssist, this system uses light-emitting diode technology and scoreboard-style signage and is already in place at several Westfield properties in Australia and Europe. Each parking space in the center's garage has a sensor that detects vehicles and transmits light signals revealing open parking spots. Red, green, blue and purple lights indicate occupied, open, handicapped and expectant-mother parking spaces,



respectively. According to ParkAssist, the system reduces carbon dioxide emissions by 56 percent, thanks to fewer cars idling while waiting or searching. The system employs low-voltage LED lights. It also allows 100

percent utilization of the parking garage, as opposed to the 92 percent or lower when drivers are unable to find the few remaining spaces. Westfield says the system boosts a center's retail sales by as much as 5 percent, because less time circling the parking garage means more time shopping, and patrons are likelier to return.