

CASE STUDY

Brandywine Realty Trust

Oakland, CA



Propark effectively manages Oakland portfolio for this Class A office building and mixed use property developer.

Founded in 1986, Brandywine Realty Trust has spent more than thirty years developing, building and managing the nation’s most remarkable Class A office and mixed use properties. With a reputation for entrepreneurial drive and a clear commitment to sustainability, Brandywine Realty Trust’s high standards and uncompromising commitment to excellence made the selection of Propark to manage its Oakland portfolio a natural fit. This LEED Gold certified building features two subterranean parking garages, entrusted to the management care of Propark.

- ▶ As the parking management company on the leading edge of pioneering sustainability within the parking industry, Propark implemented a suite of green products and services at the Lake Merritt Tower garage, showcasing the facility as the first Green Parking Council Demonstrator Site on the west coast of the United States.
- ▶ The sustainable initiatives included Juice Bar® electric vehicle charging stations, tire inflation stations, hybrid vehicle designated parking, participation in the first-of-its-kind BMW DriveNow electric vehicle car sharing program and a weekly waterless car wash.
- ▶ As a direct result of Propark’s collaborative efforts with Brandywine Realty Trust, the San Francisco Business Times ran a feature article on the facility in April 2012.

Within the first three months of Propark’s management of the Lake Merritt Tower’s parking component, occupancy rose from under 40% to over 90%, yielding an 88% increase in revenue during the first year.

