

## CASE STUDY

### Kings Plaza Shopping Center

Brooklyn, NY

For Macerich Properties, Propark provides parking management services for the Kings Plaza Shopping Center in Brooklyn, NY. Macerich is one of the country's leading owners, operators and developers of major retail real estate.



The Kings Center Shopping Center attracts shoppers from all over Greater New York City. It features a 10-level parking garage with 4,000 spaces. The self-park garage is a completely self-park, self-pay operation, featuring a state-of-the-art parking access and revenue control system.



Parking at such a large-scale shopping destination is extremely important as it should provide a safe and efficient parking layout, payment system, entry/exit process. At this site, Propark implemented a number of improvements to improve customers' parking experience including:

- Instructional measures on the use of parking equipment to assist customers, resulting in a reduction in customer complaints
- Preventative maintenance program to keep equipment in optimal operating condition and extending its useful life
- Improved customer satisfaction by our customer service oriented staff

**Propark parks an average of 3,000 cars each weekday, nearly 6,000 cars per weekend day, and over 10,000 vehicles each day during holidays.**

