

NEWLY BUILT CAR PARK

ALTMARKT DRESDEN

EPA AWARD 2009



FACTS AND FIGURES

- Underground car park
- One level
- Parking spaces: 468
- Investment: 15,7 million
- Construction time: 18 months
- Opening hours: 7 am – 11 pm
(24-hour exit)
- Situated in the centre of Dresden
- Parking Guidance System

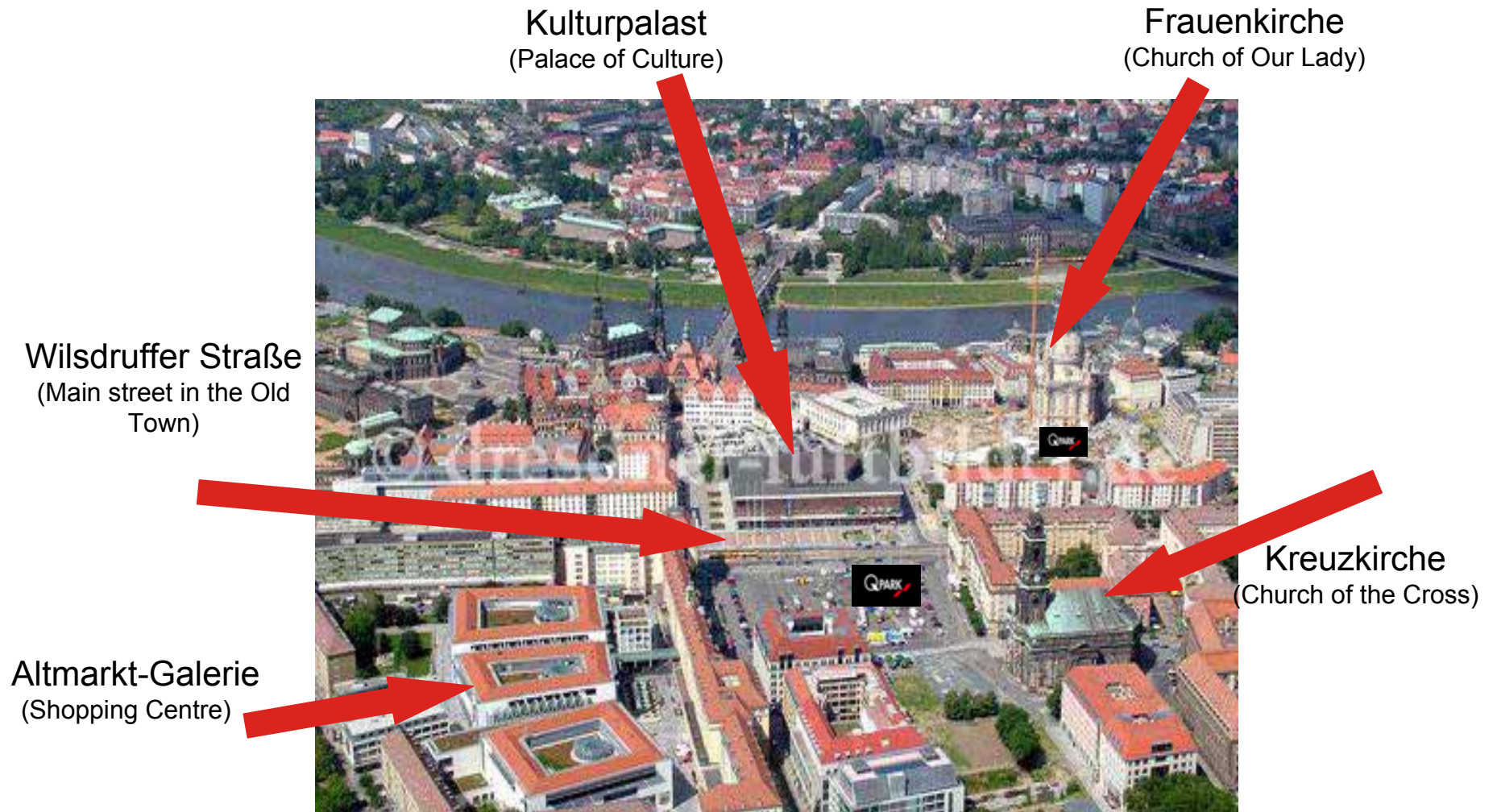


Altmarkt Dresden – Newly built car park
operated by Q-Park

Opening date – 31 Oct 2008

Owned and

LOCATION AND SIGNIFICANCE OF THE UNDERGROUND CAR PARK FOR THE CITY OF DRESDEN



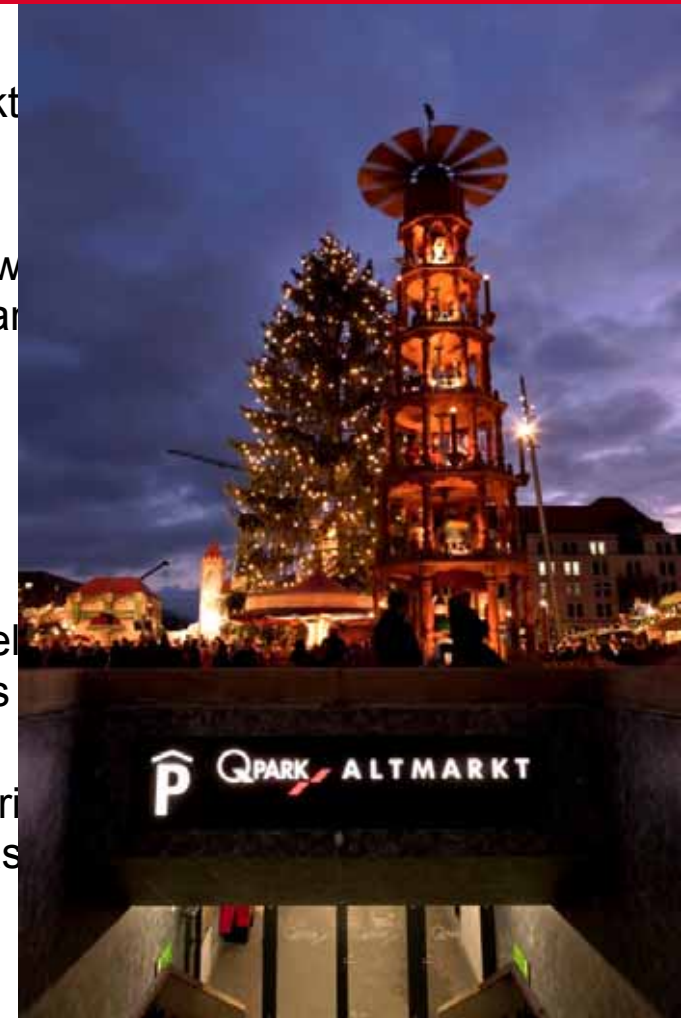
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LOCATION AND SIGNIFICANCE OF THE UNDERGROUND CAR PARK FOR THE CITY OF DRESDEN

- The car park is located under the historic Altmarkt in the centre of Dresden
- The construction of the underground garage has freed the Altmarkt from parked cars and allowed the square to be used again as an open market and location for public events such as the traditional “Striezelmarkt” Christmas market
- Its entrances and exits are conveniently located in the adjacent Wilsdruffer street
- By the end of April 2009, the existing pedestrian passage will be extended with a pedestrian tunnel under the Wilsdruffer street offering direct access to the Kulturpalast
- The Altmarkt area is known for its wealth of historical buildings such as the Kreuzkirche and Kulturpalast as well as its many shops, the Altmarkt-Galerie shopping centre and lots of bars and restaurants



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RELATIONSHIP WITH SURROUNDING TOWNSCAPE



Herbert Feßenmayr
Deputy mayor in charge of
town planning

Extract from an interview with Herbert Feßenmayr, deputy mayor in charge of town planning, Dresden. Source: Parkzeit 01/08

How did Q-Park's concept win you over? How would you describe the collaboration in

Q-Park is well-known in Dresden as a car park operator. We were already convinced by the seriousness and expertise that the company showed in the construction of the underground garage at the Neumarkt. It is a popular choice for drivers because it is clean, well-lit and clearly structured. That's what it will be like at the Altmarkt.

the realisation of the project so far?

Q-Park is one of the leading car park operators. That means they have a lot of experience in terms of the economic efficiency and customer friendliness of car parks. This expertise can be seen clearly in the project management, because in the execution of such a demanding project in the middle of the city a lot of details have to be considered. Q-Park's representatives have shown themselves to be constructive and skilled partners.

RELATIONSHIP WITH SURROUNDING TOWNSCAPE

- Target groups:
 - Visitors to the Kulturpalast, restaurants and bars, the Old Town, public events and the weekly market
 - Shoppers visiting the Altmarkt-Galerie, the Old Town and the Prager Straße
 - Local residents and staff of the surrounding retail, catering and cultural sites

Besides the usual short and long term parking rates, individually tailored partnerships and parking products are available for the various target groups.



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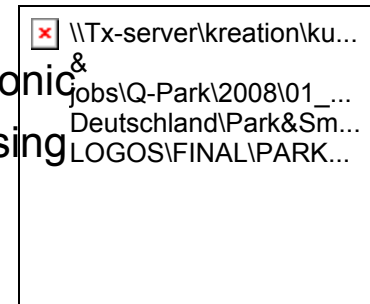
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RELATIONSHIP WITH SURROUNDING TOWNSCAPE



- Special customer benefits and offers at the car park
- “Theatre fare” for visitors to the Kulturpalast and Philharmonie
- Partnerships with local catering businesses: ticket advertising and back-lit posters in the garage
- Underground car park directly accessible to all guests of the NH-hotel, which is currently under construction
- Park & Smile: collaboration with retail and restaurants, remuneration of parking time; communicated with posters and flyers
- Congress Parking cards (2 - 7 days) for visitors to Dresden
- Prepaid card with a 10% price discount against normal hourly rates
- Flex Subscription: A certain amount of hours (100 - 150) can be booked a very favourable rate for flexible use during a month



STRUCTURE AND COMFORT

- Underground car park with direct access to the Kulturpalast
- Generously designed ramps and large, numbered, diagonal parking bays; support-free parking
- Handicapped-accessible glass elevator with access to the Altmarkt
- Handicapped-accessible and women-only parking areas
- Wide lanes
- Clear signage for both drivers and pedestrians
- Special parking area floor coatings
- Pedestrian passages painted in “art glaze”
- Stairs and elevator trims adapted to the design of the Altmarkt square, using materials such as granite
- Fully automatic guidance system within the car park as well as connections to the municipal parking system
- Access and exit for frequent parkers using non-contact Nedap technology
- Various electronic payment options



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ON-SITE SAFETY

- General safety
 - Active light guidance system
 - Bright wall and ceiling colours
 - Clear signage and marking of pedestrian walkways
 - Well-marked emergency exits, fire extinguishers, jet fans for fast smoke extraction in case of fire
 - Parking equipment can be controlled from central office
 - Loudspeaker installation in the entire garage
- Personal safety
 - Parking service staff on site during opening hours; connection to central office during closing hours
 - First aid and AED
- Technical safety
 - Use of speed gates outside opening hours, access with valid parking ticket only
 - Automatic doors for pedestrians
 - CCTV
 - Gas detection system (CO)



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CUSTOMER INFORMATION AND SERVICE

- Welcome sign with prices and conditions
- Price and service information posters, plus product flyers and posters
- Services:
 - Battery charger
 - AED
 - Baby buggy loan
 - Umbrella loan
 - Shoe polishing machine
 - City map marked with points of interest
 - Drinks and snacks vending machines
 - Car cleaning
 - Toilets
 - Manned office as information point



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OUTSTANDING BENEFITS

- The most important characteristics of the Altmarkt underground car park:
 - The car park has two entrances and exits on the Wilsdruffer Straße (the main street in the Old Town). They are positioned between the traffic lanes and the tram tracks and can be accessed from the flowing traffic in both directions
 - Direct connection to the Prager Straße (with shopping area and Altmarkt Galerie shopping centre)
 - Direct underground access to the Kulturpalas and car park for the guests of the NH-hotel, which is currently under construction



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Quality in parking

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