

Q-Park Magasin Copenhagen, Denmark

EPA Award 2013

Category Renovated projects

Q-Park Magasin City environment

- | Location: Inner city, Copenhagen, Denmark.
- | Type: multi-storey + underground carpark.
- | Capacity: 214 cars.
- | Access: 2 entry/exit points (1= multi-storey + 1= underground).
- | Main features of renovation:
 - | Enabling 24/7 parking via access control.
 - | Construction of a parking host lodge.
 - | Construction of customer rest rooms.
 - | New floor coating.
 - | Improved lighting.



Q-Park Magasin

Identification and access

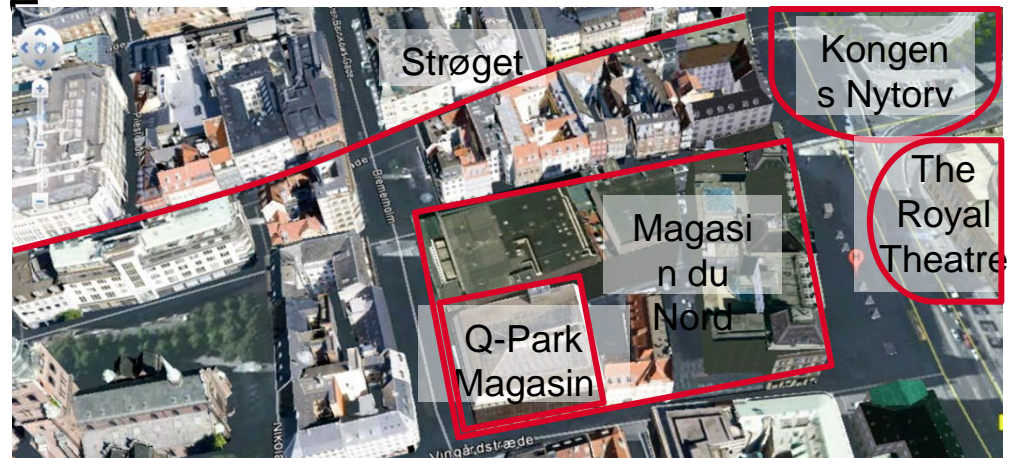
- | Q-Park Magasin is part of the renowned department store 'Magasin du Nord' - a Copenhagen landmark since 1870.
- | The name Q-Park Magasin enables visitors to easily locate the carpark.



Q-Park Magasin

Surrounding townscape

- | The carpark is fully integrated with Magasin.
 - | Department store access directly from within the carpark.
- | Many famous attractions can be found in the surrounding area:
 - | Strøget (pedestrian street).
 - | Kongens Nytorv.
 - | The Royal Theatre

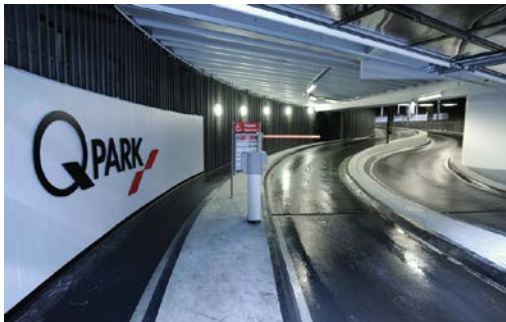


Q-Park Magasin Structure 1

I Entrance, facade and parking floor before the renovation.



I Entrance, facade and parking floor after the renovation.



Q-Park Magasin Structure 2

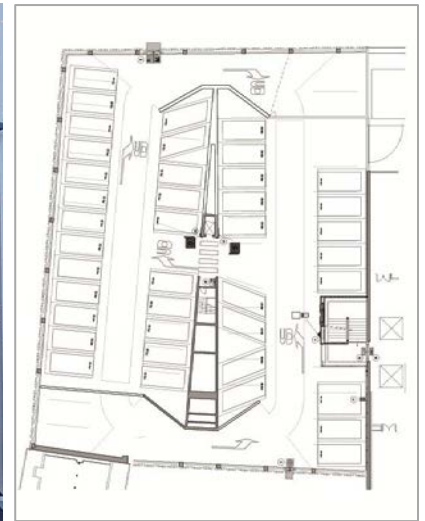
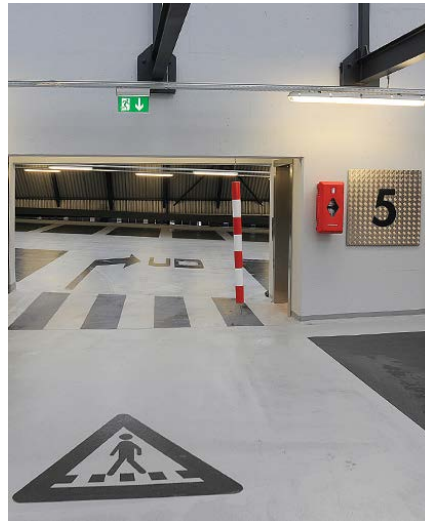
I Pedestrian entry, stairwells and pay station before the



Q-Park Magasin

Layout, routing and orientation

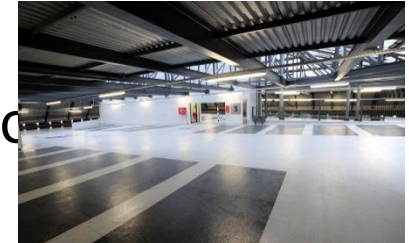
- I New and improved visitor guidance!
- I Clear and communicative signage.
- I Parking floors with painted routing information.
- I Availability information at entry points.



Q-Park Magasin

Safety, security, lighting

- | A bright and safe carpark!
 - | Bright and well lit ramps and parking floors
 - | Facade windows.
 - | Allows for sunlight during the day.
 - | Lit with LED for extra light at night.
 - | On-site parking host.
 - | Access control.
 - | Speed gates at entry/exit points.
 - | Card readers at pedestrian doors.
 - | Glass doors at stairwells = no “blind” spots.
 - | On-site AED.



Q-Park Magasin

Supervision and management

- | Customer care and communication!
 - | On site assistance by parking host (30 hours/week).
 - | 24/7 assistance + video surveillance via Q-Park Servicecenter.
 - | Posters and leaflets communicate marketing matters.



Q-Park Magasin Special Features

- | Environmental care!
 - | Energy saving light systems.
 - | Separate motion detectors have been installed on each level of the carpark.
 - | Heat re-cycling.
 - | A heat pump uses the excess heat from server room to heat-up the parking host lodge.
 - | Less search traffic = less CO2.
 - | LED sign at entry guides customers to the underground carpark when the multi-storey carpark is full.



Q-Park Magasin

Some usage information

- | The carpark is primarily used by customers for Magasin.
- | A total of 147.289 people visited the carpark in 2011.
- | The tariff increased from DKK 35 to DKK 40 after the renovation.



- | Renovation effect on turnover and number of visitors is unknown, as the renovation was completed in December 2012 (a few weeks before the delivery of this presentation).
- | Financial data as well as customer evolution data can be



Quality in parking