

# **CONTIPARK**

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Æ InterparkingGroup

## **Underground Car Park „Überseequartier“ in Hamburg**

European Parking Award 2010  
New project



# City Environment

- ❖ “Überseequartier” - The heart of the HafenCity as a new modern component of Hamburg
- ❖ Hamburg’s biggest parking facility, will have 3,100 spaces spread out over two-levels.
- ❖ A perfect infrastructure which enables visitors, tourists, local residents and employees an easy access to the special points of attractions.



# Identification and access

- ❖ To increase traffic handling efficiency the underground car park is integrated into the city centre parking guidance and information system.
- ❖ From all important access roads signs lead to the "HafenCity Hamburg" and the car park "Überseequartier".
- ❖ The entrance of the car park can be accessed directly from the main road (Überseeallee).



# Surrounding townscape

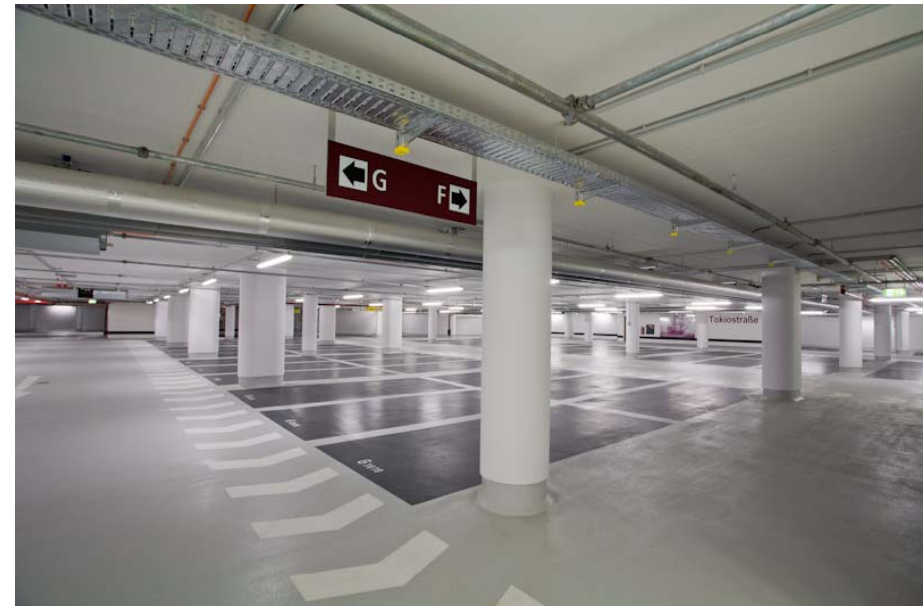
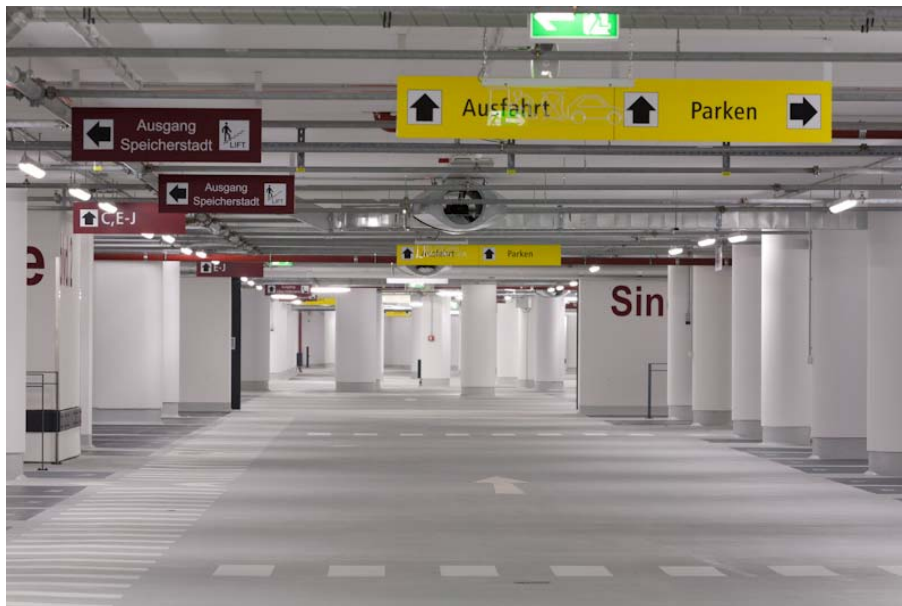
- ❖ To make more room for attractive landscaping, gastronomic hotspot and modern exclusive boutiques, the car park was build in the underground.
- ❖ On top of the car park green spaces and modern buildings provide a link between the waterfront and the city.
- ❖ To ensure that the new district (Überseequartier) becomes a unique urban identity with the surrounding townscape, visual tonalities are defined by the earthy red of the brick and clinker facades.





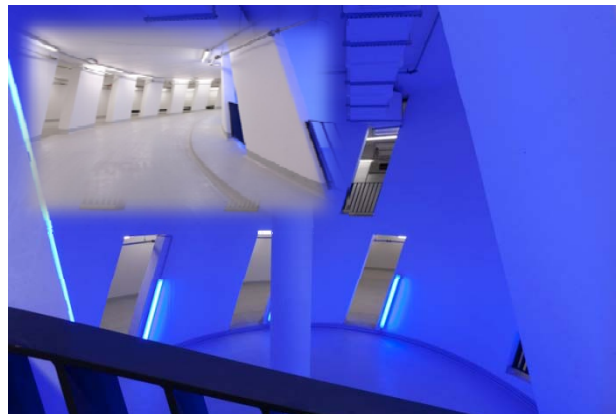
# Design Aesthetics:

- ❖ High ceilings, smart white walls with art designs and stylish flooring give a sense of cleanliness, space, light and elegance.
- ❖ Beveled curbs and wide driving lanes, the glass walls such as the few round shaped columns contribute to a better usability and clarity.



# Design Functionality:

- ❖ Theme-pictures of various scenes are showed near the exits. They are embedded with glass and represent the houses above to which they lead.
- ❖ An eye catching highlight is given by the blue illuminated elevation ramp that connects the two parking levels.
- ❖ All equipment blends into the car parks integrated color scheme.



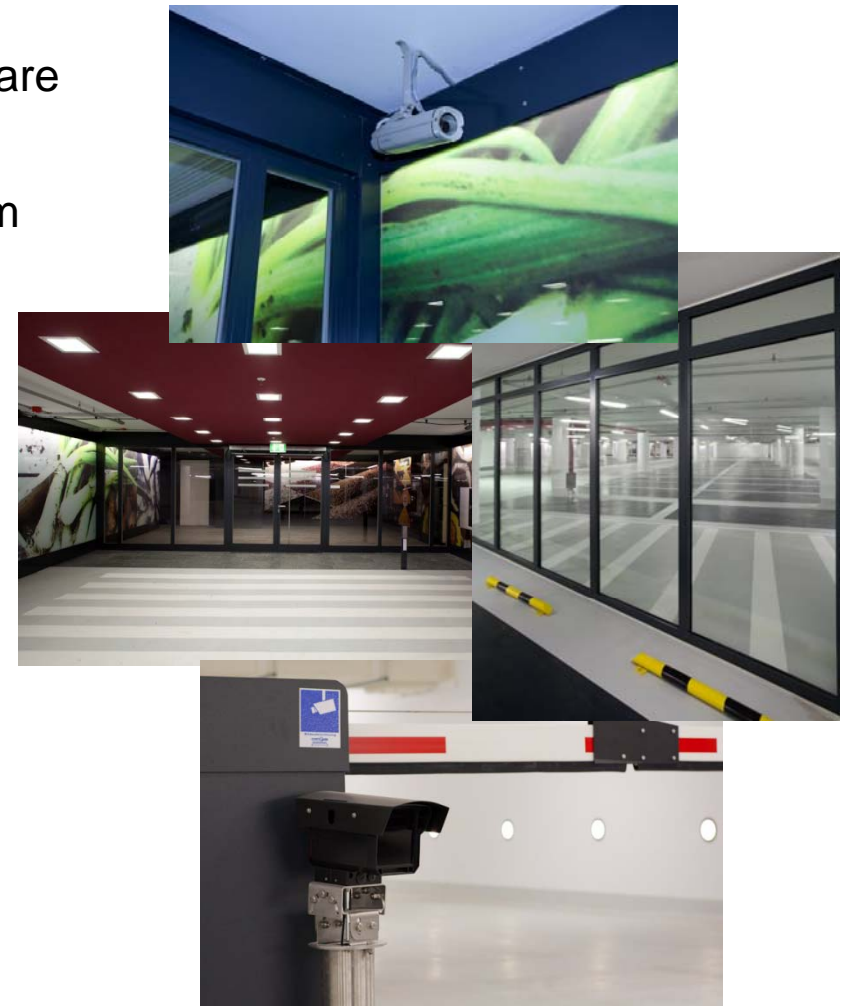
# Pedestrians, routing, orientation:

- ❖ Exits, lifts and CO-alarm tips are indicated by eye-catching signs in house stile colors and unique pictograms.
- ❖ Different street names on the wall, zebra crossing marks on the floor and numbering of the parking spaces give customers orientation.



# Safety , security and lightning:

- ❖ Video supervision cameras and audio technology are connected to the 24/7 control center
- ❖ Integrated modern licence plate recognition system
- ❖ A defibrillator has been placed in the garage.
- ❖ The garage is manned from Monday – Saturday
- ❖ Modern fire fighting systems
- ❖ BOS system is integrated
- ❖ Wide and well lit ramps and lanes
- ❖ Clearly illuminated signage
- ❖ Glass doors and walls
- ❖ Energy efficient light and vents fitting





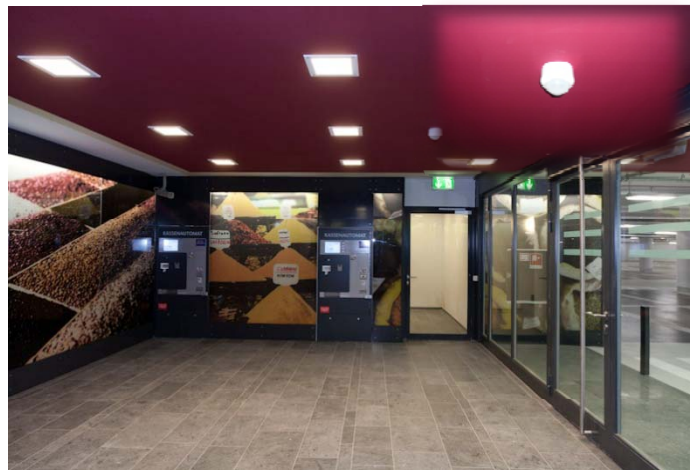
# Supervision and management

- ❖ Customers can be helped 24/7 by the control center.
- ❖ Full range of special services for example a heart defibrillator or an umbrella-vendor-machine.
- ❖ Information Flyer for customers are offered.
- ❖ Means of payment options:
  - ❖ Cash payment with coins or bank notes
  - ❖ Credit card VISA, Master and Amex
  - ❖ Customer loyalty card “Servipark Card”



# Special Features:

- ❖ The floor of the parking spaces is enhanced with a special black lamination which reflects more light than usual laminations, thus saves energy and makes cleaning easier.
- ❖ The lighting system at each level was divided into separate zones those are activated by movement sensors or by time intervals.
- ❖ Modern jet-vents are used which supply better air with less toxic and lower the energy consumption.
- ❖ A charging station for electro cars and bike racks are also available.



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