

Ambiance in Parking®

Attention to Details Makes the Difference: Aesthetics Can Make Your Parking Facility Shine



Quietly, behind the scenes at Standard Parking facilities, major decisions are being made based on the spiritual components of white paint. What shade will best connote safety and the cleanest look for the walls? How much of the curbs can be covered without creating the impression of garishness? How thick should lane dividers be? Some may think these issues are about as exciting as watching paint dry, but at Standard Parking, the second-largest parking management services company in the country, this kind of attention to aesthetic detail is a passion.

When put in charge of a parking facility, the first thing our managers do is grab the

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paint cans and head for the areas that receive the most pedestrian and vehicular traffic. At Standard Parking, we love white paint—we know that painting strategic




Clean, well-lighted facilities make customers feel welcome in Standard Parking garages.

portions of ceilings, walls and columns near entrances and exits helps improve the ability of customers to transition comfortably from bright daylight. Parking equipment, beams, pedestals, ramps and curbs all get the white paint treatment. Of course, we break down and apply red paint to the fire extinguisher boxes.

Such obsessiveness can often have a positive impact on the bottom line. Under Standard Parking's watch, Lita Johnson, senior property manager with the Trammell Crow Company, has noted dramatic improvement in the financial performance of the parking facilities at Seattle's Union Bank of California Center.

“Since Standard Parking has been our operator, the tenant and management service has been exemplary, the appearance of the garage has significantly improved, and the parking revenues have increased. From the corporate management to the on-site attendants, I find their customer service and professionalism to be outstanding,” Lita says.

Standard Parking constantly searches for the little touches that can create inviting, user-friendly environments. Who said parking companies don't think outside the box? 

Grand Prix Auto Race Puts Ocean Boulevard Parking in Spotlight

One reason to keep a parking facility looking great is to be able to shine when the spotlights come on, even when parking is not directly part of the show. For example, once a year along Ocean Boulevard in Long Beach, California, participants in the Long Beach California Grand Prix roar past five parking facilities operated by Standard Parking. With cameras and people everywhere, and the

“These improvements helped increase net revenue by \$100,000 last year.”

whole auto-racing world focused on this Grand Prix event, this is no time for parking properties to appear dingy or dark.

The Long Beach Grand Prix is billed as the largest sporting event west of the Mississippi River, drawing crowds each year in excess of 200,000. The race is telecast live in the United States and around the world to an audience of 52 million



in more than 190 countries. Needless to say, the eyes of the cameras as well as all the racing fans, sponsors, team owners and drivers converging on the area put all city amenities—including the parking facilities—in the spotlight.

It wasn't long ago that racing fans—along with patrons of the nearby city aquarium, the Long Beach Convention Center, the county and federal courthouse, and Shoreline Square, among others—had to put up with parking facilities noted for old and crumpled signs, faded paint, dilapidated cashier booths, broken fencing and electrical cable lying all around. Not exactly a place to bring the family.

Standard Parking repainted the booths and restriped the parking lanes, upgraded and relocated all the signage (including strategically positioning all-day parking signs on the heavily traveled Ocean Boulevard side of the facility), and adjusted staffing schedules so part-time



The Long Beach California Grand Prix focuses attention on upgraded Standard Parking facilities in the area.

attendants could help sweep and maintain the lots. And yes, everything was brought up to code, including the necessary upgrades to make the facilities completely ADA accessible.

These improvements, along with revenue enhancement plans, increased net revenue

“The ability to turn parking properties like these around is a benefit that Standard Parking can offer.”

by \$100,000 in 1999 and significantly reduced operating expenses for owner



Camden Realty, which is quite pleased to see the changes brought about by the new Standard Parking management. The ability to turn parking properties like these around is a distinctive, value-added benefit that Standard Parking can offer. Plus, not worrying about your car makes watching an auto race a lot more fun!

And by the way, Canadian Paul Tracy roared back from a 17th-place starting position in his Team Kool Green Honda/ Reynard to capture the 26th running of the Long Beach California Grand Prix. 🏁



Making Parking Revenues Fly at O'Hare International Airport

When Standard Parking took over parking operations at Chicago's O'Hare International Airport, it embarked on a comprehensive program to improve lighting, signage and access. Extensive aesthetic improvements at O'Hare were needed, including new landscaping on terminal roadways, lane restripings, installation of fiber-optic lane-control signs, new rate and directional signage, refurbished cashier booths and employee uniforms, upgraded elevator and stairwell painting, and enhanced facility lighting and level restoration programs.



The airport also wanted something unique to help airline passengers and visitors navigate a 23,000-space parking complex. Standard Parking suggested a theme floor reminder



Elevator lobbies at the O'Hare International Airport parking facility reflect the aesthetic improvements that boost revenue.

system, built upon the logos and music of Chicago's prominent sports teams. Now, the parking tickets and elevator vestibules for each level of the main parking facility showcase one of the city's professional sports teams. Tear sheets displaying the team logo and corresponding level number are provided for customers in the elevator vestibule, where each team's theme song plays.

Chicago's sports teams may run hot and cold, but its airport always produces a revenue winner. Standard Parking's aesthetic improvements at O'Hare, along with security and revenue-control



changes, helped the airport report gross parking

"O'Hare's gross parking revenues in 1999 were more than double the 1993 figure."

revenues of \$93 million in 1999, more than double the 1993 figure, and a 28 percent increase in paid vehicle exits during the same period, even though total passenger enplanements increased only 11 percent. Under Standard Parking's tenure, parking at O'Hare is now a grand-slam home run, everyday! 🏆



From the CEO

When my grandfather first entered the parking business over 70 years ago, customers expected little from parking facilities, and that's usually what they got. Today, they demand attractive and clean environments, absolute personal safety, and a pleasant overall parking experience.

We're proud to have played a role in this transformation. Putting parking attendants in uniforms with ties, painting every inch of the facility up to and including the ceiling, and even dumping the trash every day may not seem revolutionary now, but they were not too long ago.

Of course, the invention we're most known for is our musical theme garages. While nothing better represents our unique approach to the parking experience, we strive to make certain that all our locations, not just those with a musical theme, leave our customers humming a happy tune.

Although the standards have heightened over the years, and most parking operators make at least some effort to keep their facilities clean, we believe our passion for the aesthetic side of the business still sets us apart—and helps us keep pushing the bar a little bit higher. 🏆

Myron C. Warshauer

Myron C. Warshauer
Chief Executive Officer

**Musical Theme Floor
Reminder Systems
in use at Standard
Parking facilities**

Madison-Wells Self Park Directory

Countries

12	USA
11	SPAIN
10	SCOTLAND
9	ITALY
8	IRELAND
7	GREECE
6	FRANCE
5	ENGLAND
4	CHINA
3	CANADA
2	AUSTRALIA

EAST CHESTNUT SELF PARK DIRECTORY

Level	Symbol	Reference	Flight Time
6		OHIO STATE	1:45-2:00 PM FRIED
5		UNIVERSITY OF ILLINOIS	1:30-2:00 PM BLUE
4		NORTHWESTERN UNIVERSITY	1:15-2:00 PM GREEN
3		UNIVERSITY OF MICHIGAN	1:00-2:00 PM RED
2		UNIVERSITY OF WISCONSIN	1:00-2:00 PM PURPLE

Big Ten Schools

6		OHIO STATE	1:45-2:00 PM FRIED
5		UNIVERSITY OF ILLINOIS	1:30-2:00 PM BLUE
4		NORTHWESTERN UNIVERSITY	1:15-2:00 PM GREEN
3		UNIVERSITY OF MICHIGAN	1:00-2:00 PM RED
2		UNIVERSITY OF WISCONSIN	1:00-2:00 PM PURPLE

Madison-Wells Self Park Floor Reminder System

12		Tie A Yellow Ribbon
11		Old Black Magic
10		Paul McCartney
9		Paul McCartney
8		Paul McCartney
7		Paul McCartney
6		Paul McCartney
5		Blue Suede Shoes
4		Tangerine
3		
2		

Songs

THEATRE DISTRICT Self Park Directory

Level	Color	Reference	Music By
11	Blue	CABARET	John Kander
10	Dark Blue	Fiddler on the Roof	Jerry Robbins
9	Red	Camelot	Frederick Loewe
8	Purple	Gigi	Frederick Loewe
7	Orange	SOUND MUSIC	Richard Rogers
6	Light Green	Oklahoma!	Richard Rogers
5	Yellow	MAME	Jerry Robbins
4	Teal	HELLO, DOLLY!	Jerry Robbins
3	Light Blue	Anything Goes	Cole Porter
2	Grey	BRIGADOON	Frederick Loewe
1	Pink	GREASE	Warren Casey

Musicals

Musical Theme Garages are Grammy Winners With the Public

The most frequent complaint in the parking business comes from the poor lost soul wandering the parking garage, desperately trying to remember where he left his car. "How did I, a reasonably intelligent person, get into this mess?" he muses. If he had parked in one of Standard Parking's themed garages, he'd be on the highway already!

Myron Warshauer, chief executive officer of Standard Parking, developed musical theme garages in the early 1980s. The company had

"Among the themes are those honoring countries, musical instruments and popular singers."

been awarded a contract to operate a 1,200-space garage to be the focal point of a Chicago complex known as the Transportation Center. "I came across the idea by accident," Myron says. "This is a 10-level facility with a clear transportation motif. I figured if we identified each floor with a city and then played a song associated with that particular city, the car location would stick with the customer."

It did. Using songs like "New York, New York" and "I Left My Heart In San Francisco" in the Transportation Center



With Standard Parking's musical theme floor reminder system, customers easily recall where they parked.

was such a success that the company soon patented its musical floors idea and rolled out the concept to many of its parking operations across the country. By turning the parking experience into a trip down memory lane, Standard Parking and its clients make life just a little bit easier for their parking customers.

Among the themes in use are those honoring countries, musical instruments and popular singers. According to Myron, "one of the most enjoyable parts of the parking facility owner's job is choosing the songs for every floor!" Owners are careful, however, to select encouraging titles for each floor's play list—songs such as "Tonight and the Rest of My Life" and "Somewhere Out There" are probably best left for radio.

The musical floor reminder system—used in conjunction with **Books-to-Go**[®], **Films-to-Go**[®], **Little Parkers**[®], **ParkNet**[®] and other Standard Parking amenity programs—provides the value-added edge that can tangibly improve your property's image and financial performance. Plus, you'll have the satisfaction of knowing that your customers are leaving your parking facility whistling a happy tune!

Ambiance in Parking[®]
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