



Grovebury Road
Leighton Buzzard
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United Kingdom

+44 (0)1525 382 135

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British Parking Awards Submission 2019

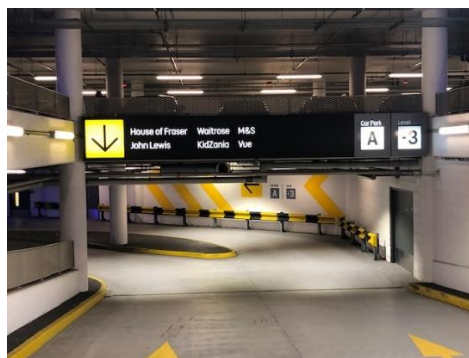
Westfield White City Parking Facility Refurbishment – Executive Summary

Westfield London embarked on a refurbishment of the parking facility in 2015 and approached Roadgrip Ltd to complete a trial area using the Deckmaster ID System. The trial area was monitored for 12 months and was considered an appropriate solution for the refurbishment.

Through 2016 and early 2017, many different implementation solutions were discussed with the Centre Management Team, weighing up disruption against output, with appropriate Stakeholder involvement. The final solution was also required to compliment the Phase 2 extension opening in March 2018.

“Roadgrip worked collaboratively with Westfield through a time of great change, upgrading our existing Car Park in addition to our new Car Parks, all whilst the Centre continued to operate over peak trade”

Joe Katona, Car Park & Estates Manager - Westfield London





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Customer Focused Approach

From arrival at the center until leaving time, the customer experience is key. Roadgrip bought into the concept that this was not a construction project, but customer experience enhancement.

Along side the refurbishment of the deck coatings, Westfield were engaged with HUB Parking Technology to further enhance the parking experience through improved entry/exit facilities, space location and car location & ticket payment.

Enhancements to Existing Layout

As part of the planning of the project, opportunities were identified with Center Management to further enhance the parking experience. In line with the HUB innovations, some simple changes were implemented:

Standard Bay Demarcation

Before the works, parking bays and driving aisles were the same colour, with walkways in black. In consultation with Westfield, we proposed changing the parking bays to Dark Grey. This brought a geometry to the parking deck and further differentiated between driving & parking zones.





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Dual Parking Bays

Center Management identified an opportunity to combine a number of Disabled & Parent/Child bays. We looked at the colour palette available and installed bays as below. This not only maximises the use of available space in the center but adds colour and a further point of reference for vehicle location.



Mandatory Traffic Road Markings

A simple change can make a big difference. In consultation with Westfield Center Management, we changed all the Mandatory Traffic Signs to yellow from white. This heightened the contrast of the signage against the driving aisle background colour to aid awareness of the signage.





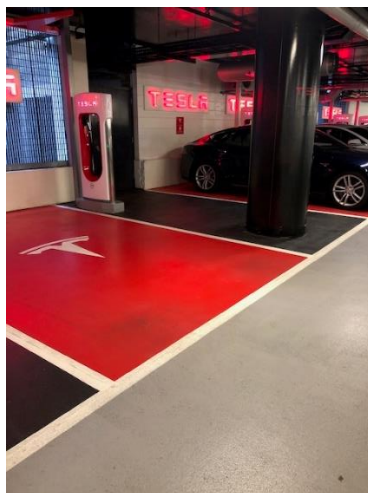
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Tenant Branding

Some sections of the carpark were to be occupied by Westfield Tenants. Early involvement with Centre Management enabled incorporation of Tenant Branding into the refurbishment plan, ensuring compliance with the Deck Coating specification and continuity of quality.



Works Phase

Works commenced in July 2017 on the lower level where existing Deck Coatings were removed and replaced. Impact to traffic and customer experience were closely monitored by the Centre Management Team.

As the development of the scheme evolved, it was decided to replace all the movement joints in the driving aisles, amounting to 600m in 8m sections, which added a further dimension to the works program and trades interface.

In January 2018 the balance of areas were commenced, closing ½ a level at a time, approximately 22000m² each phase. The four phases were completed on time in 10 weeks, handing over in time for the grand opening of the new extension to the center.

The success of this refurbishment was down to the collective effort of all those involved – Centre Management, the work crew, sub-contractors and 3rd party contractors who were replacing the entry/exit barriers, park assist system, wayfinding and internal decoration.

The biggest challenge was ensuring that the customer parking experience was not affected.



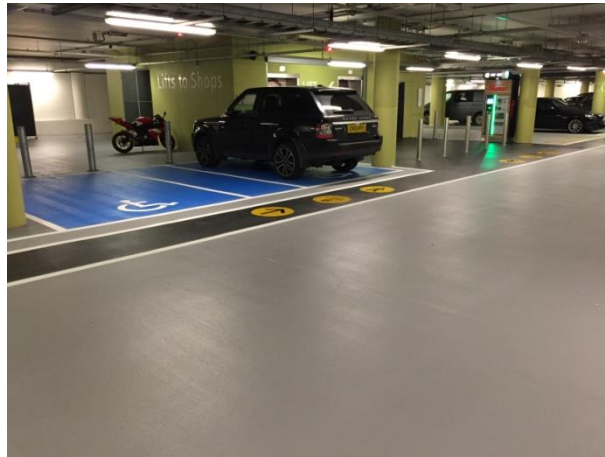
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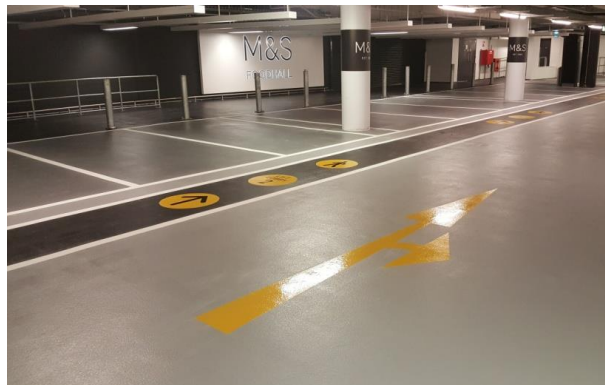
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Parking Facility Particulars Number of spaces, levels, etc.

- The car park facility has a total 4200 spaces these consist of:
- 320 No. disabled bays.



- 3850 No. Standard bays



- 30 No. electric charging bays.



- The car park has 3 levels including ground floor. The facility has 8 No lift cores numbered and colour coded as well as escalator & stair access.



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Material descriptions for treatments of the MSCP parking decks:

- **TO ALL CAR PARK DECK AREAS:** The existing coating system was removed back to the concrete substrate and the new Deckmaster ID system was installed incorporating the Westfield stylised way finder & traffic signage.
- **REPLACEMENT OF EXPANSION JOINTS:** The existing expansion joints were removed and replaced with a CPT 42 Elastomeric Joint

Nature of vehicle circulation paths.

- Vehicles circulate in single direction lanes to all areas within the parking facility. Separate multi lane access/egress points allow smooth traffic flow.

Payment systems and enforcement regime.

- The car park facility has HUB “ Find My Car” Entry/Exit Barrier Systems
- Payment options are ANPR Smart Parking & Pay on Exit.

Facilities for all categories of user – disabled people, motorcyclists and pedestrians.

- The car park incorporates 170 disabled parking bays, 150 Family Bays and 3850 standard parking spaces on all levels. Provision for lockable Motor Cycle Bays is made at the entrance.
- All doorways leading to the ground floor parking areas and cycle store are automatically operated to improve access for disabled users.
- On all floor levels disabled refuge areas are provided. These areas are equipped with emergency call alarms which connect the car park to the shopping facility management.

Horizontal Circulation

- Access to and from the parking facility is via existing footways. Dropped kerbs have been provided to enable ease of movement for disabled persons.
- A simple circulation plan enables ease of movement through the parking facility and enables a clear understanding of orientation to all areas. The lift and stair core areas are immediately identifiable through use of colour and signage. Pedestrian circulation within the facility is level and along designated footways.

Vertical Circulation

- Lifts, escalators and stairs are provided to service the facility. Dual access to disabled, Mother & Toddler spaces are located close to lifts and other exit points.



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Access Equality

- The Equality Act 2010 makes it unlawful to treat disabled people less favourably in employment opportunities, education, transport and in the provision of services, goods and facilities without lawful justification. It also requires employers and service providers to make a range of reasonable
- Adjustments in the way that they provide services to disabled staff and customers and in particular to take reasonable steps to overcome any physical barriers which continue to make their services impossible or unreasonably difficult for disabled people to use.

Signage arrangements, both internally and externally, for guiding drivers and pedestrians.

Vehicle signage is based on standard road traffic signage and is of a pictorial nature. Any text is limited to that which would usually be found as part of a standard traffic signage.

Directional signage is located outside of the stair cores so as to be visible from the parking area with additional signage located at the lift lobbies.

Bay availability signage is used on all floors via the camera based Park Assist smart-sensor system for parking guidance.

