

Smart

zenpark^{pro}

Zenpark launches its 3rd gen smart parking: more optimised, more digital and more service-oriented for a more enjoyable city

Jun 20, 2022 - Zenpark, “Parking-as-a-Service” leader in France, has officially launched the 3rd generation of its smart parking solution, Zenpark Pro Smart, with 100% digital access and operation, a shared electric charging station, and an online platform to boost the retail activity of neighborhood businesses. Zenpark is thus strengthening its smart parking design and operation offer for all large-scale real estate and urban development projects. This new generation of smart parking also aims to further minimise the ecological impacts, with a strong emphasis on reduction of CO2 emissions and slowing land take.

[Logos and HD visuals](#) | Press Contact : francois.cosme@zenpark.com / +33.7.69.68.64.02



ZENPARK PRO SMART: THE SMART PARKING MADE IN ZENPARK

The smart parking *made in Zenpark* is a car park designed and operated by Zenpark that meets the challenges of major real estate and urban development projects: **optimisation of the number of parking spaces through pooling, very low cost operation, scalability of services up to reversibility, and reduction of the carbon footprint.** The construction of a single smart car park of this type advantageously replaces the construction of several conventional car parks attached to each building. This smart car park addresses the specific needs of all users of the neighborhood: residents, company employees, local shopkeepers and occasional visitors. Operation at very low cost nevertheless guarantees optimum quality for everyone, including daily management services such as eco-cleaning or cyber-security of the site, as well as more technical services such as the drafting of the co-op by-laws of the parking based on rights of use, compliance with fire regulations or maintenance of all technical equipment.

Zenpark launched its first generation of smart parking in 2017. Selected by Eiffage Immobilier as part of the development of the 15th arrondissement of Marseille, Zenpark has rolled out a 640-space smart parking lot that meets the challenges of the Smartseille eco-neighborhood. Led by the developer Euromed, this eco-neighborhood offers 58,000 sqm (625,000 sq ft) of housing, a hotel and offices. The optimisation of pooling between the different types of users, driven by Zenpark



software solution, has made it possible to achieve a constant parking usage rate of nearly 40%, while each space still belongs to its occupying owner. Thanks to its pooling capabilities, the Smartseille smart car park has been opened to the public, thus making it possible to accommodate occasional visitors to the neighborhood and free up the streets, which no longer offer public parking. Opening of the private car park to the public is done on the basis of a reservation system through the Zenpark mobile app. This smart parking model also generates additional income for the condominium.

In 2019, Zenpark launched its second generation of smart parking. The main differences with the first generation are: 1- the evolution of its software solution which further improves the benefits of pooling, and 2- the extension of the means of access to the car park for an external public. In addition to the possibility of booking a parking space via the Zenpark mobile app, self-service access has been introduced into the smart parking lot. This simplifies access to the car park for occasional visitors in order to optimise the number of street parking spaces that can be removed, thus increasing the income generated by the car park for the benefit of the co-op. This self-service access is implemented via a “classic” system of ticket distribution and a payment terminal. The smart parking remains cashless, i.e. without money management. An example of this second generation is the smart car park that Zenpark operates on behalf of SERS, one of the main developers and builders in the Alsace region of France, in the Danube eco-neighborhood in Strasbourg. This smart car park has 466 spaces covering the needs of this 6-hectare urban project, i.e. 700 housing units, 18,000 sqm (200,000 sq ft) of offices and shops, a nursing home, a student residence and a kindergarten. Thanks to this smart car park, it has been estimated that the Danube eco-neighborhood saved on the building of nearly 140 street parking spaces, i.e. around 1,800 sqm (13,000 sq ft) of land take.

A NEW GENERATION OF SMART PARKING WITH 100% DIGITAL AND CONNECTED ACCESS

Today, Zenpark is launching the third generation of its Zenpark Pro Smart solution, which now replaces access to the car park via a ticket booth with digital access based on ANPR (Automatic Number-Plate Recognition, also known as ALPR for Automatic License Plate Recognition) technology. This 100% digital approach makes it possible to simplify the user experience, but also to deploy an online platform accessible to all area merchants in order to boost the attractiveness of their business through parking validation and associated services.

This new generation of smart parking has just been implemented **in the eco-neighborhood of La Maillerie located in Villeneuve-d'Ascq near the French city of Lille.** This new eco-neighborhood has the *Biodiversity label* and includes 700 housing units, 16,000 sqm (175,000 sq ft) of offices and 8,000 sqm (86,000 sq ft) of shops and services. This is a 768-space shared car park designed and operated by Zenpark on behalf of property developer Nhood. Access to the car park is ultra-simplified thanks to the ANPR system whose cameras automatically read the license plate of vehicles and connect this information to the Zenpark software system. For one-time visitors, payment is made via the multiple payment terminals available in the car park for which the license plate is the customer identifier, as is increasingly the practice on the streets. It is of course still possible to book a parking space via the Zenpark mobile app for short/medium-term parking or to benefit from monthly rental pricing. The smart car park in the La Maillerie eco-neighborhood is more optimised, more digital and more service-oriented than the older generations, for a more enjoyable city.

A SHARED ELECTRIC CHARGING STATION NOW IN ALL LARGE SCALE ZENPARK SMART PARKINGS

Shared charging at the service of neighborhood residents, company employees and occasional visitors...and the planet

The electric charging stations designed and operated by Zenpark operate on the principle of sharing. The objective is to respond efficiently to all the recharging needs of electric or hybrid vehicles driven by neighborhood residents and local businesses employees (mostly medium and long-term charging) as well as occasional visitors (mostly short-term charging). Zenpark's mission requires that it only develops and operates solutions whose carbon footprint and soil artificialisation impact are minimal. This is why the principle of sharing charging stations has been adopted, including for users who are residents or employee. Indeed, a private charging station allocated to a single resident or employee will remain unused 97% of the time, which is unacceptable in a sustainable mobility framework. All the charging stations deployed in Zenpark's smart car parks offer shared chargers, either on the self-service model, or on the booking model, or a combination of the two. Shared usage is essential to build an electric charging framework with the lowest possible ecological impact, which is



the main objective sought by electric mobility.

Regarding the smart car park in the La Maillerie eco-neighborhood, a charging station made up of 8 shared charging points is offered to all users of the car park. 5 charging points of 22 kW are deployed, mainly for occasional visitors, to which are added 3 charging points of 7.4 kW for residents of the neighborhood and local businesses employees. The sizing of this charging station has been established to meet the immediate electric mobility needs of car park users, with pricing adapted to each need. This charging station is scalable and can be increased in capabilities as is already the case with the smart car park in the Smartseille eco-neighborhood, whose charging station is now made up of 20 shared charging stations.

A SMART PARKING WITH A DIGITAL PLATFORM FOR THE BENEFIT OF LOCAL RETAIL AND NEIGHBORHOOD ATTRACTIVITY

A smart car park that helps boost the activity of local retail

Because mobility and parking management is a powerful lever for boosting the economic and social activity of a neighborhood, Zenpark now offers, with its 3rd generation smart car park, a service dedicated to shopkeepers, restaurants and other small businesses open to the public. This 100% digital service makes it possible to offer their customers discounted or even free parking in an ultra-simple way. In the form of an app accessible on any smartphone, tablet or computer, it enables them to apply a reduction in the parking rate by simply entering the customer's license plate, or via QR-codes. This 100% digital solution thus makes it possible to offer discounted parking hours according to the time of day to drive activity during time slots which are less busy. The objective of this retail-oriented digital platform is clearly in line with Zenpark logic of optimising spaces: the 3rd generation smart parking can help businesses drive their activity at all time of day without ever having to build new parking spaces.

This platform has been set up in the smart car park of the La Maillerie eco-neighborhood for the benefit of merchants from Halle Biltoki, the new place-to-be for gastronomy in the neighborhood, as well as for a future e-sports venue. Merchants have thus chosen to offer 1h30 to 2h00 of parking on certain days on time slots that they have defined themselves and €2 of parking on other periods. The configuration took only a few minutes, directly from a tablet available to merchants. This 100% digital solution adds new services to this smart car park which fits perfectly into the "Parking-as-a-Service" model developed by Zenpark.

William Rosenfeld, CEO and Co-founder of Zenpark: *"With this 3rd generation of smart parking, our ambition is to consolidate our leadership in Parking-as-a-Service and respond even better to the challenges of cities, urban developers and property developers for a more enjoyable city. These car parks optimise every single cubic meter of concrete thanks to digital and sharing, contribute to the development of electric mobility and provide more services to all users in the neighborhood. Driven by innovators in real estate and urban planning, such as operator-developer Nhood for the La Maillerie eco-neighborhood, the market for these new car parks is booming and we fully intend to spearhead it. »*

ABOUT ZENPARK

Zenpark optimises the use of parking spaces to slow land take. At the crossroads between mobility and real estate, Zenpark designs and operates connected and shared parking services and electric charging points. With its patented tech platform, its market place acclaimed by 650,000 users and its expertise in full digital car parks, Zenpark always provides the best-in-class solutions to landlords, companies and cities that aim at optimising the use of car parks, simplifying access and deploying new mobility services. As of today, Zenpark operates 1,300 car parks and its solutions contribute to save 1,500 metric tons of CO2 every year. Zenpark participates in improving sustainable urban mobility and building smart city. <https://zenpark.pro/en>