



Transportation Technologies, Inc.
4395 Iroquois Ave.
Erie, PA 16511
www.transportation-tech.com

*Directional Signage Aids in Efficient Parking:
A **Trans-Tech** White Paper*

Directional Signage Aids in Efficient Parking

Parking takes place everywhere, from in the front of your house to the super-sized lots at the airport. Most people don't need assistance with parking cars at home; however, most of us need some direction on where to park at places like the airport, hospital, ballpark, or university. Generally, wherever there are parking structures, there is a need for accurate and timely information. The more accurate and detailed that information is, the easier it is for a motorist to enter, navigate and exit.

Although this is well-known among parking professionals, there still is a lack of accurate directional signage at most facilities. There is a broad range of technology available in the marketplace to assist parking managers with the task of directional signage. Everything from space counting systems to static or dynamic LED displays is available. These products are on the forefront of technology.

Most systems are well-supported by the manufacturer and backed by strong warranties. Following are examples indicating situations in which the addition of directional signage can improve a facility's traffic flow. A manufacturer or parking consultant can assist with specific applications.

Garage Entrances

At a garage entrance, there are two main objectives that need to be relayed to the motorists immediately: 1) the clear identification of points of entrance; and 2) space availability. Space availability can be illustrated through a [space counting system](#), in which ultrasonic or loop sensors are used to dynamically monitor all of the parking spaces available in a structure. That information is fed into a control unit and the information (number of spaces per level) is displayed on an LED sign for the motorist to view. An acceptable alternative is to display only the status of each level as **OPEN**, **FULL**, or **CLOSED**.

Determining proper points of entry can be presented through a myriad of methods. "[X / Arrow](#)" signals are a simple multi-lingual method of expressing entrances and exits. These "blank-out" style signs can be used to dynamically indicate the status of each lane. However, there can be restricted access points that need to be clearly identified, such as **MONTHLY ONLY** or **STAFF**. If all of these items are clearly identified, motorists should have no problem quickly entering or exiting your structure.



Garage Interior

[Interior parking facility signs](#) help direct people to their destinations as well as provide important information. By incorporating international symbols and/or multi-lingual text, you can effectively communicate important events, facilities, or landmarks. Examples include wayfinding signs (**5th Street Exit**); identification signs (**Monroe Level 4**); status indicators (**Level 1 Open/Full**); and directional signs and signals (**Enter/Exit**).

Through the use of dynamic directional signs, you can ensure that motorists are being directed to the proper location from within your facility as efficiently as possible.

Garage Exit



Exiting a facility can be just as frustrating and confusing as trying to find the right parking spot. This doesn't have to be the case with the effective use of directional signs and signals. Directing traffic to the [exit/cashier](#) requires timely and accurate information to be clearly displayed. Properly-placed signs will help you communicate everything from prices to traffic patterns, and increase the throughput of your facility.

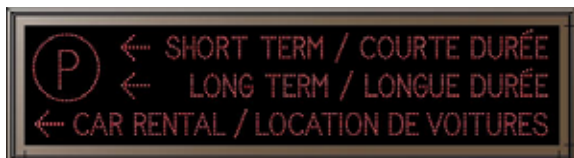
Facility-Specific Parking

Some parking facilities have very specific problems unique to their function. For example, airports, hospitals, universities, stadiums, casinos, and amusement parks all have unique parking situations that require unique parking solutions. Because of this, well-planned and controlled directional signage is a necessity. Parking at these facilities can have a direct correlation on the revenue generated by that facility.

Therefore, it is extremely important to keep traffic well-informed and moving into the facility as quickly as possible, while reducing congestion and stress. There are several types of signage available to accomplish this task, which include the aforementioned types of signage, as well as [space available signage](#). From non-illuminated wayfinding signs to elaborate full-color video displays, the need for accurate information is paramount. Parking consultants, as well as most manufacturers, should be consulted to determine the solutions that exist for the specific types of situations confronted by your facility.



Custom Solutions



Most manufacturers of parking-related signage can provide you with timely, [custom solutions](#) to your distinct parking challenges. It is beneficial to look for companies that provide the best customer service as well as a strong warranty to protect your investment.

When properly-implemented, directional signage will not only reduce motorist stress, but also increase the revenue generated by both the parking structure and the facility it serves.