
NEWS RELEASE

V&A Waterfront leverages ZEAG's improved efficiencies in access control at Africa's most visited tourist destination

The V&A Waterfront in Cape Town is an iconic landmark situated close to the south westernmost point of the African continent. Having been developed over more than 20 years as an integral part of South Africa's oldest working harbour, the V&A Waterfront today boasts the proud reputation as Africa's most visited tourist destination.

Known for its vast selection of shopping and dining experiences, the V&A Waterfront offers visitors the opportunity to delight in a number of unique leisure and tourist activities, from visiting the world-class aquarium, enjoying the spectacular views from the Wheel of Excellence, or catching a ferry to the world-renowned Robben Island, among others.



If you're lucky, you may bump into a prince, a sports star, a superstar or a team member of the Volvo yacht race. You may even buy a Volvo, Ferrari or an Aston Martin if four wheels are your fancy, or a Ducatti or BMW if two wheels are more your thing. You may then take your new purchase and park it in one of ten different car parks situated across the V&A Waterfront precinct.

In August 2011 Zeag South Africa was contracted by the V&A Waterfront to replace the existing parking system with the Orion XR solution. This was to be implemented at all of the shopping malls and commercial parking areas within this precinct. The scope of the project included the replacement of 41 Automated Pay Stations (APS), 60 Entry/Exit Lane Stations along with introducing additional features such as License Plate Recognition (LPR), as well as online Credit Card and Variable Message Signage (VMS). The new solution had to be rolled out within 12 weeks, which included manufacturing time.

The Project

It was paramount that the new parking system needed to be commissioned in time for the busy December festive period. The project had to be carefully planned, from the manufacture and delivery schedules to the details of installation of the parking, and accommodating major V&A Waterfront events such as an international yacht race, music concerts, and a number of other public events. Our close working relationship with the onsite professional team at the V&A was instrumental in the success of the project.

Technology

From the outset The V&A Waterfront indicated a preference towards the most recent advancement in parking technology, with the ultimate aim to improve the current parking experience for visitors to the V&A Waterfront. The system needed to be implemented alongside proven features and functionality already in use in the South African environment, and needed to be easily adapted for future technological improvements.

As part of the roll-out we are currently implementing an LPR system. Upon vehicle entry the License Plate Recognition stores the data on the Zeag Management Station Server and updates the peripheral with the plate details in order to be printed on the ticket. This will enable the operator at the central control room to reference entry time of visitors who may have misplaced their tickets and issue a replacement ticket at the APS, indicating the related tariff. At the same time, this provides important information on the demographic mix of visitors to the V&A Waterfront.

Issuing notes as change was seen as an important feature, and Bill to Bill note readers were installed on all APS's. The Bill to Bill note reader implementation was pivotal in the cash management cycle as change is always an issue on larger sites spread over a wide geographical area. Complimenting these pay stations were the B2B Orion RCU 06 hopper systems.

Credit Card functionality at all of the APS's and the exit lanes was also included. The V&A Waterfront was one of the first shopping malls in South Africa to adopt credit card payment for parking.



With many commercial tenants at The V&A Waterfront, Zeag's proximity access control system was implemented for full parking control. This has provided the facility with accurate control of tenant parkers into demarcated nested areas. The Zeag proximity access control has enabled the V&A Waterfront management to maximise the efficiency of its parking facilities. As commercial parking and retail parking do not necessarily "cross over" on their usage, parking management are now able to control their tenant parking in and out of peak retail periods. The Zeag proximity access control is active at the APS for tenant and frequent shopper parking payments.

To improve on traffic guidance upon entry into the V&A Waterfront, new directional signage, as well as a comprehensive Variable Message Signage (VMS) system is currently being installed. The Zeag Management System has been tightly integrated into this system providing the relevant count data to all of the VMS signs. These signs are strategically located across the precinct allowing for traffic flow management, which has been a challenge in the past.

For further information on the new Orion XR parking system please contact Trevor Fletcher at trevor@zeag.co.za