

International Parking Design (IPD)



*Clifford Smith
Senior Vice President
Managing Principal,
Irvine Office*

In his 20 years of parking design, Cliff Smith has brought to IPD a distinguished and versatile perspective in design and engineering. His leadership and phenomenal vision have earned him top awards and accolades from his peers and from the architectural design community as well.

Mr. Smith received his degree in England, bringing with him an international perspective on parking design. His breadth of experience and knowledge is well noted in projects that stem across the country; most notably, UCLA, MGM Grand in Nevada, and Florida Hospital in Orlando. Mr. Smith is also an expert on the Americans with Disabilities Act and completed a comprehensive ADA compliance study for the University of California, Los Angeles.

As an industry leader, Mr. Smith is frequently sought after for his innovative design and his comprehensive approach to aesthetic, function, design efficiency and construction costs.



International Parking Design IPD is a full service parking design firm providing distinctive architectural design, structural engineering and

parking consulting services across the globe. Our comprehensive approach to design and close attention to aesthetics, functionality, structural systems, operational elements and cost-effectiveness has garnered us the reputation of providing unsurpassed client service and ingenuity. With over 35 years of experience, IPD has worked hard to build a solid reputation of strength and quality. We are proud of our distinguished reputation for providing excellence in design and immeasurable client service.

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Jim Zimmerman and Emily Hollis

Getting everyone to agreement is the hallmark of Jim Zimmerman and Emily Hollis' parking practice. Their innovative methods have included hosting a late-night workshop in a 24-hour restaurant in a busy hospital and orchestrating a three-day, intensive consensus-building "charrette" to complete the parking program for a city's central business district.

Never hampered by convention for its own sake, they draw on the best of traditional parking planning and urban design without missing opportunities to find new routes to their

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CIRCLE #177

Walter P. Moore



*Matthew Feagins
Parking Planner*

Matthew Feagins is a Parking Planner at Walter P. Moore, with over 14 years of experience in diversified aspects of parking operations. Matt specializes in the functional design, graphics and graphics programming of parking facilities. His know-how includes both large garages like Toyota Tundra Garage (the new Houston multi-purpose arena garage) and small single-usage facilities such as the University of St. Thomas Garage. Matt has designed several facilities for the use of Smart Garage technology to help guide the users to available spaces and to better enable management of the garage. Among his award winners are the John P. McGovern Garage in Houston and the Palm Avenue Garage in Ybor City, Florida. Matt is a member of the Parking Consultants Council – a distinguished group of parking consultants and planners open to individual members only.



Walter P. Moore provides parking consulting services including parking planning, functional and graphics design, operation consulting, parking equipment consulting, ingress/egress studies, and restoration/repair engineering. The firm combines an in-depth understanding of parking with its core structural, civil, and traffic engineering services to improve the planning, design and operations of parking facilities. For over 50 years, Walter P. Moore has designed parking garages that are efficient, attractive, durable, safe, and economical.

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CIRCLE #59



Founded in 1997, by former hands-on parking operators, **The Parking Network** provides Management Consulting, Financial Audits and Municipal Tax program services to airports, hospitals, office/mixed-use developments, municipalities, universities and vendors. With

67 years of industry experience and some of the most innovative minds in the parking industry, The Parking Network is truly driving the industry toward excellence.

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CIRCLE #78



Wilbur Smith Associates has provided comprehensive parking and multimodal transportation consulting services for over 50 years. With over 50 offices throughout the United States, our services include parking needs assessments, strategic planning and policy studies, financial feasibility, operations analyses, and the planning and design services for parking facilities for major airports, colleges and universities, medical centers, special activity centers, downtown revitalization programs and mixed-use developments. WSA also provides specialized design services for access and revenue control systems, real time parking information systems, and wayfinding systems.

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CIRCLE #81



Urbitran is the complete parking consultant, providing a comprehensive range of professional services for parking projects of all types. These services include parking structure design, parking master planning, architectural and engineering design, design/build, parking structure rehabilitation, design and financial feasibility studies, parking demand analysis, traffic analysis, survey and inventory studies, privatization analysis, revenue control system, and management studies.

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CIRCLE #179

Architects • Engineers • Parking Planners



Watry Design, Inc. is an architectural, structural engineering, and parking planning firm that specializes in parking structure design. With a staff of 45, we can provide timely service to a variety of clients with needs for innovative solutions

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CIRCLE #289



The Parking Network

What do you get when you mix 67 years of industry experience, 51 years of accounting and finance experience, 36 years of operational experience and 35 years of municipal experience with integrity, quality and dedication? You get the consulting, audit and tax divisions of The Parking Network. With industry knowledge ranging from investment banking to construction and educational experiences ranging from the Ivy League to advanced technical training, the consulting and audit teams of The Parking Network include some of the most innovative minds in the parking industry.

Armed with a corporate philosophy of industry excellence and quality, The Parking Network teams are revolutionizing the parking industry by creating standards of excellence through a unique selection of products and services. From the company's municipal tax division, headquartered in Miami, Florida, to the consulting and audit division, headquartered in Austin, Texas, The Parking Network has developed an outstanding resume of clients through the unsurpassed professionalism, innovation and dedication of the company's teams. The Parking Network's brilliant collection of minds have their sights set on elevating industry standards and providing solutions that extend beyond the boundaries of the stagnant thought processes and inefficient practices that have plagued the industry for far too long.

Wilbur Smith Associates, Inc. (WSA)



Bill Hurrell
 Regional Vice President

Bill Hurrell is a Regional Vice President for Wilbur Smith Associates (WSA) with nearly 30 years of experience as a transportation engineer and parking consultant. He is currently WSA's Project Manager for the Downtown Los Angeles Parking Management Ordinance Implementation Project—the first comprehensive examination of parking management in Los Angeles since the 1980s. He previously directed the San Francisco South of Market Parking Study for a 200 block area in the city's fastest growing commercial/residential district. Throughout his career, Bill also has managed comprehensive downtown parking studies and facility feasibility studies, and the development of parking

financing programs in San Diego, San Jose, Sacramento, Menlo Park, Stockton, Seattle and numerous other cities as well as parking studies for major airports, colleges and universities and medical centers.

Bill is an active member of the International Parking Association (IPI) and recently authored the chapter "Parking and Transit" in the new IPI publication *Parking Management—The Next Level*. He also is the author of numerous other articles on parking issues and is a previous recipient of the *Parking Professional of the Year* award of the California Public Parking Association.

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NPA Holds Convention

Parking professionals from across the globe gathered for four days in September at the Anaheim (CA) Marriott to increase their knowledge, to become acquainted with the latest products and services, and to participate in some of the best networking opportunities available anywhere in the industry. The event was the National Parking Association's 53rd Annual Parking, Transportation and Services Convention & Exposition.

In between an enlivening opening reception and the first annual "Party With a Purpose" completing the event, timely and informative business sessions and roundtable discussions, appealing to all areas of the parking industry drew a wealth of interest and record crowds. Interspersed throughout the conference were engaging social activities that provided a host of vital networking opportunities, for which the NPA conference has become famous.

The exhibit hall, boasting 22 first-time exhibitors, benefited from a consistent, heavy flow of traffic that included key decision-makers:

"We were quite surprised by the number of senior level people in attendance, and have generated a healthy number of high-quality follow-ups." -- *David Spittel, VP Operations, Verrus Mobile Technologies.*

"This year's NPA was the best yet for us. We look forward to next year, and offer congratulations to the NPA



in Anaheim

By Logan Hunter-Thompson

team for making this a productive and meaningful show." -- *David Lazowski, Vice President, Sales & Marketing, ZipPark.*

"Best NPA show I've done in 23 years." -- *Jeff Fitzwilliam, President, Standard Parking Systems.*

NPA President Steve Long of Ampco System Parking credits the convention's success to the energy that enveloped it. "Whether in the exhibit hall or during the many sessions, there was a high energy level that carried through the convention."

Marty Stein, NPA Executive Director, echoed the sentiment: "There was positive energy around all facets of the conference, the sum of which resulted in a truly outstanding show. It's a great feeling to know that a U.S.-based membership association, powered by a rich history, can continue to deliver on so many levels year after year."

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The British Parking Association's Parkex exhibition, held in September, was the largest parking event anywhere on the globe. In spite of the fact that the venue was a bit off the beaten path in Manchester, 200 miles north of London, more than 1,100 people attended the two-day event.

That number makes its attendance larger than any parking conference or exhibition in either Europe or North America. The attendee number did not include more than 500 exhibitor personnel, staffing 100 booths.

The flow through the exhibit hall was steady, and reaction from the exhibitors was positive.

The BPA also held its annual conference during the exhibition. The focus this year was on perceptions of the parking industry: "Managing the Image of Parking -- Conflict or Cooperation." Speakers focused on four main themes: How we are viewed; How we see ourselves; Turning the image around; and The way forward.

The more than 300 conference attendees left the exhibition for sessions in the morning and afternoon, then returned to the exhibit hall for breaks and lunch.

The BPA contracted with Brintex, a trade show management company, to organize the event for them. (Brintex also organizes the very large Traffex event every other year

at the UK's National Exhibition Center in Birmingham.) Parkex will be running alongside Traffex next year at the NEC April 19-21. In 2006, Parkex will be returning to London -- this time to Earls Court -- and will be a stand-alone show with the BPA's annual conference.

Parkex has grown steadily over the years. It had been held for a number of years in the small industrial community of Telford, about four hours from London. Then it



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moved to Manchester five years ago, and was beset with some of the worse flooding in recent history.

Moving then to the Excel center in London's docklands, the event was besieged first with transportation strikes and then the tragedy of 9/11, which occurred just before the event in 2001. The European Parking Association held its annual conference in concert with Parkex in 2003 in London.

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DEATH BY PARKING

By JVH

Chapter 9 - I go after Shirley

L.A. private eye Paul Manning has become deeply involved in the parking business. While investigating a murder in a parking facility in Hollywood, he stumbled into a shootout, was kidnapped by the Mob, and ended up in the hospital after a high-speed crash on Mulholland Drive.

After a dust-up with his girlfriend, Shirley, over a pretty nurse at the hospital, he rented a car, picked up his client, Betty, at the police station, and took her to meet parking expert “DC” McGuire at Rancho Park Golf Course. DC and Betty compared notes, and DC confirmed that money was being laundered through the garage where Betty was night manager. DC also mentioned that it wasn’t necessarily the Mob that was doing the laundering.

Just as Manning was mulling this tidbit, he got a phone call. It was from the female Mob boss who had kidnapped and threatened him. She had told him that if he didn’t keep out of her business, harm would come to at least one of three people: Betty, Shirley or himself. She told him that he had stepped over the line, and one of the three would pay a price.

Well, he was looking at Betty. Oh my God! They had Shirley! Suddenly, their tiff at the hospital seemed like nothing. Nurse Mary and beautiful Betty disappeared from his mind, and he ran out of the bar and jumped into his car. It was only when he put his key in the ignition that Manning realized he had absolutely no idea what to do next.

I just sat in the parking lot, watching some golfers on the practice green. Where was Shirley? Even if I knew, what could I do?

I knew they were probably holding her in the mansion where I was taken when I had been kidnapped. That was in Bel-Air. Maybe a conversation with Bel Air Patrol head Capt. Hankins and my buddy Jim Walsh might shed some light on the case. It

was at least a place to start.

The patrol had its offices in East Gate, one of the two gated entrances to the star-studded Bel-Air section of L.A. Most people didn’t know it, but you could see many more Hollywood types by standing at East Gate around 7:30 a.m. when they left for the studio than at the clubs in the evenings. Of course, catching a glimpse wasn’t too easy, because one of the patrol’s

main jobs was to protect the privacy of the residents.

Hankins had hired me after the LAPD gave me the ax and had taken me under his wing. I was on the patrol, but I also worked with the Captain when he was asked by some of the residents of Bel-Air to help with certain cases when they didn’t want to involve the police. I left to become a PI, but kept a relationship with the

Captain and my friends on the patrol. "So, Manning, I understand you've been pretty busy since we picked you up after your kidnapping," Hankins said as I walked in. "How's the head?" He had contacts everywhere and knew everything that went on in law enforcement in Los Angeles.

"Oh, I'm fine. But I need your help. Shirley has been kidnapped by that bunch that picked me up and is being threatened. Any ideas?"

"Well," Hankins said, "we know the general area where we lost them when we followed you after you had been kidnapped. I have a list of every house in the area, and perhaps by process of elimination, we can figure out where you went."

The Captain and I reviewed the list. It was like Hollywood's "A" list. Surely no one in this group could be part of this deal. Then I noticed that one of the names on the list wasn't a person but a company: Silver Screen Corp.

I asked about it, and the Captain told me that a number of the homes in Bel-Air were listed in the names of holding companies to protect the privacy of the owners. I asked if he knew

who owned Silver Screen.

"Sure, RKO Pictures."

It clicked. When I recognized my kidnapper at the Bel Air Hotel, Shirley had told me that she was an ex-girlfriend of Howard Hughes. And Hughes owned RKO. I can add as well as the next guy and started to run out the door.

"Where you going?" The Captain's tone stopped me cold.

"After Shirley," I said.

Hankins explained as only he can that waltzing into a nest of mobsters alone and without a plan was probably a ticket to Forest Lawn. He said that the resources of the patrol were at my service and that he had a plan.

Seems the Silver Screen house was covered by the patrol's alarm system. He would give me a uniform, and then five of the patrol's finest would "respond" to a silent alarm at the house. That would at least get us inside and give us an excuse to look over the place. We could play it by ear from there.

With my pal Jim Walsh driving and the other three following in a second car, we screamed into the driveway and up to the front door. Not

waiting to knock, we went right in and started looking the place over, guns drawn.

Three gunsels met us coming down the main staircase. Since we had our guns out and ready and they didn't, we had them in handcuffs before they could say much at all.

Walsh and I looked through the downstairs and found Shirley, blindfolded and tied up, in a small room under the stairs. We grabbed her and were headed for the stairs when a voice I would recognize anywhere -- one that had the feel of moonlight dancing on the Spanish Steps but now with the tinge of a she-wolf on a Sicilian hillside -- stopped us cold.

She was standing on the steps, dressed as if she were about to receive an Academy Award. I could tell from her tone and the look on her face that she wasn't happy.

"Round 2 to you, Mr. Manning. I wouldn't, however, get too confident. I know what I want and I know how to get it. You have been warned for the last time."

Walsh and I grabbed Shirley and

Continued on Page 49



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