# **Constitution Wharf**



How Vend helped Jamestown digitize parking at Constitution Wharf-delivering an estimated 5X annual return on investment.

## **About**

Constitution Wharf, an office complex owned by Jamestown, comprising more than 180,000 square feet of space in the Charlestown submarket of Boston. The three buildings are situated on an 8.4-acre waterfront site located on Boston Harbor and are home to major tenants: Massachusetts General Hospital, CBT Architects, Home Base, Constitution Marina, and Bright Horizons. The property includes 420 surface parking spaces, and is conveniently serviced by Route 93 and the Green and Orange subway lines at North Station with close proximity to the TD Garden.

Owner · Jamestown

**Location** · Constitution Wharf, Boston, MA

- Property type · Office
- Parking spaces · 420 Surface spaces

Parking operator · VPNE

## Jamestown, a global, design-focused real estate investment and management firm, had the vision of

The Challenge

improving the parking experience for tenants and visitors at Constitution Wharf. Their previous parking access and revenue control system was expensive to maintain, confusing for parkers to use, and often created frustration and traffic.







Touch-less entry and exit

efficient traffic flow

The Solution

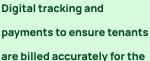
components of the solution include  $\rightarrow$ 

The key



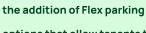
customers and visitors

tenants to easily validate



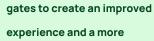
parking they use

Flexible parking types



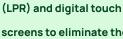
options that allow tenants to share space allocations

including daily, monthly, and



dashboard for the property team and tenants to manage the parking location and allocate parking passes

A configurable self-serve



screens to eliminate the need and hassle of paper tickets

License Plate Recognition



utilization by rate type, date, time, tenants, location, and more To implement the solution, Vend worked closely with the Constitution Wharf property team and VPNE

access revenue data and

technology including new parking gates and loops, cameras, and smart parking digital display. The Vend team also identified an opportunity to enhance the overall traffic flow and provide additional value by laying extended concrete to the lanes, which allowed for a better traffic flow and for the installation of a bi-directional middle lane.

The transition to Vend has been seamless and

beneficial for operations. It has not only

improved the experience for parkers, but also

increased our efficiency

to ensure the unique needs of the location and tenants were incorporated. During the installation, the Vend team replaced all of the existing equipment, upgrading all the lanes to new state-of-the-art



Nick Litton, COO (VPNE)

#### Increased customer satisfaction Parkers appreciated the convenience and ease of

The Results

resulted in significant benefits:

the Vend system, leading to improved customer satisfaction.

The implementation of Vend's digital parking solution



flow within the parking facility. By allowing customers to provide payment ahead of time and reducing the hassles associated with ticketed exits, Vend decreased the exit time by an

Touch-less entry and exit gates improved traffic

Improved traffic flow

average of 23 seconds.

The Vend system has been a valuable tool for



 $\boxtimes$ 

### there have been additional revenue opportunities identified to continue to grow that

Increased revenue

Eliminated maintenance costs

eliminating over \$23,000 a year in

maintenance costs and paper tickets.

The property received new Vend parking kiosks,

LPR cameras, and system maintenance at no cost,

Transactional revenue increased over 10% and

number in the future.

management system, Vend is a great option. 🥄 🖣 **Carrie Denning Jackson** Director of Innovation Jamestown

Conclusion

us. It has helped to improve customer satisfaction,

traffic flow, reduce costs, and increase revenue. If

you are looking for a modern and efficient parking

The adoption of Vend's digital parking solution has transformed parking management at Constitution Wharf, benefiting building owner Jamestown in multiple ways. With increased customer satisfaction, improved traffic flow, reduced operating costs, and revenue growth, Vend has proven to be a modern and efficient parking management solution for real estate asset managers like Jamestown.

> "Vend Park has made using the gate an easier experience for our families. Nothing is worse on a rainy day then to get your child buckled into the car and realize you have lost your paper ticket to exit the parking. With the new system, it makes it easy to scan the validation code in the center on their phones and easily exit at the gate, no more paper tickets."

### **Laurie Seitz** Center Director, Bright Horizons

vendpark.io

Tenant at Constitution Wharf