



## **Outside the Region: BuildMark chooses Park Assist M4 parking system for The Coloradan development**

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Denver, CO Park Assist has been awarded the Parking Guidance System (PGS) contract for The Coloradan, a new condominium development. The LEED Gold certified building will offer a rooftop pool, community garden, curated art collection and retail space. Because the Coloradan is a mixed-use property in which parkers will be residents, visitors and shoppers, Buildmark selected Park Assist to introduce technology that will help shoppers and visitors effortlessly find parking, while also preserving the privacy and exclusivity of resident parking.

The project began in early October and will go live this December, in line with the building's official completion.

Shoppers and visitors will be seamlessly guided to available spaces and will be able to quickly find their car with Park Assist's Find Your Car feature. The Coloradan will offer an app so that shoppers and visitors can find their vehicle's exact location by typing in their license plate number.

The Coloradan's PGS technology also includes Park Assist's Park Alerts software feature that allows management to effectively monitor space utilization and enforce parking policies to ensure that resident parking remains exclusive to owners. Park Alerts will send notifications of any policy violations by offering time-based or license plate-based alerts.

"We are thrilled to work for Buildmark in helping to deliver an elevated parking experience for all of the Coloradan's key constituencies," Vince Balsamo, Park Assist's general manager of North America.

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