

CHERRY CREEK

SHOPPING CENTER

FOR IMMEDIATE RELEASE

Cherry Creek Shopping Center to Launch Smart Parking Program January 2017

First-of-its-kind navigation system will enhance shopping experience and ensure accessible parking for customers

DENVER, July 21, 2016 – [Cherry Creek Shopping Center](#) today announced that it is investing in a state-of-the-art Smart Parking system to ensure shoppers and diners have easy, accessible parking at all times. As part of the program, all parking decks and surface lots will be transitioned to a paid parking system. The majority of the work is expected to be completed by year-end, and parking rates will go into effect January 2017.

The innovative, high-tech parking system will provide numerous conveniences to shoppers. At each parking entry point, customers will instantly know space availability within the decks and surface lots through digital signage, and will be directed to the most convenient spots. In addition to the space location technology, customers can quickly locate their parked vehicle by accessing kiosks stationed at various mall pedestrian exits.

Nick LeMasters, general manager for Cherry Creek Shopping Center, said available parking at the center has become a concern for customers.

“The Cherry Creek neighborhood continues to experience dynamic growth to the point where parking spots are coveted. The result is that the center’s lots are heavily used by customers, but also by those not shopping at the center,” LeMasters said. “Our top priority is to make sure our customers have the best possible experience when they visit. This includes having easy access to parking and entrance to the mall, so the implementation of this parking program became essential.”

According to the [International Parking Institute](#), innovative technologies to improve parking access control is an emerging trend in the U.S. Some of the nation’s largest cities including Denver have implemented strategies to help optimize parking inventory. Cherry Creek Shopping Center is also exploring opportunities to help reduce traffic congestion around the center through the use of alternative transportation choices.

Cherry Creek Shopping Center’s parking rates will be among the lowest in the surrounding area. Parking during the first hour will be complimentary and fees will be waived during community events, including the Cherry Creek Fresh Markets, Cherry Creek Arts Festival and Cherry Creek Sneak. All Cherry Creek Shopping Center employees will park for free.

For more information visit www.shopcherrycreek.com/smartparking.

About Cherry Creek Shopping Center

Located in the heart of Denver, Cherry Creek Shopping Center offers the Rocky Mountain region’s most exciting shopping environment including Neiman Marcus, Macy’s, Nordstrom, Tiffany & Co., Burberry, Louis Vuitton, Tory Burch, Elway’s Restaurant, an eight-screen movie theater and more than 160 other fine specialty stores and services. Shopping hours are 10 a.m. to 9 p.m. Monday through Saturday, 11 a.m. to 6 p.m. Sunday. Preview stores, styles and sales at www.shopcherrycreek.com and www.facebook.com/cherrycreekshoppingcenter.

###

CONTACT:

Dave Dixon
Marketing & Sponsorship Director
Cherry Creek Shopping Center
303-388-2522
DDixon@Taubman.com