

## DRIVING BUSINESS ~ PKNG Stands for Parking and So Much More....



Every profession has its own share of acronyms and terminology and parking is no exception. Accountants like to pitch FIFO, LIFO, AP, AR, ROI, GASB, and FASB and architects use mindbenders AIA, IBC, ACT, CMU, and GWB like they are household words. So parking has its own language of equally mysterious lingo.

For starters terms such as Early Bird, Nests, and Bill Backs are bantered about but have little to do with bird watching. They are actually common parking terms. For example, Campbell Garage has an Early Bird rate of \$3 for entry before 9:00 a.m. This ensures a nice discount for all-day parking. A nest is a term for a facility contained within another facility. Nesting is often used to control access to a specific area within a larger parking facility using access gates. A Bill Back allows for a validation program in which parkers may park for free or at a reduced rate and the merchant is billed later for the parking charges.

Have you ever thought a spitter was someone with a disgusting habit? In the world of parking, a spitter is a machine that issues the parking ticket upon entrance into a garage. Though sounding a little like football, “entry lane, passback, and quick response codes” are also parking terms:

- Entry Lane is the point at which a vehicle enters a parking facility.
- Passback control is a setting that requires entry and exit in a proper sequence in an access control system such as in a garage.
- Quick Response Codes (QR Code) is a popular two dimensional barcode which has imbedded web links. This can be scanned by a smartphone.

If that is not enough to baffle and confuse you, let’s not forget this guy...the humble “bollard” - this is a device that helps promote traffic flow and safe parking. And who could forget handhelds, boots, joints, girders, foot candles, head-in, circulation, and arms.

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- Handhelds are electronic citation issuance devices.
- Boots is a term for a Wheel Immobilization Device - used to render a vehicle stationary until the citations are paid.
- Joints are a division between sections of a floor or slab that permits expansion and contraction of the floor or slab.
- A girder is a main horizontal supporting member or beam in a structure.
- A foot candle is a unit of luminance on a surface.
- Head-in refers to parking whereby vehicles are parked front first in the parking stall.
- Circulation refers to a traffic flow pattern either on-street or off-street in a parking facility.
- Arms refer to gate arms which may be a wooden, plastic or metal barrier arm extending from a gate cabinet and controlling entry or exit from parking areas.

While all these terms are equally relevant in the parking industry, the term Access and Revenue Control "ARC" is one of the most important. Access and revenue control systems allow parking operators to identify the vehicle and record the time of entry. These systems can speed entry and exit from a facility and provide secure revenues while also alerting the operator that a gate is malfunctioning.

And finally, who can forget, "deck, island, anchor, bay, and cruising" all reminiscent of your last cruise but words having absolutely nothing to do with water. These terms hint at the various components of a garage structure and cruising is the practice of traveling along a street or facility in search of a parking space. There are few industries around where clients are referred to as transients (a person who pays for parking on a short term basis), tenants (parking provided to building tenants), parkers (patrons of a parking facility), and scofflaws (a repeat parking offender). The list goes on but you get the idea. Today's conversations are peppered with shortcuts and parking will continue to add to its dictionary. So just remember, a Spitter can be a good thing, an Early Bird will save you some serious coin, and beware of Booting at all costs.

*This article was submitted by Dana Long of Park Roanoke.*

## Featured BizLink ~ <http://roanoke.org/Doing-Business-In-Roanoke/News/September-2014/Economic-Growth-Accelerates-in-the-Roanoke-Region.aspx>

*New data released by the Bureau of Economic Analysis shows that Roanoke is the second leading growth economy in the Commonwealth and that Roanoke's economy is growing at its fastest rate in more than five years.*

*Roanoke's economy is growing faster than more than half of US metros. Roanoke's gross metropolitan product is over 13 billion and is the fourth largest metro economy in the state.*

*A metro's Gross Metropolitan Product (GPM) is the market value of all final goods and services produced within the area in a given period, in this case, one year. The GPM is similar to gross domestic product (GDP), and is one of several measures of the size of the economy of a metropolitan area.*

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