

CASE STUDY

Pier Sixty-Six | Fort Lauderdale

One Campus, Multiple User Groups: Creating Effortless Access

The Challenge

Pier Sixty-Six is a dynamic waterfront destination in Fort Lauderdale that brings together a luxury hotel, private residences, a marina, restaurants, retail stores, event spaces, and member amenities on one expansive property. With a wide range of user groups and access needs, a flexible, well-organized parking strategy was essential to support smooth daily operations and deliver a seamless guest experience.

The Solution

Propark partnered with stakeholders early in development to design a parking program tailored to each group. The team developed a thoughtfully segmented system: valet service for hotel and dining guests, RFID access for residents, QR-code payment for club members and retail tenants, license plate recognition (LPR) for designated areas, and streamlined flow for self-park users. EV charging infrastructure was also included to support guest needs and sustainability goals.

The Results

The outcome is a cohesive, property-wide parking experience that feels effortless for users while operating efficiently behind the scenes. From seamless residential access to polished guest arrivals, each group benefits from a system designed for their needs. With 20+ EV chargers and flexibility to evolve, the parking operation continues to align with the property's high standards and mixed-use design.



"As soon as we entered the hotel, everyone was very courteous. Energetic valet team members welcomed us very warmly."

Mousumi P., Google Review