

CUMBERLAND GARAGE

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PUTTING PARKING PROBLEMS IN THE REARVIEW: HOW PGS ENHANCED TAMPA'S CUMBERLAND GARAGE



EXECUTIVE SUMMARY

In Tampa's dynamic Water Street district, the 1,047-space Cumberland Garage faced significant operational hurdles. Owned by Strategic Property Partners and operated by The Car Park, the garage serves a diverse mix of residential, office, retail, and event parkers. The 10-level facility was plagued by congestion, a frustrating user experience, and inefficient manual processes.

Parking Guidance Systems (PGS) transformed the garage with advanced cameras and intelligent software, revolutionizing its operations. The system

introduced real-time guidance to available spots, dynamic space allocation that can convert monthly contract spaces to retail use after hours, and enhanced enforcement for event reservations.

This strategic upgrade eliminated operational bottlenecks and created new revenue streams. Most importantly, it delivered a seamless, premium parking experience for all users, turning a major pain point into a key strategic asset for the bustling downtown development.

THE PROBLEM

Located in Tampa's vibrant Water Street neighborhood, the Cumberland Garage suffered from operational chaos and missed revenue opportunities, failing to capitalize on the area's bustling amenities and attractions.

THE CHALLENGE:

A Maze of Frustration and Missed Opportunity

As a critical parking asset in Tampa's booming Water Street district, the Cumberland Garage served a complex mix of users, creating operational chaos. The primary issue was a lack of real-time information, which meant drivers entering the 10-level facility had no idea if spaces were available. This led to frustrating situations where drivers would get trapped searching for nonexistent spots, causing severe congestion and a poor customer experience.

For the operator, The Car Park, management was a labor-intensive process requiring staff to manually block the entrance during peak times. This inefficient, reactive approach failed to guide drivers effectively, leading to constant complaints from all user groups. The garage was losing revenue, damaging its reputation, and failing to meet the demands of its diverse clientele.



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THE SOLUTION:

A Flexible, Data-Driven Parking Ecosystem

Strategic Property Partners and The Car Park turned to PGS for a comprehensive solution that delivered intelligence, flexibility, and a seamless user experience. The garage was retrofitted with PGS's cutting-edge **Upsolut camera-based sensors**, a multi-space monitoring and guidance system that provided the foundation for a complete operational transformation.

The solution targeted the garage's most significant challenges with a multi-pronged strategy:

1

Dynamic Space Allocation for Maximum Revenue

The PGS system introduced unparalleled flexibility. It enabled the operator to convert approximately 400 spaces, typically reserved for monthly parkers, into available retail parking during off-peak hours. This feature would unlock a significant new revenue stream by capitalizing on previously idle inventory, ensuring the garage was always maximizing its earning potential.

2

Real-Time Guidance to Eliminate Frustration

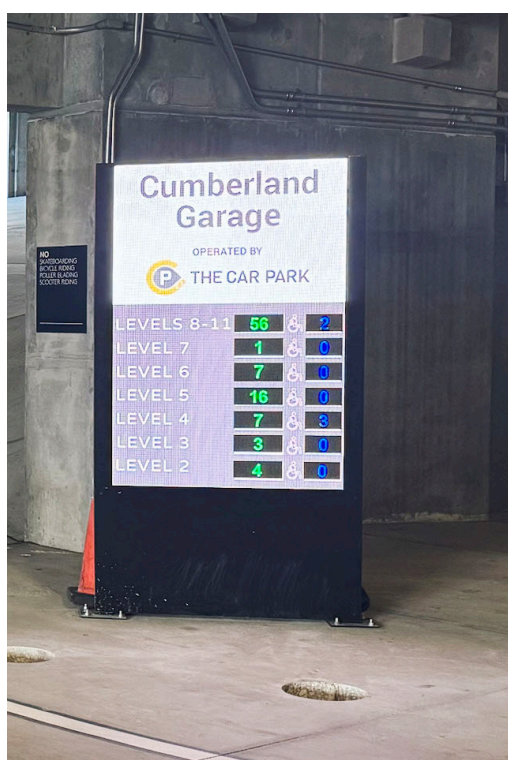
Strategically placed LED Matrix signs at key decision points now display real-time, level-by-level occupancy data. As drivers enter and ascend the garage, they are clearly directed toward available spaces. This simple but powerful guidance eliminates the frustrating hunt for parking, ensuring a smooth journey from the street to the stall.

3

Enhanced Event Parking and Enforcement

For high-traffic events like Tampa Bay Lightning games, the system offers sophisticated reservation capabilities. Drivers can reserve a premium spot in advance. Upon arrival, the internal LEDs on the Upsolut cameras indicate reserved spaces with a unique color. The system's integrated License Plate Recognition (LPR) technology identifies any unauthorized vehicles in these premium spots and automatically charges the accurate fee upon exit, creating an effective enforcement tool and protecting the value of reserved parking.

By integrating these features, PGS didn't just provide hardware; it created a smart, responsive ecosystem tailored to the complex needs of a premier mixed-use facility. The solution gave the operator the tools to enhance efficiency, increase revenue, and provide a superior parking experience for every user.



THE RESULTS

The PGS system delivered transformative results for Cumberland Garage, turning a weakness into a strategic asset and setting a new standard for mixed-use parking environments.

Dramatically Improved User Experience:

The frustrating search for parking has been eliminated. All users, from monthly tenants to event-goers, can now find parking quickly with clear, real-time guidance, significantly reducing congestion and improving traffic flow.

Significant Gains in Operational Efficiency:

Manual intervention is no longer needed. The automated system manages garage capacity seamlessly, freeing The Car Park's staff from physically blocking entrances and allowing them to focus on data-driven operational improvements.

Maximized Revenue and Asset Utilization:

The dynamic allocation of spaces has created powerful new income streams. Converting monthly contract spots to retail use after hours and offering premium reserved parking for events has unlocked the facility's full revenue potential.

"The implementation of Parking Guidance System at 1045 Cumberland Avenue Garage in Water Street Tampa has helped us elevate the user experience by combining the use of real-time sensors and digital wayfinding, the system directs drivers to open spaces and reduces circling. For a district that serves residents, retail patrons, event attendees, medical students and a class A office building, this level of efficiency was essential. The real-time data generated by the PGS enhances our operational decision making, improving space allocation, and ensuring we deliver a safer and more predictable parking experience for the entire district."

~ Nick Memisovski, Regional Vice President, The Car Park



THE CONCLUSION:

From Parking Problem to Strategic Advantage

The transformation of the Cumberland Garage demonstrates how the right technology partnership can turn a complex operational challenge into a powerful competitive advantage. By implementing a flexible and intelligent PGS guidance system, Strategic Property Partners and The Car Park converted a source of daily frustration into a model of efficiency and user satisfaction. The once-chaotic garage now offers a seamless experience that enhances the appeal of the entire Water Street district.

The results speak for themselves. The improved traffic flow, greater operational control, and maximized revenue through dynamic space allocation prove that a smart investment in the parking experience delivers a clear and compelling return. The Cumberland Garage now serves as a blueprint for other mixed-use parking garages and stands as a testament to how innovative thinking can solve today's problems while building a foundation for future growth.



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