Terminal Sales Building (CCP Lot #58)

1201 SW Yamhill St, Portland, OR 97205, USA, Portland, OR



Executive Summary

This garage sits in a strong downtown Portland location near music venues and restaurants, with a friendly attendant team and a clean, well-kept interior. The biggest opportunity is modernizing the fully manual, cash-based operation — digital payments, automated access, and extended evening hours could meaningfully grow revenue while reducing the ongoing cost of staffing two attendants, especially with occupancy currently around one-third.

What We Noticed

Revenue · High priority

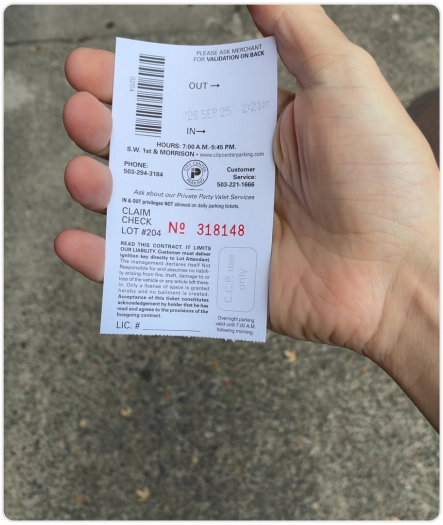
Cash payments and informal exit create revenue leakage

What we saw	Payment is collected in cash at departure, with change given from the attendant's pocket, and a driver could retrieve their car and exit without stopping to pay.
The opportunity	Capturing every transaction digitally would ensure all parking revenue reaches the owner's statement and create an auditable record of each session.

AirGarage fix Introduce license-plate-based payment tracking with digital receipts so every vehicle entering the garage is tied to a recorded, verifiable transaction.

Technology · High priority

Paper claim checks with no payment technology



What we saw	The operation runs on handwritten paper claim checks issued by attendants, with no gate hardware, mobile payment, or digital session tracking.
The opportunity	Camera-based access and text-to-pay would let drivers come and go seamlessly while reducing the fixed cost of staffing two attendants during all operating hours.

AirGarage fix Pilot an attendant-free setup using license plate recognition cameras and QR/text-to-pay signage, which typically pays back quickly given current staffing costs.

Operations · Medium priority

Shutter closes at 5:30 PM despite nearby evening demand

What we saw	A shutter door closes the garage around 5:30 PM, and posted hours end at 5:45 PM, even though the garage sits near music venues and restaurants that draw evening traffic.
The opportunity	Extending access into evenings and weekends would capture a demand window the garage currently sits out, with occupancy at roughly one-third during the day.

AirGarage fix Add automated access control on the shutter door so the garage can serve evening visitors without requiring attendants to stay on site.

Pricing · Medium priority

Single flat rate across all demand periods

What we saw	Pricing is posted at $3 per hour with a $12 daily max and a general note about evening and weekend specials, with no variation by day or demand level.

The opportunity	Demand-based pricing could lift revenue on event nights and busy weekdays while filling more of the roughly two-thirds of stalls sitting empty during slower periods.

AirGarage fix Analyze occupancy by daypart and introduce dynamic rates — lower pricing to build weekday volume and premium event-night rates when nearby venues drive demand.

Signage · Medium priority

Entrance relies on a portable sandwich board for rates and direction

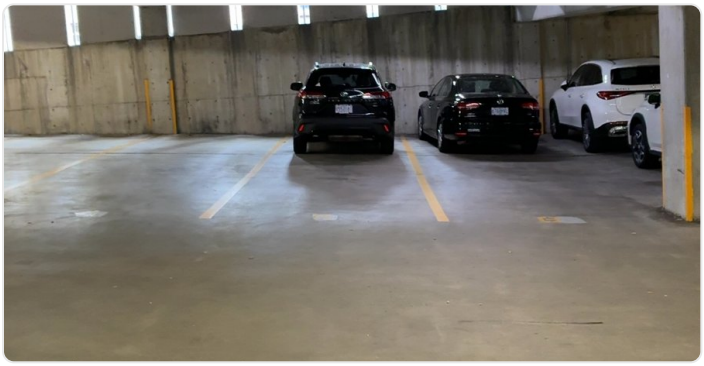
What we saw	Beyond the building-mounted PARKING letters, the entrance uses a small portable sign and a letter-sized rate card near the booth, which are difficult to read from a moving vehicle.
The opportunity	Clear, drive-by-legible rate and entry signage converts more passing drivers into customers, especially in a dense downtown corridor.

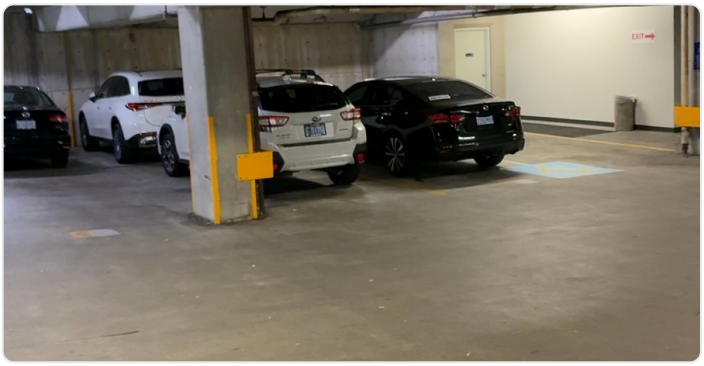
AirGarage fix Install large, permanent rate and entry signage visible from the street in both directions, with rates and hours readable at driving speed.

Customer Experience · Low priority

Double-deep stalls without guidance for self-parkers







What we saw	One side of the garage is striped with double-deep tandem stalls that appear set up for valet operation, but no valet service is advertised and self-parking drivers receive no guidance on how to use them.
The opportunity	Clarifying how these stalls work — or restriping for self-park — would reduce confusion, avoid blocked-in vehicles, and make the full stall count usable.

AirGarage fix Either formally offer and advertise an assisted/valet product for the tandem section or restripe it as standard self-park stalls with clear floor markings.

The Opportunity Ahead

Contactless Digital Payments

Drivers pay by text, QR code, or license plate in under a minute, every transaction is recorded automatically, and no cash changes hands on site.

Camera-Based Access and Enforcement

License plate recognition cameras track every entry and exit, replacing paper claim checks and making unpaid departures visible and recoverable.

Demand-Based Pricing

Rates adjust by day, time, and nearby events so the garage earns premium revenue on busy nights and fills empty stalls with lower rates during slow periods.

Online Visibility and Reservations

The garage appears on parking apps and maps with live pricing and bookable spots, capturing event-goers and commuters who plan where to park before they drive.

Why AirGarage

A Partnership That Outperforms

Always Know What's Driving Your Results

We capture data from every parking session to give you real-time visibility into your asset's performance.

Never Think About Operations Again

From enforcement and maintenance to driver support, we handle the full operational load.

A Better Experience for Every Driver

We manage every driver-facing touchpoint, from signage and payment to support, so the experience is seamless.

Grow Your Revenue Without Lifting a Finger

We handle pricing, demand generation, and driver mix continuously, using real-time data.

142K+ Spaces | 400+ Locations | 40+ States | 2M+ Drivers

Let's Talk

We'd love to walk you through our findings and talk through what's possible for your property.

Book a call with your local market expert

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728 SW 13th Ave Parking

728 SW 13th Ave, Portland, OR 97205, USA, Portland, OR



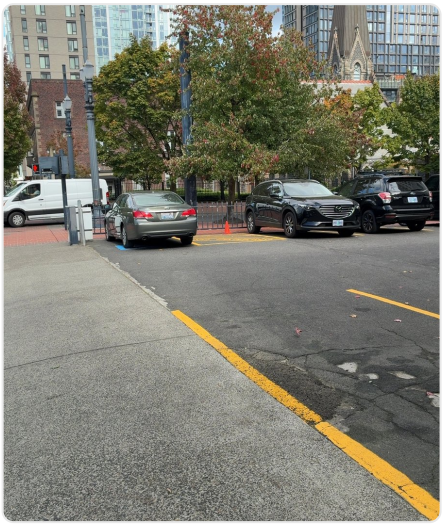
Executive Summary

This compact ~10-space lot sits in a strong downtown Portland location and is running near full occupancy, with fresh striping and a tidy layout. The biggest opportunity is on the revenue side: a lot that fills consistently at $3/hour and $12/day is signaling that demand can support higher, more dynamic rates, and modernizing the pay-and-display setup would make it easier to capture that demand.

What We Noticed

Pricing · High priority

Consistently Full Lot Suggests Rates Have Room to Grow



What we saw	Posted rates are $3 hourly, $12 all day, and $4 evenings, and the lot was mostly full at the time of the visit.
The opportunity	When a lot fills at flat rates, demand-based pricing typically lifts revenue 15–30% without reducing occupancy.
AirGarage fix	Test incremental rate increases and introduce time-of-day pricing tied to occupancy data, so busy weekday hours earn more while evenings stay accessible.

Technology · High priority

Pay-and-Display Meter Adds Friction for Drivers



What we saw	Payment runs through a single legacy meter that requires drivers to purchase a ticket and walk it back to their dash, supplemented by a QR pay-by-phone decal.
The opportunity	License-plate-based digital payment removes the walk-back step, reduces meter maintenance costs, and creates a clean data trail for every session.
AirGarage fix	Transition to a fully digital, plate-based payment flow with prominent QR/text-to-pay signage at each entrance, and retire the ticket-on-dash requirement.

Signage · Medium priority

Signage Mix Dilutes the Arrival Experience



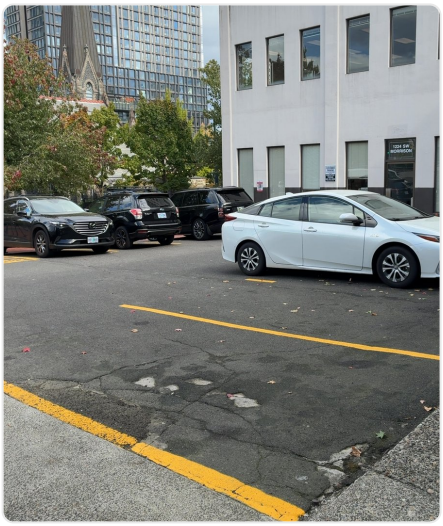


What we saw	Wayfinding relies on a sidewalk A-frame plus a cluster of small wall signs, including one enforcement notice held up with painter's tape.
The opportunity	A single, coordinated signage package makes the lot easier to spot from the street and builds driver confidence that payment and rules are legitimate.

AirGarage fix Replace the A-frame and taped notices with permanent, consistently branded entrance and rate signage sized for passing traffic on SW 13th.

Operations · Medium priority

Fresh Striping on an Aging Surface



What we saw	Stall striping is bright and recently applied, but the underlying asphalt shows cracking and patched areas in several stalls.
The opportunity	Addressing surface wear now preserves the striping investment and keeps the lot presenting well alongside the neighboring office entrance.

AirGarage fix Schedule crack sealing and a sealcoat in the next maintenance cycle, before winter moisture widens the existing cracks.

Customer Experience · Low priority

Weekend Pricing Requires a Trip to the Meter

What we saw	The posted rate board lists weekend pricing only as "See Meter," so drivers can't confirm the cost before committing to the lot.

The opportunity	Clear, complete posted pricing shortens the decision for drivers comparing nearby options and reduces payment questions.
AirGarage fix	Publish the actual weekend rate on the rate board and in the pay-by-phone app so pricing is visible from the sidewalk.

The Opportunity Ahead

Demand-Based Pricing

Rates adjust by time of day and day of week based on real occupancy data, so a lot that fills at peak hours earns what the market supports.

Fully Digital Payment

Drivers pay by plate via QR code, text, or app in under a minute — no tickets, no dash placement, and no meter hardware to service.

Camera-Based Enforcement

License plate recognition verifies payment automatically, keeping paid occupancy high without relying on periodic patrols or dash checks.

Online Visibility and Reservations

The lot appears on Google Maps and parking marketplaces with live rates and reservable spots, capturing drivers before they reach the block.

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