

Car Parking

Component Factor

Yes, part of Necessities Priority ([view](#))

Ranking

Car Parking	Rank	Score	Descriptor
Influence	45 th out of 237	4.14 out of 5	Highly Influential
Control	16 th out of 237	3.71 out of 4	Controllable
Priority	8 th out of 237	15.39	Very high priority

Description/Definition

Refers to the number or availability of parking spaces in the town centre, High Street, shopping centre, retail park, etc. It also relates to parking costs, maximum parking duration, the location of parking spaces, and the diversity of parking supply (van der Waerden et al, 1998).

Why does it matter? (Influence)

Car parking is an important factor as congestion can lead to a decrease of accessibility for residents, employees, customers and visitors, and for service and delivery traffic (van der Waerden et al, 1998). Therefore, when considering the maintenance or improvement the accessibility of the urban retail areas, parking measures are central in the policy and planning for this. The provision of 'easy', 'plenty', and 'inexpensive parking' has been numerously mentioned by respondents as a factor for high street patronage (Bell, 1999), as well as giving the perception of better quality of service (DeNisco and Warnaby, 2013).

What can you do about it? (Control)

Planners try to control the accessibility with a range of infrastructural and regulatory measures and - in the case of car parking - parking measures by predicting the effects of them on shopping behaviours. Research suggests that the location of the car parking facilities have an impact on where people choose to shop as consumers are more likely to visit stores in the close vicinity of where they parked (van der Waerden et al, 1998). Pricing policies need to be carefully implemented as there is high sensitivity to increases or decreases in tariffs, and any increase must correspond to the attractiveness and quality of the area.

See also

Accessibility, Necessities

References

Bell, S. (1999). 'Image and consumer attraction to intraurban retail areas: an environmental psychology approach'. *Journal of Retailing and Consumer Services* 6 (2), 67–78.

De Nisco, A. & Warnaby, G. (2013). 'Shopping in downtown: The effect of urban environment on service quality perception and behavioural intentions'. *International Journal of Retail & Distribution Management*, 41(9): 654–670.

van der Waerden, P.J.H.J., Borgers, A.W.J., & Timmermans, H.J.P. (1998). 'The impact of the parking situation in shopping centres on store choice behaviour'. *GeoJournal*, 45(4), 309-315.