

FACT vs. FICTION

PARKING CONTROLS KILL THE RETAIL STRIP

FICTION

FACT

Parking meters are a revenue grab by local councils.

Paid parking generates revenue to improve pavements and public amenities that would not otherwise be available

Drivers spend more money at the shops

Although drivers spend more money per trip, walkers and cyclists spend money more often

Customers expect to park right outside the shop they want to visit

When no controls exist it is usually the owner or employee who take the parking spot outside the shop

Success of the retail strip is attributable to the lack of parking controls

Factors also include rent values, choice of retail/food/ entertainment on offer AND pedestrian amenity

The longer people can park, the more they spend

The longer people want to spend in a location, the further they are willing to walk from their parking spot; parking controls help to increase space turnover



PARKING & TRAFFIC
CONSULTANTS

Driving success through valuable advice