

# **Parking, mobility and retail: an uneasy relationship?**

2011 Annual Polis Conference

30 November 2011 - Brussels

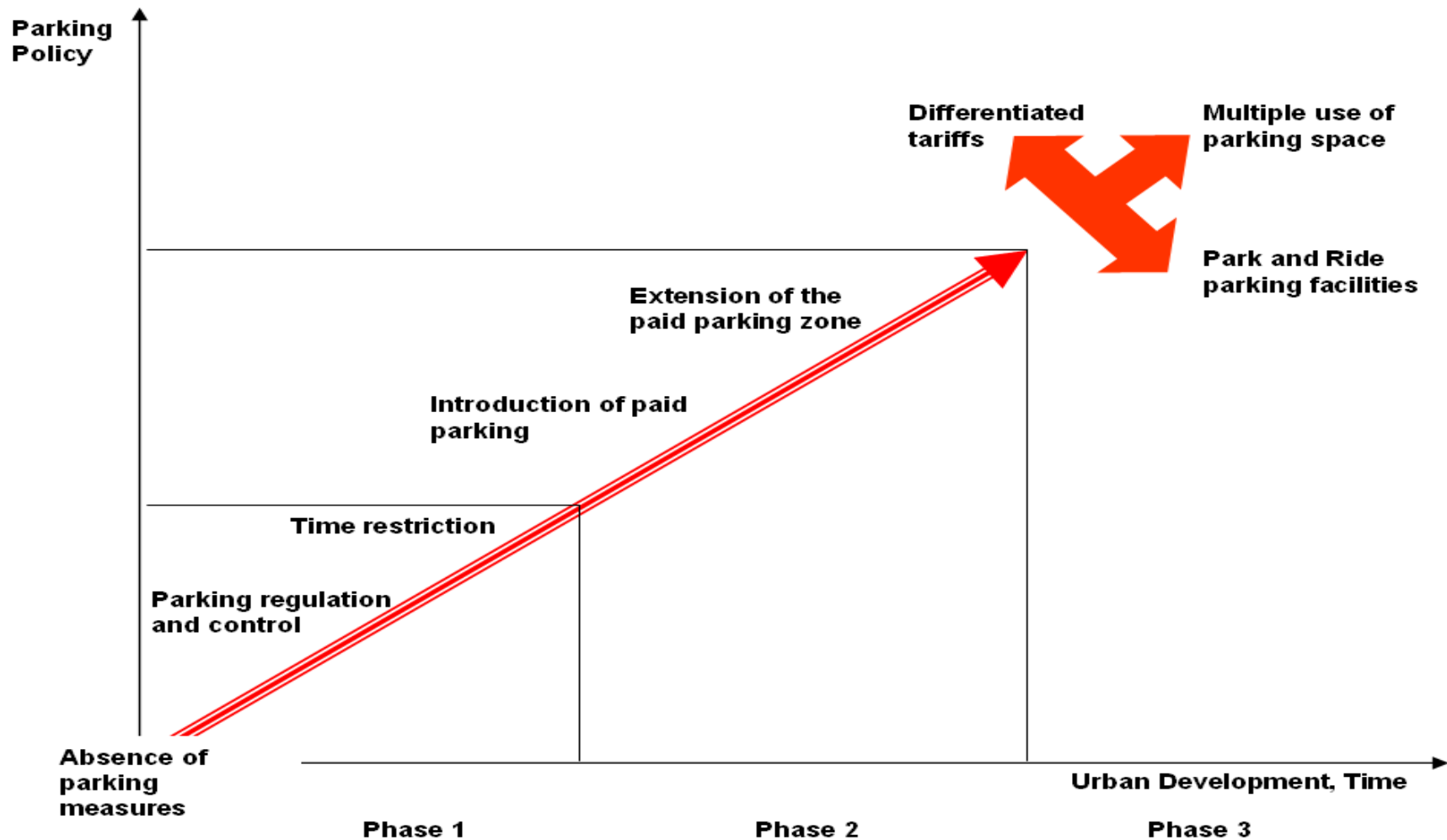
Giuliano Mingardo

mingardo@ese.eur.nl

# Agenda

- Parking policy;
- Misunderstandings in parking policy;
- Parking, mobility and retail;

# The evolution of parking policy



# Parking policy based on feelings

- There are many misunderstandings in parking policy;
- Very often parking = emotion;
- Wrong knowledge and/or lack of knowledge lead to wrong policies!!

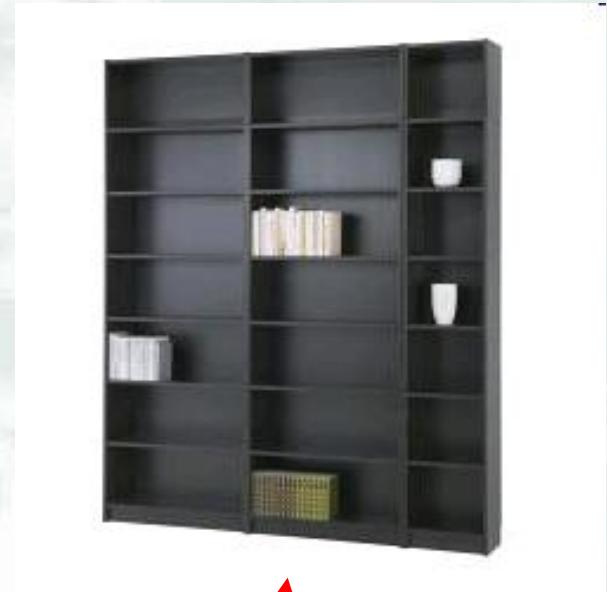
# Misunderstanding in parking policy

1. Free parking exists;
2. Parking is a location factor for companies;
3. No parking = No business;
4. P&R facilities increase the accessibility of the city and reduce congestion in the innercity;
5. Parking in residential areas is a problem only in the innercity;

# Free parking

- Free parking does not exist!!
- The price of parking is included in the costs of all other products and services we buy.

# Free parking does not exist!



The price of this is included in this!



Local shopping area



The price of this is included in this!



# No parking = No business ?

- Several researches:
  1. Relation between modal split and expenditures in local supermarkets (in Leiden);
  2. Relation between modal split and expenditures in a shopping street (Meent in Rotterdam);
  3. Role of parking in shopping areas (> **80** shopping areas in the Netherlands) **2005**;
  4. Role of parking in shopping areas (> **180** shopping areas in the Netherlands) **2011**;
- One result: ‘No parking = No business’ is a huge misunderstanding!

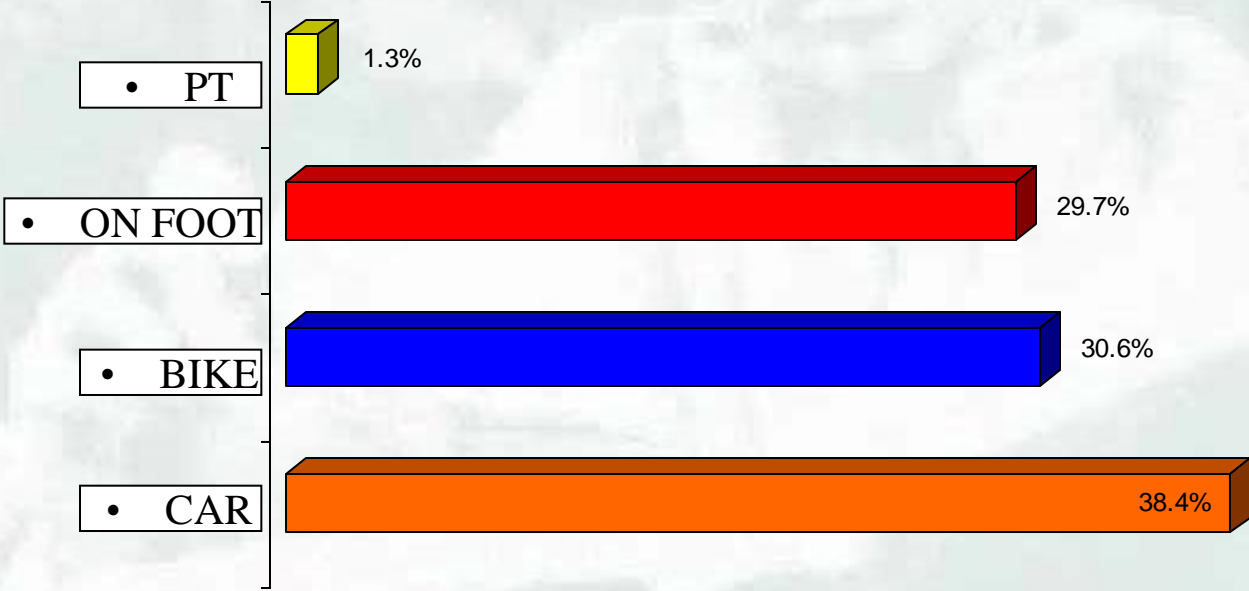
# 1. Transport modes vs. expenditures in the segment local supermarket

- Research area: shopping area 'De Kopermolen' in Leiden
- Type research: survey
- Quantity: 618 surveys collected
- Period: June/July 2007

# Transport modes vs. Expenditures

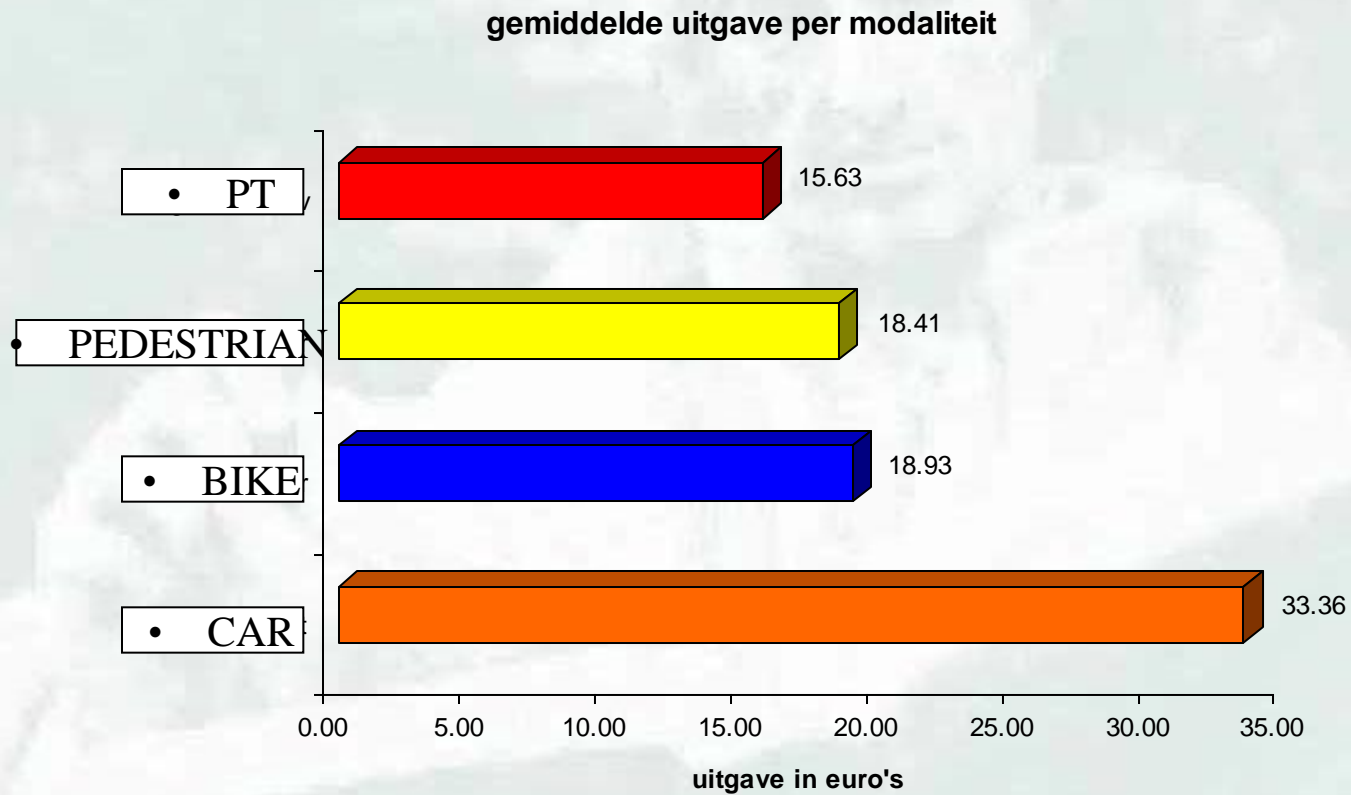
## Modal split of the customers

Verdeling naar modaliteit



# Transport modes vs. Expenditures

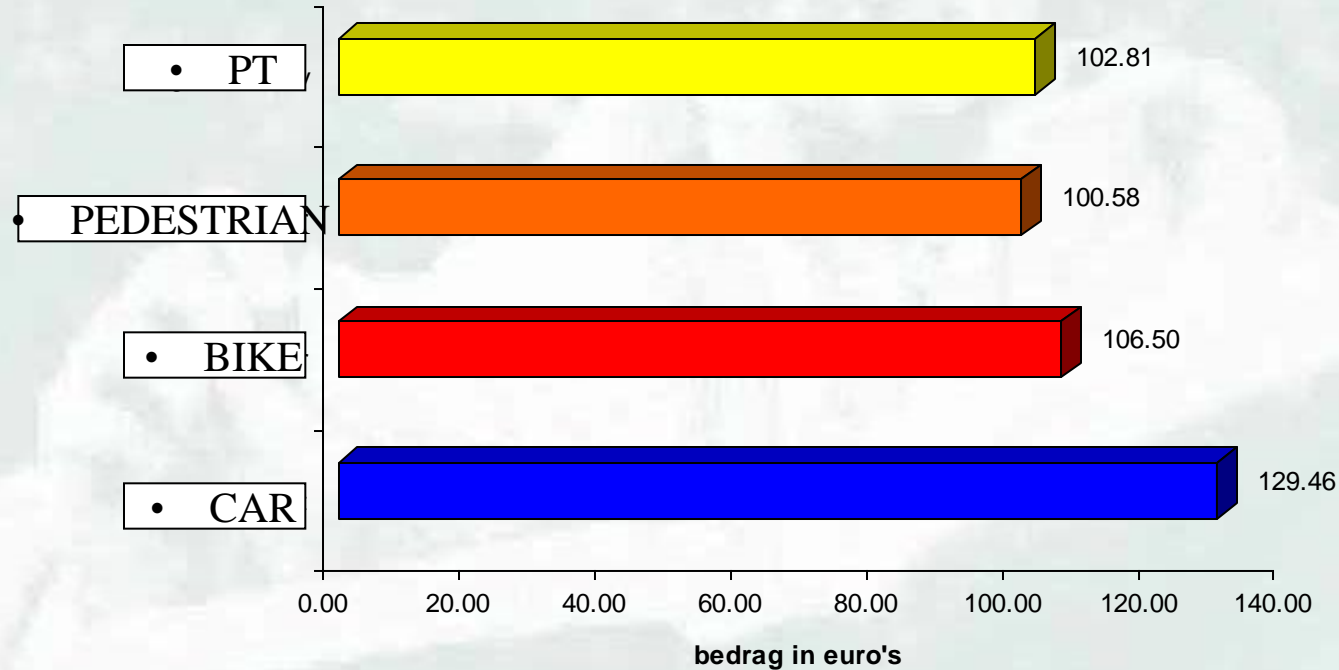
## Average expenditure per mode of transport



# Transport modes vs. Expenditures

## Average expenditure per mode per week

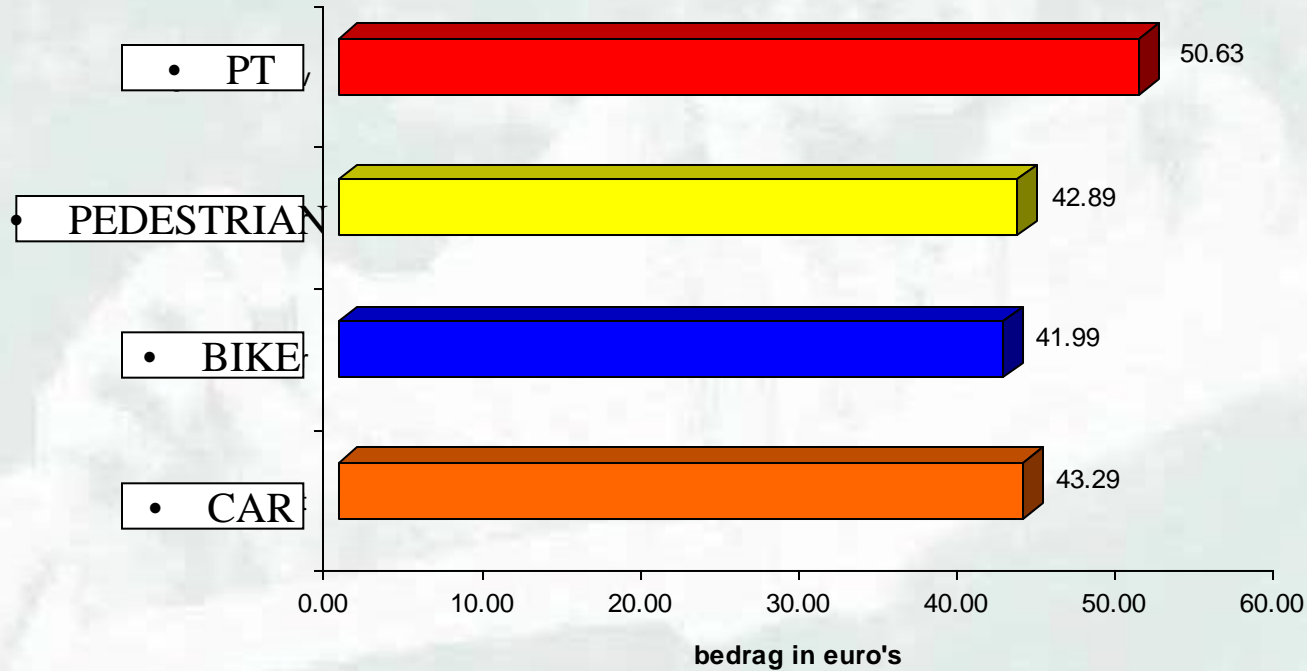
gemiddelde uitgaven per week naar modaliteit



# Transport modes vs. Expenditures

## Average expenditure per mode per week per person

gemiddelde uitgaven per modaliteit per week



## 2. Transport modes vs. expenditures: shopping street

- Research area: the Meent in Rotterdam
- Type research: survey
- Quantity: 363 surveys collected
- Period: June 2008

# Meent: modal split of the visitors

Modal split	%
Car	21.5
Public Transport	26.2
Bike	18.5
Walking	33.6



# Relation among modal split, expenditures and frequency

Modal split	Average expenditure per visitor in €	Frequency per week <a href="#">[1]</a>	Average expenditure per visitor per week in €
Car	106.9	1.20	128.28
Public Transport	49.2	1.49	73.30
Bike	55.5	1.60	88.80
Walking	52.9	2.95	156.06

# Modal split and business turnover

Modal split	%	Average expenditure per visitor per week in €	Average turnover per visitor per week	% of the turnover
Car	21.5	128.28	2,758.02	23.8
Public Transport	26.2	73.30	1,920.46	16.6
Bike	18.5	88.80	1,642.80	14.2
Walking	33.6	156.06	5,243.62	45.3
Total	100.0		11,564.90	100.0

# The importance of the parking tariff

Originally the questions was: what if the parking fee will be doubled?

What if the parking tariff becomes €5 per hour?

- |                                |      |
|--------------------------------|------|
| - I will still come by car     | 38.9 |
| - I will come by PT            | 19.4 |
| - I will come by bike          | 13.9 |
| - I will walk                  | 11.1 |
| - I will come here less often  | 1.4  |
| - I will not come here anymore | 11.1 |
| - I will use a P&R             | 4.2  |

# The importance of parking 'in front of the door'

---

**Are you in favour or against a pedestrian Meent? % of the total**

- In favour 56.5
- Against 30.0
- No meaning 13.5

**How would you react if the Meent becomes a pedestrian area?**

- I will come here **more often** 17.4
  - I will come here **less often** 9.8
  - I will come here **as often as now** 72.8
-

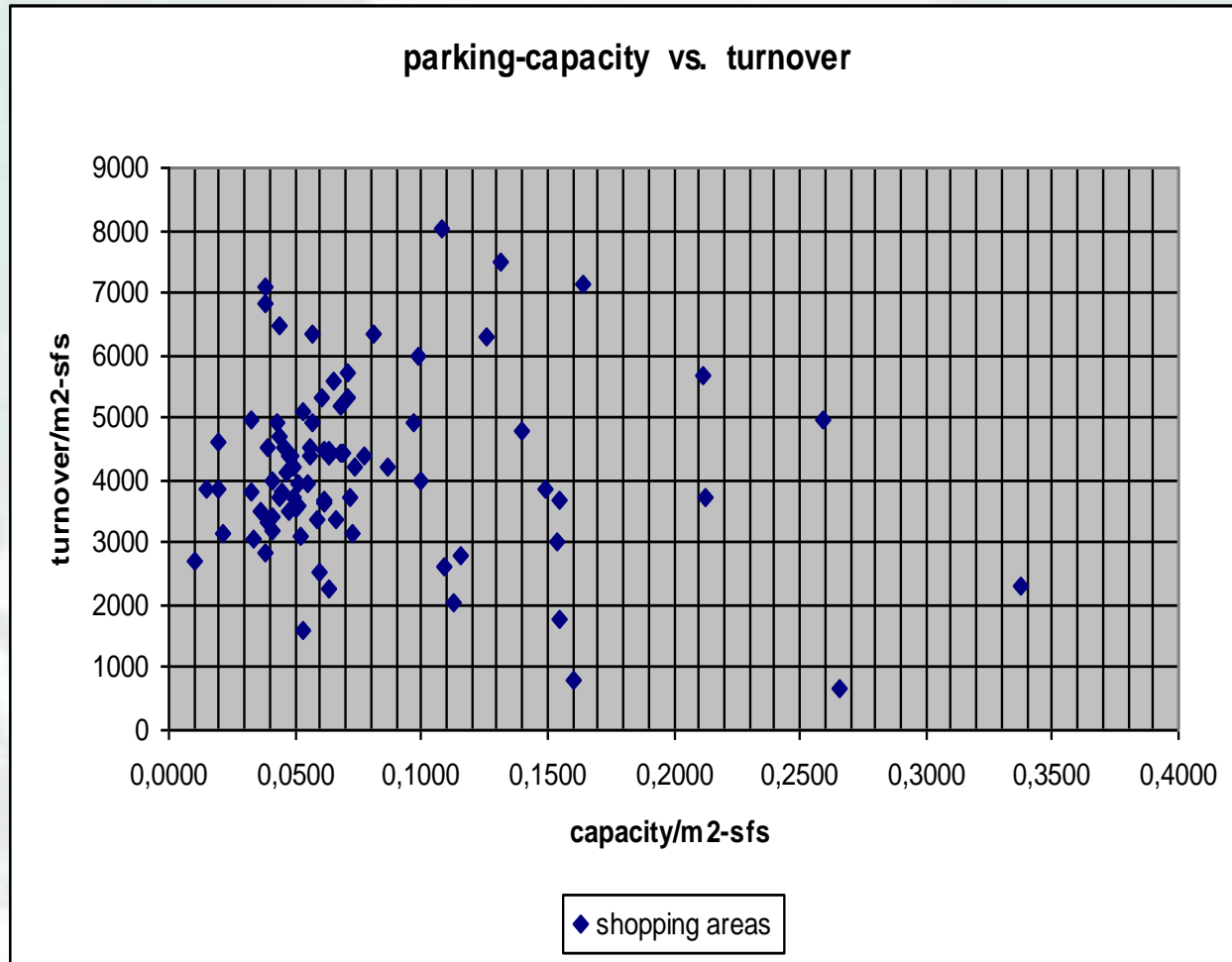
# Perception of the shop owners

---

How many of your customers come by car?	% of the total
- Less than 50%	27.0
- More or less 50%	16.2
- More than 50%	56.8

---

### 3. Parkeermonitor: capacity vs.

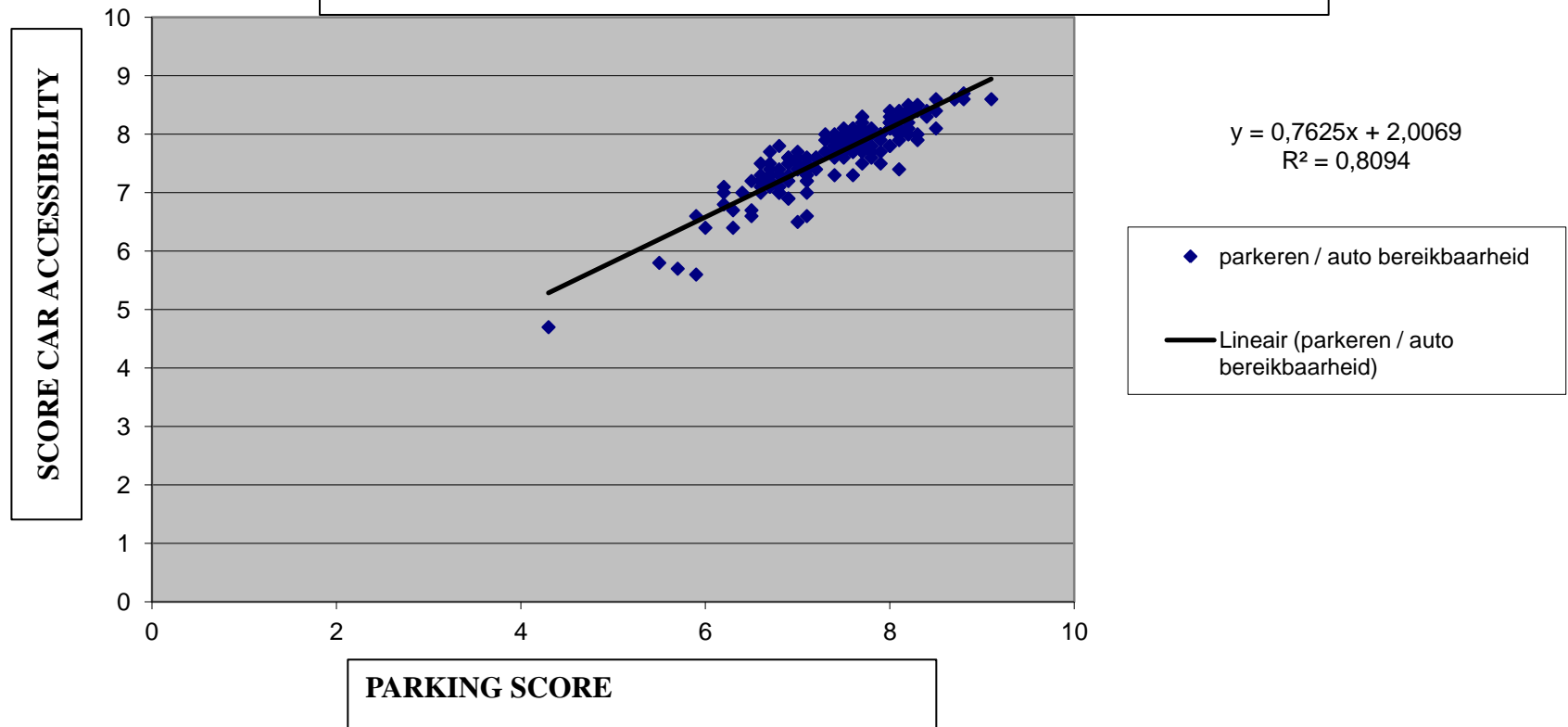


# Parkeermonitor: general conclusions

- In general there is no relation between parking capacity and turnover in shopping areas.
  - Exceptions (positive relation) :
    - Hoofdwinkelgebieden
    - SFS between 20.000 and 40.000 square meters
- No significant relation between the average parking tariff and the turnover per m<sup>2</sup>-SFS!

# 4. KSO 2011

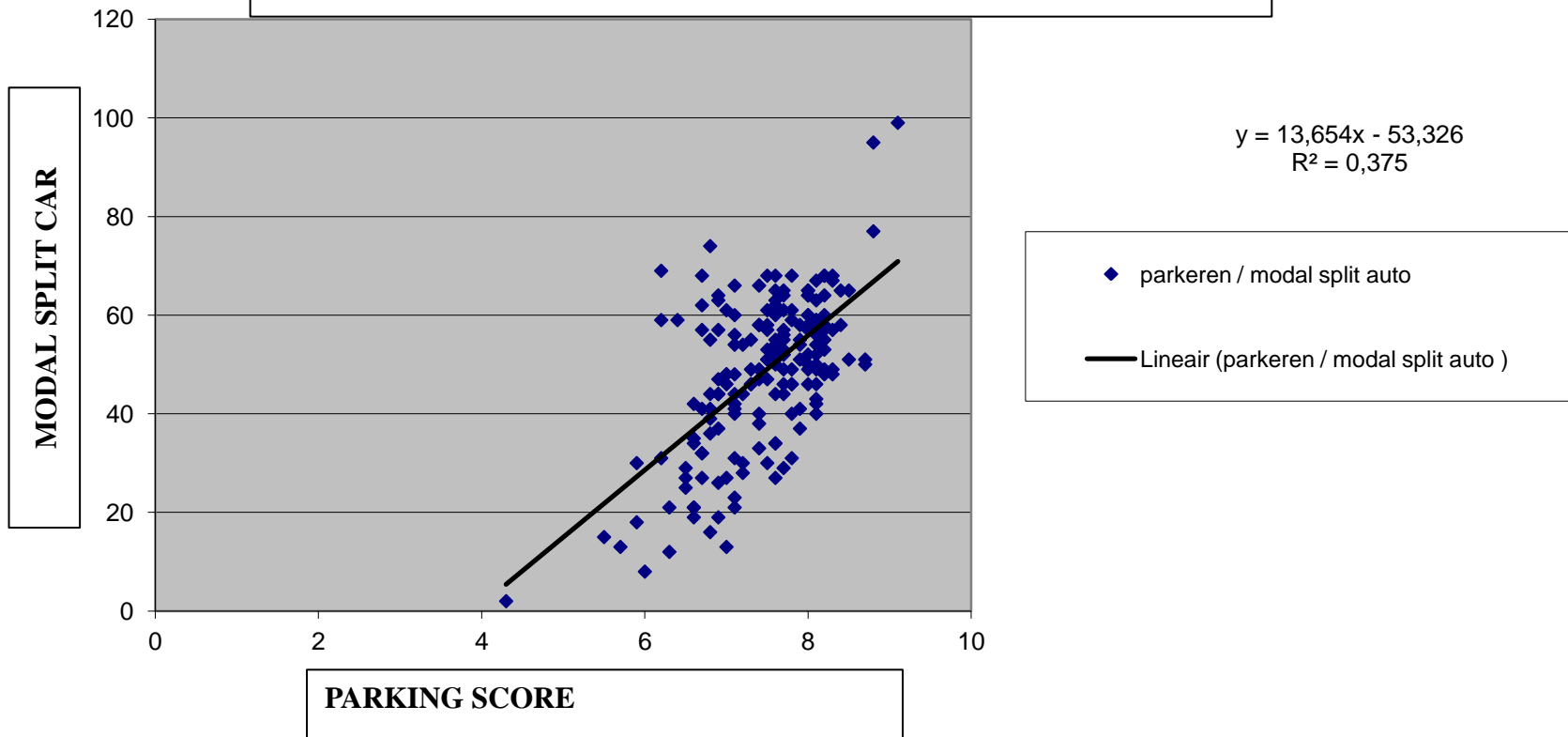
**RELATIONSHIP BETWEEN SCORE PARKING AND SCORE CAR ACCESSIBILITY**





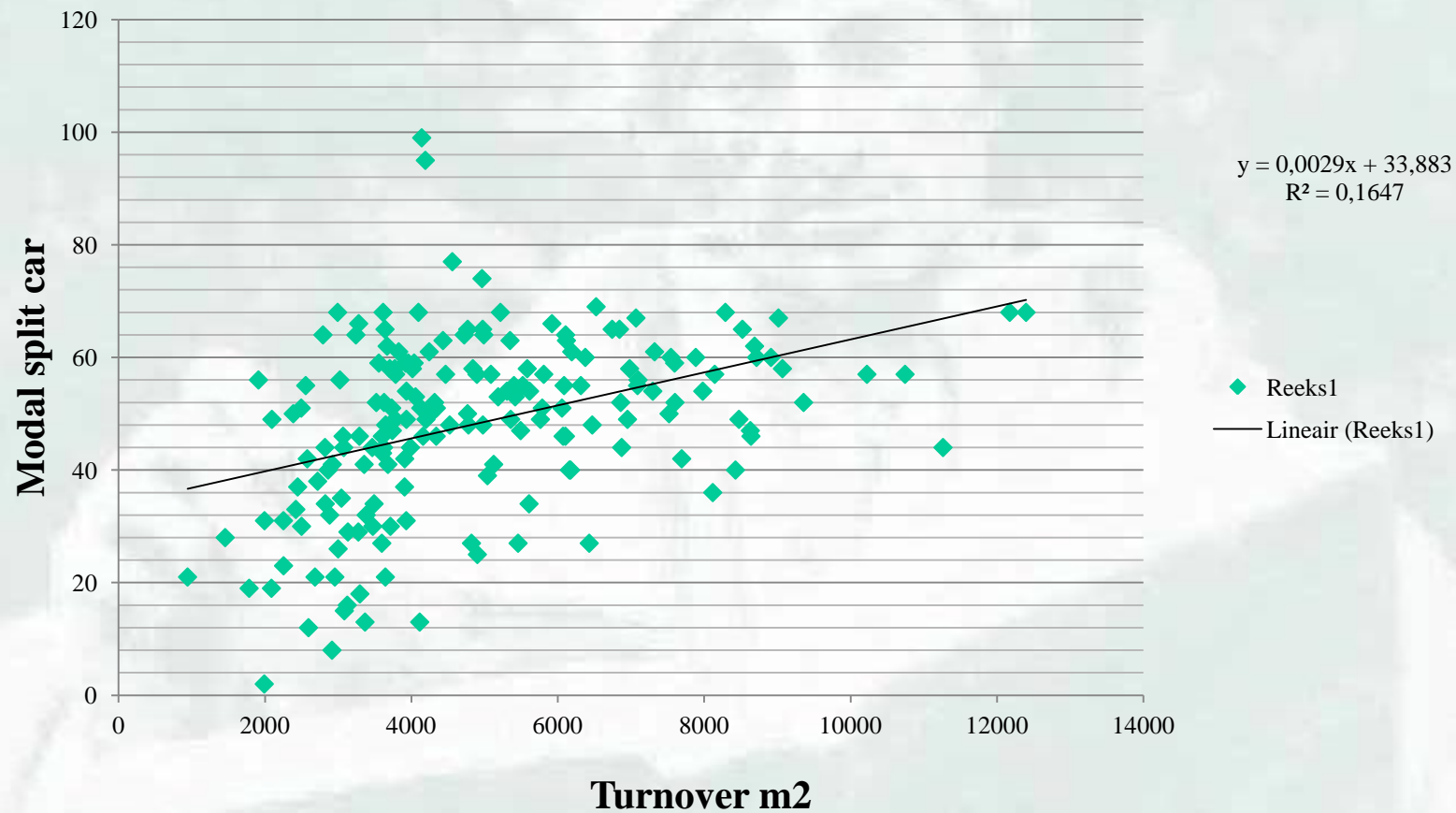
# KSO 2011

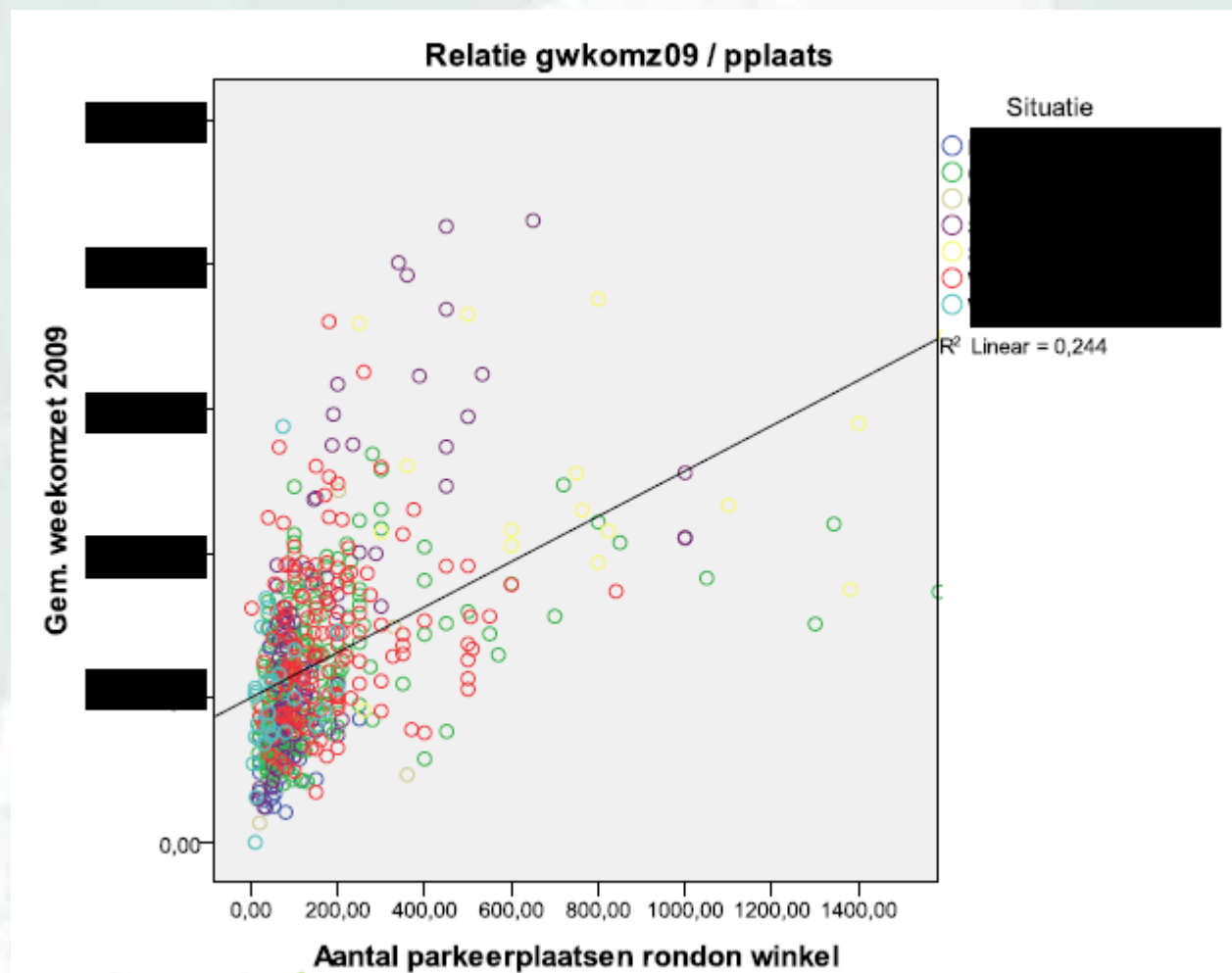
## RELATIONSHIP BETWEEN PARKING SCORE AND MODAL SPLIT CAR

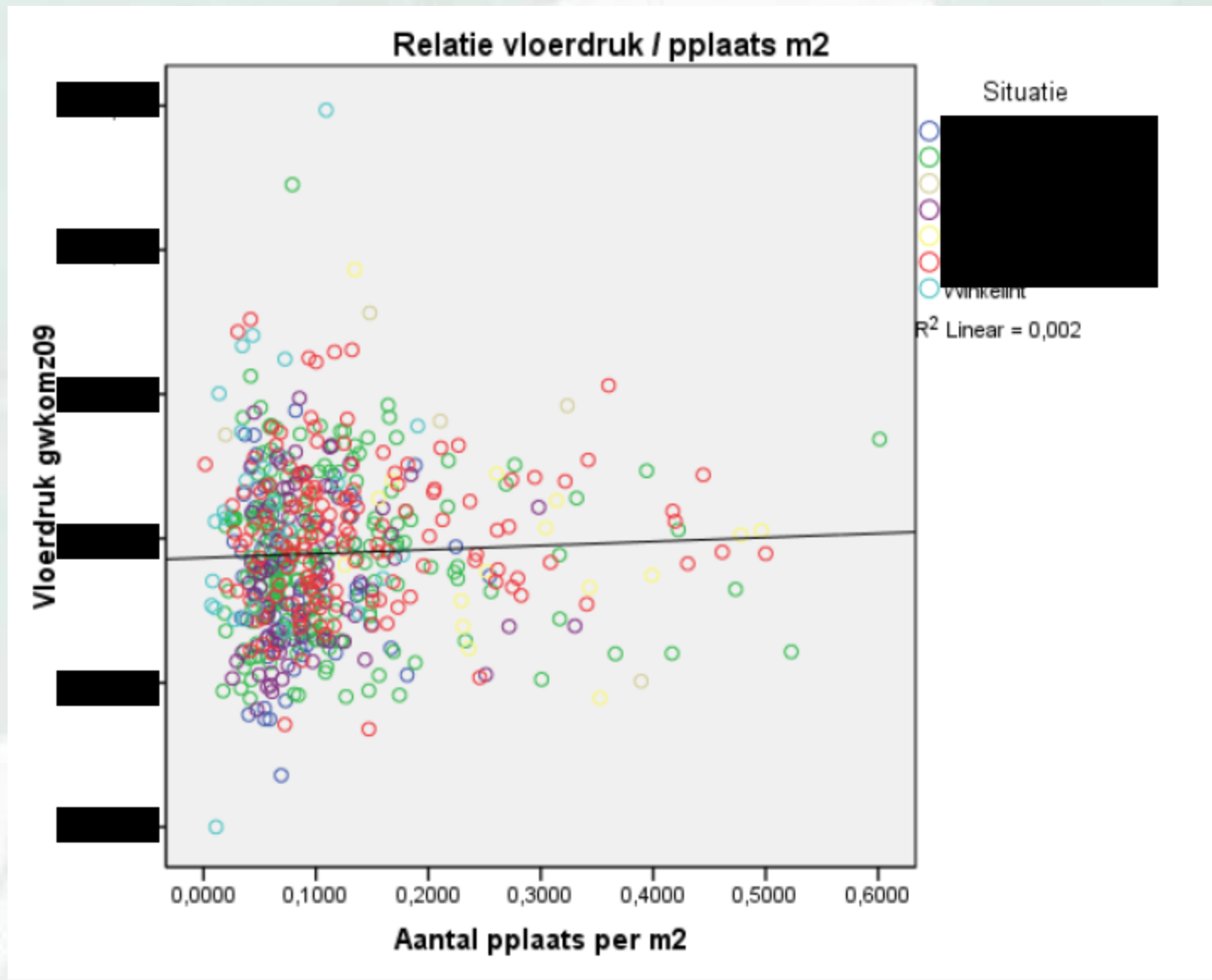


# KSO 2011

## Relationship between modal split car and turnover m2







**No parking, No business**

**DO YOU STILL  
BELIEVE IT?**

# THANKS

[mingardo@ese.eur.nl](mailto:mingardo@ese.eur.nl)